



Sports King Applications Privacy Policy

1. Introduction

Thank you for picking Dragon King, a Sports King Applications product!

At Sports King Applications ("Sports King"), the security and privacy your club's personal data is important to us. Below is an explanation of how and why we gather, store and use your personal data.

That is our objective, and this Privacy Policy ("Policy") will explain exactly what we mean in further detail below. The Products and Services ("Products and Services") we refer to are Dragon King and Takewon King applications (phone, tablet and desktop computer).

2. About this Policy

This Policy sets out the essential details relating to your personal data relationship with Sports King. The Policy applies to all Sports King Products and Services and any associated services (referred to as the 'Sports King Service'). The terms governing your use of the Sports King are defined in the Terms and Conditions (the "Terms and Conditions").

We strive to continually develop new services and update those on offer. If the introduction of new or services or updates of existing services results in any change to the way we collect or process your personal data, we will provide you with more information and additional terms or policies. Unless stated otherwise when we introduce these new or additional services, they will be subject to this Policy.

2.1. The aim of this Policy is to:

- Provide an overview of the personal data we collect about you, the reasons why we collect and use it, and who we share it with;
- Explain the way we use the personal data that you share with us in order to give you the best service we can through Sports King Applications; and
- Explain your rights and choices in relation to the personal data we collect and process about you and how we will protect your privacy.

We hope this provides adequate information around how we protect your privacy. For information on how to contact us if you ever have any questions or concerns, then please see the 'How to Contact Us' section 11 below. Alternatively, if you do not agree with the content of this Policy, then please remember it is your choice whether you want to use Sports King Applications Product or Service.

3. Your rights and preferences

The General Data Protection Regulation or "GDPR" is now law, and gives certain rights to individuals in relation to their personal data. As available and except as limited under applicable law, the rights afforded to individuals are:

- Right of Access - the right to be informed of and request access to the personal data we process about you;
- Right to Rectification - the right to request that we amend or update your personal data where it is inaccurate or incomplete;
- Right to Erasure - the right to request that we delete your personal data;
- Right to Restrict - the right to request that we temporarily or permanently stop processing all or some of your personal data;
- Right to Object -



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- the right, at any time, to object to us processing your personal data on grounds relating to your particular situation;
- the right to object to your personal data being processed for direct marketing purposes;
- Right to Data Portability - the right to request a copy of your personal data in electronic format and the right to transmit that personal data for use in another party's service; and
- Right not to be subject to Automated Decision-making - the right to not be subject to a decision based solely on automated decision making, including profiling, where the decision would have a legal effect on you or produce a similarly significant effect.

If you have any questions about your privacy, your rights, or how to exercise them, please contact our Data Protection Officer using the 'Contact Us' form on the home page of the Sports King Applications website. We will respond to your request within a reasonable period upon verification of your identity. If you are unhappy with the way we are using your personal data you are free to lodge a complaint with your local Data Protection Authority.

4. How do we collect your personal data?

We collect your personal data in the following ways:

When you sign up for Sports King Applications products or services - when you sign up to the Sports King Applications Product or Service, we collect certain personal data so you can use Product or Service, such as your email address, birth date, gender, and country.

Through your use of the Sports King Applications Products and Services, we collect personal data such as teams created, competitions entered, results, profile photo, and any specific skills you list.

Personal data collected that enables us to provide you with additional features/functionality, and your sports club/organisation the tools to manage your training and competition. From time to time, you also may also provide us with additional personal data or give us your permission to collect additional personal data e.g. to provide you with more features or functionality. We will not collect precise mobile device location, voice data, or contacts from your device without your prior consent. You always will have the option to change your mind and withdraw your consent at any time.

From third parties - we will receive personal data about you and your activity from third parties, including advertisers and partners we work with in order to provide you with the Sports King Applications (please see 'Sharing your personal data' Section 7 below). We will use this personal data either where you have provided your consent to the third party or to Sports King Applications to that data sharing taking place or where Sports King Applications has a legitimate interest to use the personal data in order to provide you with Sports King Applications Product or Service.

We use anonymised and aggregated information for purposes that include testing our IT systems, research, data analysis, creating marketing and promotion models, improving the Sports King Applications Products and Services, and developing new features and functionality within existing Sports King Applications Product or Service.

5. What personal data do we collect from you?

Below is a list of the personal data we collect and use about you when you sign up for a Sports King Applications Product or Service:

- 5.1. Account Registration Data - This is the personal data that is provided by you or collected by us to enable you to sign up for and use Sports King Applications Product or Service. This includes your email address, birth date, gender, and country.



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Some of the personal data we will ask you to provide is required in order to create your account. You also have the option to provide us with some additional personal data in order to make your account more personalized. This additional personal data is termed "Profile Data".

- 5.2. Profile Data – This is the personal data that is provided by you to enable you to complete your profile within a Sports King Application Product or Service. This includes your phone number, photo, training and competition information (results, and skills).

The exact personal data we will collect depends on the type of Sports King Applications Product or Service you sign up for and whether or not you use a Third Party Service (such as Revolutionise Sport) to sign up and use Sports King Applications Product or Service. If you use a Third Party Service to create an account, we will receive personal data via that Third Party Service but only when you have consented to that Third Party Service sharing your personal data with us.

- 5.3. Voluntary Mobile Data - In addition to the mobile data we collect to provide you with the Spotify Service (outlined above), you also have the option to give us your consent to collect additional personal data from your mobile device to provide you with features/functionality that will enhance your Spotify Service experience.

We will not access any of the personal data listed below without first obtaining your consent:

- 5.4. Your photos - If you give us permission to access your photos or camera, we will only access images that you specifically choose to share with us and metadata related to those images, such as the type of file and the size of the image. We will never scan or import your photo library or camera roll;
- 5.5. Your precise mobile device location - If you give us permission to access your precise location, this enables us to access your GPS or Bluetooth to provide location-aware functionality within Sports King Applications Product or Service. Please note that this does not include your IP address. We use your IP address to determine non-precise location, for example, what country you are in to comply with our licensing agreements;
- 5.6. Your contacts - If you give us permission to access your contacts, this enables us to access individual contacts stored on your device to help you find friends who use Sports King Applications Product or Service.
- 5.7. Payment Data - We may collect such personal data if you sign up for a Trial or purchase any of our Paid Subscriptions or make other purchases through Sports King Applications Product or Service. The exact personal data collected will vary depending on the payment method (e.g. direct via your mobile phone carrier or by invoice) but will include information such as:
 - 5.7.1. Name;
 - 5.7.2. Date of birth;
 - 5.7.3. Credit or debit card type, expiration date, and certain digits of your card number;
 - 5.7.4. Postal code;
 - 5.7.5. Mobile phone number; and
 - 5.7.6. Details of your transaction history.
- 5.8. Contests and Survey Data - This personal data is used to allow you to sign up and participate in these types of promotions. The exact personal data collected will vary depending on the promotion.
- 5.9. Marketing Data - This personal data is used to enable Sports King Applications and our partners / service providers to send you marketing communications either:
 - 5.9.1. Via email;
 - 5.9.2. Whilst using the Sports King Applications Product or Service; and/or



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5.9.3. Direct from the third party.

You can find out more about the personal data collected and the controls you have in relation to the marketing communications by contacting us at www.sportskingapps.com.au/contact

6. What do we use your data for?

When you use or interact personal with Sports King Applications Product or Service, we use a variety of technologies to process the personal data we collect about you for various reasons. We have set out in the table below the reasons why we process your personal data, the associated legal bases we rely upon to legally permit us to process your personal data, and the categories of personal data (identified in Section 5 'What personal data do we collect from you?') used for these purposes:

To process your payment to prevent or detect fraud including fraudulent payments and fraudulent use of Sports King Applications Product or Service.

To communicate with you, either directly or through one of our partners, for:

- marketing,
- research,
- participation in contests or surveys,
- promotional purposes,
- via emails, notifications, or other messages, consistent with any permissions you may have communicated to us (e.g., through your Account Settings page).

7. Sharing your personal data

Below are types of recipients of the personal data collected or generated through your use of the Sports King Applications.

- 7.1. Publicly available information - The following personal data may be publicly available on some Sports King Applications Product or Service: your name and/or username, profile picture, and which club you belong to.

Personal data you may choose to share:

The following personal data will only be shared with the categories of recipients outlined in the table below if:

- you choose to make use of a specific Sports King Applications Product or Service feature where sharing of particular personal data is required for the proper use of the Sports King Applications Product or Service feature; or
- you grant us your permission to share the personal data, e.g. by selecting the appropriate setting within a Sports King Applications Product or Service.

Reason for sharing:

If you connect your Sports King Applications Product or Service account to a Third Party Application, such as, for example, Revolutionise Sport or social media, Sports King Applications may share your Service Usage Data so you can connect to your Sports King Applications Product or Service account.

You will receive a notification before connecting to the Third Party Application to let you know what personal data will be shared / accessible to that Third Party Application.



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Your Sports King Applications Product or Service club members - There also may be times when you want us to share certain Service Usage Data, specifically information about your use of Sports King Applications Product or Services.

For example, when you build a configuration you might want those playlists to be visible to others within your club, but there will be a specific option to make this information available within the service or product.

Information we may share:

- 7.2. Service Providers and Others - We use technical service providers which may operate the technical infrastructure that we need to provide Sports King Applications Product or Service, in particular providers which host, store, manage, and maintain Dragon King, or Taekwon King applications, their content and the data we process.
- 7.3. We use technical service providers to help us communicate with you, as described in Section 6 of this Policy.
- 7.4. We also share your personal data in a pseudonymised format with marketing partners who help us with promotional efforts, and with advertisers that allow us to offer a free service.
- 7.5. Academic Researchers - We will share your personal data for activities such as statistical analysis and academic study, but only in a pseudonymised format.
- 7.6. Law Enforcement and Data Protection Authorities - We will share your personal data when we in good faith believe it is necessary for us to do so in order to comply with a legal obligation under applicable law, or respond to valid legal process, such as a search warrant, a court order, or a subpoena.

We also will also share your personal data where we in good faith believe that it is necessary for the purpose of our own, or a third party's legitimate interest relating to national security, law enforcement, litigation, criminal investigation, protecting the safety of any person, or to prevent death or imminent bodily harm, provided that we deem that such interest is not overridden by your interests or fundamental rights and freedoms requiring the protection of your personal data.

- 7.7. Purchasers of our business - We will share your personal data in those cases where we sell or negotiate to sell our business to a buyer or prospective buyer. In this situation, Sports King Applications will continue to ensure the confidentiality of your personal data and give you notice before your personal data is transferred to the buyer or becomes subject to a different Privacy Policy.

8. Data retention and deletion

We keep your personal data only as long as necessary to provide you with a Sports King Applications Product or Service and for legitimate and essential business purposes, such as maintaining the performance applications such as Dragon King or Takewon King, making data-driven business decisions about new features and offerings, complying with our legal obligations, and resolving disputes. We keep some of your personal data for as long as you are a user of the Sports King Applications Products or Services. For example, we keep your account information, training and competition information.

If you request, we will delete or anonymise your personal data so that it no longer identifies you, unless, we are legally allowed or required to maintain certain personal data, including situations such as the following:



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- If there is an unresolved issue relating to your account, such as an outstanding credit on your account or an unresolved claim or dispute we will retain the necessary personal data until the issue is resolved;
- Where we are required to retain the personal data for our legal, tax, audit, and accounting obligations, we will retain the necessary personal data for the period required by applicable law; and/or,
- Where necessary for our legitimate business interests such as fraud prevention or to maintain the security of our users.

9. Keeping your personal data safe

We are committed to protecting our users' personal data. We implement appropriate technical and organisational measures to help protect the security of your personal data; however, please note that no system is ever completely secure. We have implemented various policies including pseudonymisation, encryption, access, and retention policies to guard against unauthorised access and unnecessary retention of personal data in our systems.

Your password protects your user account, so we encourage you to use a unique and strong password, limit access to your computer and browser, and log out after having used the Sports King Applications Products and Services.

10. Children

Sports King Applications Products and Services are not directed to children under the age of 13 years. However, in some countries, stricter age limits may apply under local law. Please see our Terms and Conditions of Use for further details. We do not knowingly collect personal data from children under 13 years or under the applicable age limit (the "Age Limit"). If you are under the Age Limit, please do not use any Sports King Applications Products or Services, and do not provide any personal data to us.

If you are a parent of a child under the Age Limit and become aware that your child has provided personal data to Sports King Applications, please contact us at support@dragonking.com.au and you may request exercise of your applicable rights detailed in the 'Your rights and preferences' Section 3 of this Policy.

If we learn that we have collected the personal data of a child under the age of 13 years, we will take reasonable steps to delete the personal data. This may require us to delete the Sports King Applications account for that child.

11. How to contact us

Thank you for reading our Privacy Policy. If you have any questions about this Policy, please contact our Data Protection Officer by emailing support@dragonking.com.au or by writing to us at the following address:

Sports King Applications

8 Tully Place Jerrabomberra

New South Wales

2619

Australia

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Sports King Applications is the data controller for the purposes of the personal data processed under this Policy.