

# COOKIE POLICY

## Admirals Basketball Academy

**Effective Date:** January 1, 2026

Admirals Basketball Academy (“Admirals,” “we,” “our,” or “us”) uses cookies and similar technologies to improve your experience, understand website performance, support recruiting and communications, and provide a better user experience.

This Cookie Policy explains what cookies are, how we use them, and the choices you have regarding their use.

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### 1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website.

Cookies help websites:

- function properly
- remember preferences
- improve user experience
- understand website traffic
- analyze website performance
- support communication and recruiting efforts

Cookies may be temporary (“session cookies”) or remain on your device for a period of time (“persistent cookies”).

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### 2. Why We Use Cookies

Admirals uses cookies to:

- make our website function properly
  - improve website speed and performance
  - remember user preferences
  - understand how families and visitors use our website
  - improve recruiting and communication efforts
  - measure effectiveness of advertisements and outreach
  - support website security
  - improve registration and contact experiences
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### 3. Types of Cookies We Use

#### Essential Cookies

These cookies are necessary for the website to function properly.

They may help with:

- page navigation
- form functionality
- website security
- basic website performance

Without these cookies, parts of the website may not work properly.

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#### Analytics Cookies

We may use analytics tools, including **Google Analytics**, to better understand how visitors interact with our website.

These cookies may help us understand:

- website traffic
- pages visited
- time spent on pages
- user interactions
- registration interest
- website performance

This helps us improve content, navigation, recruiting, and parent experience.

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#### Advertising and Marketing Cookies

We may use tools such as **Meta/Facebook Pixel** to help us understand the effectiveness of outreach and advertising.

These tools may help us:

- understand how visitors find Admirals
- improve recruiting efforts
- measure ad performance
- provide more relevant information about Admirals programs

For example, if someone visits our website but does not complete registration, these tools may help us improve future communication and outreach.

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## Functional Cookies

Functional cookies help improve user experience by remembering preferences and improving website usability.

These may include:

- language preferences
- website settings
- communication preferences

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## Embedded Content Cookies

Our website may include content from third-party platforms such as:

- YouTube
- Vimeo
- Google Maps
- LeagueApps
- WhatsApp
- Telegram

These services may place cookies on your device when you interact with embedded content or external links.

We do not control third-party cookies and encourage users to review their privacy policies.

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## 4. Third-Party Services

Our website may use third-party services that place cookies or similar technologies, including:

- Google Analytics
- Meta/Facebook Pixel
- LeagueApps
- Mailchimp
- YouTube
- Vimeo
- Google Maps
- WhatsApp

- Telegram

These providers may process information according to their own privacy policies.

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## **5. Managing Cookies**

You can control or disable cookies through your browser settings.

Most web browsers allow you to:

- block cookies
- remove stored cookies
- limit tracking
- receive notifications about cookies

Please note that disabling cookies may affect website functionality and some features may not work properly.

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## **6. Your Choices**

When visiting our website, you may be offered cookie choices or preferences depending on your location and browser.

You may choose to:

- accept cookies
- limit certain tracking technologies
- change browser privacy settings

You may also opt out of certain advertising-related tracking through available third-party tools.

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## **7. Updates to This Cookie Policy**

We may update this Cookie Policy from time to time as our website, technology, programs, or legal requirements evolve.

When changes are made, the updated effective date will appear at the top of this page.

Continued use of the website means acceptance of the updated policy.

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## **8. Contact Us**

If you have questions about this Cookie Policy, please contact us:

**Admirals Basketball Academy**  
1281 Brittmoore Road

Houston, TX 77043

USA

**Email:** [info@admiralsbasketball.org](mailto:info@admiralsbasketball.org)

**Website:** [www.admirals.basketball](http://www.admirals.basketball)