Terms, Conditions & Privacy for C2X

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Coach To Excellence, LLC ("C2X," "we," "us" or "our") provides coaching-communication analytics through the C2X coach app and director dashboard. These terms explain how you may use C2X and how we handle personal information.

Coaches retain their rights in their words. Directors receive development metrics, trends and staff summaries, not coaches' audio or transcripts. Where an organization turns on player development, its directors also see short excerpts of what a coach said to individual players, as described in Section 13. Limited authorized C2X personnel and service providers may process session content as described below.

1. Acceptance of Terms

By accessing or using C2X, you agree to these terms. If you accept them for a club or other organization, you confirm that you are authorized to do so.

Your organization's acceptance does not itself obtain consent from a coach, parent, player or other participant. Required notices and permissions must be addressed separately before recording or uploading personal information.

2. Permitted Use

C2X helps coaches reflect on and improve their communication through AI-powered feedback. You must use it lawfully and in accordance with your organization's policies.

You must not record or upload personal information without a lawful basis and all necessary rights, permissions and consents. Surveillance, harassment, unauthorized access and other illegal activity are prohibited. Submit only information needed for the relevant coaching purpose, and avoid unnecessary sensitive information.

You retain whatever rights you hold in content you submit. You authorize C2X to process that content to provide the service and for the limited, permitted purposes described in these terms. This authorization does not give you rights over another person's information that you do not otherwise have.

3. Recording, Notices & Permissions

Before recording a session or uploading personal information, the organization and the person using C2X must establish a lawful basis for the processing, provide all notices required by applicable law and organizational policies, and obtain all necessary rights, permissions and consents. This includes parent or guardian authorization wherever legally required.

The notices and permissions must address the relevant activities: recording and secure upload, transcription, coaching analysis, participant names and supplied roster information, player development records that directors can see where an organization turns that feature on, authorized access, retention and deletion, and any permitted quality-improvement use. Permission to record alone may not cover every later use.

Organizations must keep appropriate records, give coaches clear instructions about when recording is permitted, and address questions, objections, withdrawals and deletion requests as applicable. They must also check relevant venue, competition and visiting-team requirements.

C2X does not centrally collect a signed parental form for every participant. An organization's acceptance of these terms, a general notice or a person's silence does not replace consent where the law requires it. If a necessary permission is missing, do not record or upload the affected information.

These organizational responsibilities do not remove C2X's own obligations under applicable law.

4. Accounts, Security & Subscriptions

Provide accurate account information, keep credentials confidential and notify us promptly of suspected unauthorized access. Organizations are responsible for managing their authorized members and coach invitations.

Subscription prices, included usage and payment terms are shown in the applicable checkout, plan details or signed agreement. Organizational payments are handled through Stripe; individual iOS purchases are handled through Apple and RevenueCat. Use the relevant billing controls to manage or cancel a subscription. Deleting or deactivating an account does not, by itself, cancel an Apple-managed subscription.

5. Information We Process & Why

We process the information needed to operate C2X, including:

- **Session audio and transcripts:** to transcribe coaching communication, generate analysis, provide support and investigate processing issues.
- **Coaching analytics and generated content:** feedback counts, trends, player mentions, summaries, notes, quotes and action plans associated with a session or account.
- **Participant and roster information:** names mentioned by a coach and, where enabled and supplied, roster names, nicknames, teams and positions used to recognize mentions and produce coaching analytics.
- **Player development records:** where an organization turns on player development, the feedback a coach gave each rostered player, counted by theme and by week, with the short excerpts that support those counts (see Section 13).
- **Organization-provided content:** where enabled, coaching glossaries, methodology documents and related settings used to provide the organization's selected features.
- **Account and organization information:** names, email addresses, profile photos, memberships, invitations and other information used to provide and administer accounts.
- **Subscription and transaction information:** payment-provider identifiers, plan details and usage records needed to administer subscriptions and account for consumed hours. C2X does not store your full payment-card number.
- **Device, usage and diagnostic information:** information needed to operate the app, troubleshoot errors, protect accounts and understand service performance.
- **Support and privacy correspondence:** information you provide when asking for help or exercising a privacy right.

Player names and attributable feedback counts can be personal information even when a child's own voice is not recorded. C2X analyzes coaching communication; its purpose is not to grade a player's athletic ability. Player development records describe what a coach said to a player and how often. They are not an assessment of the player.

Where permitted and consistent with the relevant notices, permissions and choices, we also use limited content for detection-accuracy improvement as described in Section 6. We may use genuinely anonymous aggregate statistics for service measurement, product improvement, research and published insights under Section 7.

6. Audio Handling, Authorized Access & Quality Improvement

Recordings are uploaded securely to generate transcripts and coaching analysis. Audio is stored encrypted, with access restricted to authorized personnel and service providers that need it for the permitted processing.

Audio is retained for a maximum of **180 days from the recording date**, then permanently deleted, or removed earlier when required by an applicable deletion request, law or an earlier applicable deadline. Uploading a recording later, copying it or closing an account does not restart this period. Routine audio deletion does not by itself remove the transcript or analytics from an active account.

Limited authorized C2X personnel may access session content to provide support, investigate processing errors and perform legally permitted quality-improvement work. Where permitted and consistent with the organization's notices, permissions and choices, recordings may be used to improve the accuracy with which C2X detects coaching behaviors.

An organization may opt out of this quality-improvement use at support@coach2x.com. Its audio will then be used only to provide its own transcripts and analyses and related necessary service support. Opting out does not replace any legally required permission process.

Audio is never sold or used for advertising. It is shared only for the purposes described in this agreement, including processing by the service providers in Section 9. C2X does not authorize its AI providers to use customer audio or transcripts to train their general-purpose AI models.

A close-worn noise-cancelling microphone can reduce background speech, but cannot guarantee that no other voices will be captured. Names spoken by a coach and supplied roster details may still identify a participant.

7. Retention, Account Closure & Deletion

While an account is active, we retain identifiable transcripts, account-linked analytics and account information only as needed to provide the service and for the purposes described here. Audio remains subject to the separate recording-date limit in Section 6.

After the relevant account closes, we delete its audio, transcripts, roster information and identifiable account information **within 180 days**, except for the club records and the limited records described below. Analytics that identify a coach or player are also deleted or irreversibly converted into genuinely anonymous aggregate statistics within that period, except for the club records described below. We remove information sooner where it is no longer needed or an applicable request, law or earlier commitment requires it.

The account-closure period does not extend an audio recording's earlier expiry date. Removing a club membership or cancelling a subscription does not necessarily close a coach's separate personal account. You may request closure or deletion directly.

Club records. When a coach's account closes or a coach leaves an organization, the organization that paid for a session keeps the development metrics and trends from that session that its directors could already see, linked to the coach's name, along with the AI-generated staff summaries produced for the organization. Where the organization has turned on player development, club records also include the player development records from those sessions: the rostered players' names, their feedback counts and trends, and the short excerpts shown to directors under Section 13. Club records never include audio, transcripts or the coach's login details. Outside player development they never include quotes or roster details. Sessions a coach records outside an organization are not club records. C2X keeps club records on the organization's behalf until the organization closes its account or asks us to delete them. If a coach asks us to delete club records, we consult the organization first and act as applicable law requires.

Deletion requests. Email support@coach2x.com to request deletion of identifiable information, including audio, transcripts and associated analytics. Parents or guardians may request deletion of their child's identifiable information, including player development records held as club records. We may ask for the minimum information reasonably needed to verify the request and locate the affected records. We handle valid requests without undue delay and within the time required by applicable law. You do not have to wait for the routine retention period to end.

Anonymous statistics. We may retain genuinely anonymous aggregate statistics after account or content deletion for service measurement, product improvement, research and published insights. These do not contain recordings, transcript text, identifiable coach or player histories, or identifiers and linkages that would reasonably allow an individual to be identified. Removing a name, hashing an identifier or replacing it with a code is not, by itself, anonymization. We do not attempt to reidentify individuals from these statistics.

Research and published insights. We may use and publish genuinely anonymous aggregate statistics, and share them with research partners, to study and report on coaching practice, for example in white papers, academic research and industry reports. We may also give approved researchers access to de-identified coaching analytics, such as feedback counts, sport, session type and a team's age group or girls/boys category, with names, quotes, transcripts and audio removed. De-identified data is not anonymous, so it remains covered by this agreement: access requires a written agreement that limits use to the approved study, requires confidentiality and security, prohibits re-identification and onward sharing, requires deletion at the end of the study and requires ethics (IRB) approval where applicable. We never share audio, transcripts, quotes or player names for research, and published results never identify a coach, player, team or club without permission. A coach or organization can opt out of research use at any time by emailing support@coach2x.com.

Limited recordkeeping. We retain only the minimum personal information needed for applicable legal obligations or the establishment, exercise or defense of legal claims, such as necessary financial records. These records remain restricted to that purpose. Financial retention is not a reason to keep coaching audio, transcripts or identifiable player histories. Retained anonymous statistics are separate from any such personal records.

An update to this agreement does not postpone an earlier deletion deadline that already applies to your information.

8. Use Involving Minors

Organizations must consider the additional protections that apply to children and young people. Before recording sessions involving minors or uploading their personal information, the organization must provide required notices and secure the permissions and parent or guardian authorization required by applicable law and organizational policies.

Organizations must comply with applicable children's privacy and recording laws, including COPPA where it applies. No single notice or permission method is suitable for every jurisdiction or activity. A director's confirmation does not itself constitute parental consent.

Where parent or guardian consent is legally required, it must be obtained before the relevant recording or processing and cover the applicable uses. Additional or separate permission must be obtained where required for a secondary use. Optional quality-improvement use is not automatically authorized by a club's decision to use C2X.

Player development records relate to individual players, many of whom are minors. An organization that turns on player development must make sure its notices and permissions cover its directors seeing those records. The records describe coaching communication, not a player's ability.

Parents or guardians may ask questions or request deletion at support@coach2x.com without needing a C2X account. Organizations must cooperate with appropriate requests and must not record affected activities when necessary permissions are absent.

9. Service Providers, Disclosures & International Processing

We use service providers to operate C2X. Depending on the enabled services and configuration, these include:

- **Amazon Web Services:** secure storage and audio-processing infrastructure, including hosted AI services where enabled.
- **OpenAI:** audio transcription and AI analysis of transcripts and development metrics.
- **Stripe:** organizational payment processing.
- **Apple and RevenueCat:** individual iOS subscription and purchase administration.
- **Mailgun:** transactional email, including invitations and account messages.
- **Sentry and, where enabled, Rollbar:** error reporting and service diagnostics.
- **Heroku (Salesforce):** application hosting.

We limit disclosures to the information needed for the relevant service and require appropriate protections. Service providers are not authorized by C2X to use session content for unrelated advertising or to train their general-purpose AI models.

We may share de-identified coaching analytics with approved research partners only under the safeguards in Section 7.

We may also disclose information where required by law or reasonably necessary to address fraud, security incidents or the establishment, exercise or defense of legal claims, subject to applicable law.

Information may be processed outside the country where you live. Where required, applicable international-transfer protections must be in place. Contact support@coach2x.com with questions about the arrangements relevant to your organization.

We do not sell personal information from coaching sessions or use it for targeted advertising.

10. Analytics Are Informational

C2X provides informational coaching analytics, not legal, medical, psychological or other professional advice. AI-generated outputs may be incomplete or incorrect and should be reviewed in context. C2X is not an abuse-detection system, a safeguarding determination or a substitute for human judgment and existing safeguarding procedures.

11. Warranties & Liability

To the extent permitted by applicable law, C2X is provided “as is” and “as available,” without warranties beyond those that cannot lawfully be excluded. To the extent permitted by applicable law, C2X’s total liability arising from the service is limited to the fees paid to C2X for the service during the twelve months preceding the claim.

Nothing in this agreement excludes liability or limits consumer, privacy or other rights where doing so is prohibited by law.

12. Suspension & Termination

We may suspend or terminate access for violations of these terms, unlawful use or a material security risk. Any resulting retention and deletion remain governed by Section 7 and applicable law.

B2B Addendum: Organizational Accounts

13. Director Access

Organizational directors and administrators receive development metrics, trends and AI-generated staff summaries. They do not receive coaches’ audio or transcripts through the director dashboard and, outside player development, they do not receive quotes.

Player development. An organization may turn on player development. Its directors and administrators then also see, for each rostered player on the organization’s teams, how much of a coach’s feedback to that player was praise, correction or instruction, by theme and by week, with short excerpts that support those numbers. Each excerpt is a single sentence the coach said that names that player. Directors cannot open the rest of the session, its transcript or its audio from an excerpt.

Before player development is turned on for an organization, each coach already in that organization is shown a notice in the app and must acknowledge it.

This boundary applies to director access. It does not mean that no authorized C2X personnel or service provider can process session content for the purposes described in this agreement.

14. Organizational Data & Privacy Roles

Organizations manage their own memberships, seats and billing. Access to an organization’s dashboard information is restricted to authorized users for that organization.

Where an organization determines the purposes and means of processing participant or coaching information, it is responsible for the corresponding controller or equivalent obligations under applicable law. Where C2X processes that information on its behalf, C2X acts as a processor or service provider as applicable, subject to any required data-processing agreement.

C2X is responsible for its own processing purposes where it independently determines them, such as administering customer relationships, protecting the service and any permitted improvement work for which C2X independently determines the purposes and means. Such processing needs its own lawful basis where required and remains subject to this agreement's limits. This agreement does not replace any separate data-processing agreement required by law.

An organization may opt out of detection-accuracy improvement as described in Section 6. Its decision does not waive individual privacy rights or provide a lawful basis for an otherwise unauthorized use.

15. Organizational Responsibility

The person accepting these terms for an organization confirms authority to do so. The organization is responsible for establishing the lawful basis for its use, providing required notices, obtaining and maintaining all necessary rights, permissions and consents, and ensuring coaches follow Sections 3 and 8.

The organization must provide clear recording instructions, maintain appropriate compliance records and cooperate with privacy inquiries and applicable rights requests. These duties do not transfer C2X's own legal obligations to the organization or replace required parental authorization.

16. Your Privacy Rights & Choices

Depending on applicable law and your circumstances, you may have rights to access or correct your personal information, request deletion or restriction, object to certain processing, receive a portable copy, or withdraw consent where processing relies on it. Withdrawal does not affect the lawfulness of earlier processing.

Contact support@coach2x.com to make a request or ask a privacy question. Where a club is responsible for the relevant processing, we may coordinate with it to resolve the request without removing our own responsibilities. We may verify identity and authority using proportionate information.

Where applicable, you may complain to the relevant data-protection regulator. Nothing here limits rights or complaint procedures provided by applicable law.

17. Changes to This Agreement

We may update this agreement as the service or legal requirements change and will update the date above. We will provide additional notice or obtain renewed agreement or consent where required by law. An update does not retroactively authorize a previously unauthorized use or extend a deletion deadline already applicable to your information.

18. Contact

Coach To Excellence, LLC

Privacy questions, deletion requests and support: support@coach2x.com

Website: https://www.coach2x.com