

# Privacy Policy

## Admirals Basketball Academy

**Effective Date:** January 1, 2026

Admirals Basketball Academy (“Admirals,” “we,” “our,” or “us”) is a Texas 501(c)(3) nonprofit organization. We operate youth basketball, leadership, character development, and related programs in Moldova, Ukraine, and future countries.

We are committed to protecting the privacy of families, participants, donors, visitors, and partners who interact with our website, programs, and communications.

This Privacy Policy explains what information we collect, how we use it, how we protect it, and what choices you have.

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### 1. Who We Are

**Legal Organization:**

Admirals Basketball Academy

A Texas 501(c)(3) nonprofit organization

**Address:**

1281 Brittmoore Road

Houston, TX 77043

USA

**Email:**

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

**Website:**

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

Admirals Basketball Academy operates internationally, including in Moldova, Ukraine, and future countries.

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### 2. Information We Collect

We may collect personal information when you:

- visit our website
- complete a contact form
- register for a program through LeagueApps
- communicate with us through WhatsApp Business, Telegram, email, or social media
- subscribe to updates or newsletters
- make a donation
- attend Admirals programs, events, camps, tournaments, or activities

The information we collect may include:

### **Parent / Guardian Information**

- name
- email address
- phone number
- country, city, or location
- relationship to participant
- communication preferences

### **Participant Information**

- name
- age or date of birth
- gender
- program location
- basketball experience
- team or group assignment
- attendance and participation information

### **Health and Safety Information**

When necessary for participant safety, we may collect limited health-related information, such as:

- allergies
- injuries
- medical conditions relevant to sports participation
- emergency contact information
- medical clearance or fitness-to-participate information

We collect health-related information only when needed to support safety, program participation, emergency response, or legal obligations.

### **Website and Technical Information**

When you use our website, we may automatically collect:

- IP address
- browser type
- device type
- pages visited

- referring website
- approximate location
- time and date of visit
- interactions with website content

This may happen through cookies, analytics tools, pixels, and similar technologies.

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### **3. How We Use Information**

We use personal information to:

- respond to inquiries from parents, participants, donors, and partners
- manage program registration and participation
- communicate about practices, games, events, camps, tournaments, and leadership activities
- support participant safety and safeguarding
- organize teams, schedules, and locations
- process payments, donations, or program-related transactions
- send newsletters, updates, and ministry/program communications
- improve our website, communications, and recruiting efforts
- understand website traffic and advertising effectiveness
- comply with legal, accounting, safeguarding, and reporting obligations
- protect the rights, safety, and integrity of Admirals, participants, families, and staff

We do not sell personal information.

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### **4. Children and Parental Consent**

Admirals works with children and youth. We take the privacy and safety of minors seriously.

Children under 18 may participate in Admirals programs only with consent from a parent or legal guardian.

We do not knowingly collect personal information from children under 18 through our website without parent or guardian involvement. If we learn that we have collected information from a minor without appropriate consent, we will take reasonable steps to delete or correct the information.

Parents or legal guardians may contact us at [info@admiralsbasketball.org](mailto:info@admiralsbasketball.org) to review, correct, or request deletion of their child's information, subject to legal, safety, safeguarding, or operational requirements.

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## **5. LeagueApps and Program Registration**

Admirals may use LeagueApps or similar third-party platforms for program registration, payments, waivers, scheduling, and communication.

When you register through LeagueApps, your information may be collected and processed by LeagueApps according to its own privacy policy and terms.

We encourage families to review LeagueApps' privacy and terms before completing registration.

Admirals may access registration information submitted through LeagueApps to operate programs, communicate with families, manage teams, and ensure participant safety.

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## **6. Communications: Email, WhatsApp, Telegram, and Social Media**

We may communicate with you through:

- email
- WhatsApp Business
- Telegram
- phone calls
- SMS or messaging apps
- social media platforms

These communications may include:

- program information
- registration support
- schedule updates
- event reminders
- parent communication
- fundraising or donor updates
- newsletters or ministry/program stories

You may opt out of non-essential marketing or newsletter communications at any time by following unsubscribe instructions or contacting us.

Program-related, safety-related, payment-related, or administrative communications may still be sent when necessary.

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## **7. Photos, Videos, and Media**

Admirals may take photos and videos during practices, games, camps, tournaments, events, and other activities.

Photos and videos may be used for:

- website content
- social media
- newsletters
- donor updates
- promotional materials
- educational or informational materials
- storytelling and program reporting

We seek appropriate consent from parents or legal guardians before using identifiable images of minors for promotional or public purposes.

If you have concerns about media use involving your child, please contact us at [info@admiralsbasketball.org](mailto:info@admiralsbasketball.org).

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## **8. Donations and Donor Information**

Admirals may collect donor information when individuals make donations or request fundraising updates.

Donor information may include:

- name
- email
- mailing address
- donation amount
- payment information
- communication preferences

Payment information may be processed by third-party payment providers. Admirals does not intentionally store full credit card details on its own website.

We may use donor contact information to send receipts, thank-you messages, updates, reports, and fundraising communications.

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## **9. Cookies and Tracking Technologies**

Our website may use cookies and similar technologies to:

- make the website function properly
- improve user experience

- understand website traffic
- measure recruiting and advertising effectiveness
- remember preferences
- support embedded content and third-party tools

We may use tools such as:

- Google Analytics
- Meta/Facebook Pixel
- LeagueApps links or integrations
- Mailchimp signup forms
- YouTube or Vimeo embedded videos
- Google Maps embeds
- WhatsApp or Telegram links

More information is provided in our separate **Cookie Policy**.

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## 10. Analytics and Advertising

We may use Google Analytics and Meta/Facebook Pixel to understand how visitors use our website and to improve communication, recruiting, and advertising.

These tools may collect information about your device, browser, website activity, and interactions with our pages or ads.

This helps us understand:

- which pages are helpful
- how families find Admirals
- how many visitors click registration links
- how to improve our website and outreach

You can manage cookies through your browser settings or through available cookie preferences on our website.

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## 11. Third-Party Services

We may share limited information with trusted service providers who help us operate our website, programs, communications, or donations.

These may include:

- LeagueApps

- Google Analytics
- Meta/Facebook
- Mailchimp
- WhatsApp
- Telegram
- payment processors
- website hosting providers
- email providers
- video platforms such as YouTube or Vimeo
- Google Maps
- professional advisors, accountants, or legal consultants

We use third-party services only as needed for legitimate organizational purposes.

Third-party services may process data according to their own privacy policies.

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## **12. International Data Transfers**

Admirals operates internationally. Your information may be processed or stored in the United States, Moldova, Ukraine, or other countries where we or our service providers operate.

By using our website, contacting us, registering for programs, or interacting with our services, you understand that your information may be transferred internationally.

We take reasonable steps to protect personal information according to applicable privacy standards and responsible nonprofit practices.

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## **13. Data Retention**

We keep personal information only as long as reasonably necessary for the purposes described in this Privacy Policy.

Retention periods may depend on:

- program participation
- safeguarding needs
- legal or accounting requirements
- donation records
- communication history
- dispute resolution

- safety or incident documentation

When information is no longer needed, we will take reasonable steps to delete, anonymize, or securely retain it according to applicable requirements.

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## **14. Data Security**

We use reasonable administrative, technical, and organizational measures to protect personal information.

However, no website, platform, email system, or online communication tool is completely secure. We cannot guarantee absolute security, but we work to protect information responsibly.

Families, donors, and visitors should also use care when submitting information online.

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## **15. Your Rights and Choices**

Depending on your location and applicable law, you may have the right to:

- request access to your personal information
- request correction of inaccurate information
- request deletion of personal information
- object to certain processing
- request limitation of processing
- withdraw consent where processing is based on consent
- opt out of marketing communications
- request information about how your data is used

To make a request, contact us at:

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

We may need to verify your identity before responding.

Some information may need to be retained for legal, safety, safeguarding, accounting, or operational reasons.

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## **16. Email Marketing and Updates**

If you subscribe to updates or receive communications from Admirals, we may send you:

- program news
- parent updates
- event announcements

- donor updates
- newsletters
- fundraising communication

You may unsubscribe from marketing or newsletter emails at any time.

We may still send important administrative or program-related messages when necessary.

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## **17. Links to Other Websites**

Our website may contain links to third-party websites, including:

- LeagueApps
- donation platforms
- social media platforms
- video platforms
- maps
- partner websites

We are not responsible for the privacy practices, content, or security of third-party websites.

We encourage you to review their privacy policies before submitting information.

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## **18. Updates to This Policy**

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

When we update the policy, we will revise the “Effective Date” at the top of this page.

Continued use of the website after updates means you accept the revised policy.

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## **19. Contact Us**

For questions about this Privacy Policy or how we handle personal information, 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)