

EdgeUp Tech, Inc.

Privacy Policy

Effective Date: July 10, 2026

Last Updated: July 10, 2026

This Privacy Policy describes how EdgeUp Tech, Inc. collects, uses, discloses, and protects personal information when you use the EdgeUp platform at edgeup.co.

1. Privacy at a Glance

Here is a plain English overview of how EdgeUp handles your data. This summary is not a substitute for the full policy below.

What we collect

EdgeUp collects the information needed to operate a sports video feedback marketplace, including account information, parent or legal guardian contact information where applicable, athlete profile information, videos submitted for review, notes or questions submitted with videos, feedback videos created by pro athletes, payment and payout information processed through Stripe, and basic device, log, and usage information.

How we use it

We use this information to create and manage accounts, obtain parent or legal guardian consent where required, connect Emerging Athletes with pro athletes, deliver video feedback, process payments and payouts, send service-related notices, conduct safety and fraud reviews, enforce our Terms, respond to support requests, and improve EdgeUp.

Minors

For athletes ages 13 to 17, a parent or legal guardian must create or approve the account, agree to the applicable Terms, and remain responsible for the minor's use of EdgeUp. EdgeUp is not available to children under 13 at launch. We do not use videos featuring minors for marketing, advertising, public display, promotional purposes, or AI model training without separate written consent from a parent or legal guardian.

Who we share with

We share data with selected pro athletes as needed to deliver feedback, and with third-party services that help us operate, including payment processors, trust and safety screening providers, email and notification providers, analytics providers, and cloud hosting providers. We share only what is reasonably necessary for the relevant purpose.

No sale of data

EdgeUp does not sell personal information for money. EdgeUp also does not currently share personal information for cross-context behavioral advertising.

Your rights

Depending on where you live, you may have rights to access, correct, delete, or obtain a copy of your personal information, opt out of certain processing, withdraw consent, or appeal a privacy decision. Parents or legal guardians may exercise applicable rights on behalf of their minor athlete.

AI

EdgeUp does not use videos featuring minors to train AI or machine learning models at launch. We will not do so without separate written parental consent and any additional notice required by law.

Contact

Privacy questions: privacy@edgeup.co. Support and safety: support@edgeup.co. Legal notices: legal@edgeup.co.

2. Who We Are

EdgeUp Tech, Inc. operates the EdgeUp platform at edgeup.co, a marketplace that connects emerging athletes with current and former professional athletes for personalized video feedback. Questions about this Privacy Policy may be directed to privacy@edgeup.co.

3. Information We Collect

3.1 Account and Registration Information

When you create an account, we collect:

- For Emerging Athletes and parents or guardians: name, email address, password, and age or date of birth.
- For parent or legal guardian accounts: parent or legal guardian name, email address, phone number, relationship to the minor athlete, consent records, and account approval records.
- For minor athletes: athlete name, age or date of birth, sport, position, skill level, and profile information.
- For pro athletes: name, email address, athletic background, sport, position, pricing, availability, bio, and welcome video.

3.2 Video and Submission Content

When you use the platform, we collect:

- Videos submitted by Emerging Athletes for feedback.
- Feedback request information, including notes, questions, prompts, comments, or context submitted with a video.
- Feedback videos recorded by pro athletes.
- Ratings and reviews submitted by Emerging Athletes.

3.3 Payment Information

Payment and payout information is collected and processed by Stripe. EdgeUp Tech, Inc. does not store your full payment card details. We may receive confirmation of payment status, payout status, and tax verification status from Stripe.

3.4 Trust and Safety Information

For pro athletes, we may collect or receive information related to identity verification, eligibility review, background screening, or other trust and safety checks. These checks may be conducted by EdgeUp Tech, Inc. or by designated third-party providers. If we use a third-party background check or identity verification provider, that provider may collect information directly from the pro athlete and process it under its own terms and privacy policy.

3.5 Safety and Moderation Information

We collect safety and moderation information, including reports, complaints, flagged content, refund requests, dispute records, trust and safety reviews, and records of actions taken to enforce our Terms or protect users.

3.6 Device and Usage Information

When you use the platform, we automatically collect:

- Device information: device type, operating system, browser type, and unique device identifiers.
- Usage data: pages visited, features used, session duration, clicks, and interactions within the platform.
- Log data: IP address, access times, referring URLs, and error logs.

3.7 Communications

We collect messages sent to EdgeUp support and any communications submitted through platform features.

4. How We Use Your Information

We use the information we collect to:

- Create and manage accounts, including parent or legal guardian consent records for minor athletes.
- Connect Emerging Athletes with pro athletes and facilitate video submissions and feedback delivery.
- Use submitted videos, feedback request notes, and feedback videos to provide the requested feedback, make the submission available to the selected pro athlete, operate and secure the platform, provide support, review quality, resolve disputes, process refunds, enforce our Terms, investigate safety concerns, and comply with legal obligations.
- Process payments and payouts through Stripe.
- Send transactional notifications by email, in-app notification, or push notification where supported.
- Send marketing and product update emails where you have opted in. You may opt out at any time.
- Conduct trust and safety screening for pro athletes.
- Monitor platform activity for safety, fraud prevention, and compliance with our Terms.
- Improve and develop the platform through analytics and user feedback.

- Comply with legal obligations, including tax reporting and law enforcement requests.

Pro athletes may access submitted videos and related request information only for the purpose of providing feedback through EdgeUp. Pro athletes are not permitted to download, copy, retain, post, share, distribute, or reuse submitted videos or feedback videos outside EdgeUp without express authorization by EdgeUp Tech, Inc. and, where the content involves a minor, by the minor's parent or legal guardian.

We do not use personal information for automated decision-making that has legal or similarly significant effects without human review.

5. How We Share Your Information

5.1 With Other Users

Pro athlete profiles, including name, sport, position, rating, and welcome video, are visible to Emerging Athletes browsing the platform. Emerging Athletes' submitted videos and feedback request notes are shared with the selected pro athlete to enable feedback delivery. Parents or legal guardians may receive account notices and feedback-related notices.

5.2 With Third-Party Service Providers

We share data with third-party providers who help us operate EdgeUp, which may include:

- Payment processors for transaction processing and payout management.
- Trust and safety screening and identity verification providers for pro athlete screening.
- Email and push notification providers for transactional and marketing communications.
- Analytics providers for platform performance and usage insights.
- Cloud hosting and storage providers for platform operation and data storage.
- Customer support tools.
- Safety and moderation vendors.

We share only the information reasonably necessary for the relevant purpose and require service providers to protect your data in accordance with applicable law. EdgeUp Tech, Inc. may add, replace, or remove service providers as the platform evolves. We will update this Privacy Policy where required if those changes materially affect how personal information is collected, used, or disclosed.

5.3 For Legal Reasons

We may disclose your information where required by law, including in response to a court order, subpoena, or law enforcement request. We will cooperate fully with authorities in connection with any investigation involving the safety of minors. Safety concerns involving minors may also be reported to support@edgeup.co.

5.4 Business Transfers

If EdgeUp Tech, Inc. is involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction. We will provide notice before your data is transferred and becomes subject to a different privacy policy.

5.5 No Sale of Personal Information

EdgeUp Tech, Inc. does not sell personal information for money. EdgeUp Tech, Inc. also does not currently share personal information for cross-context behavioral advertising.

6. Children's Privacy and Minor Protection

6.1 Minimum Age

EdgeUp is not available to children under 13 at launch, and we do not knowingly collect personal information from children under 13. If we learn that we have collected personal information from a child under 13, we will take reasonable steps to delete the account and associated personal information unless we are legally required or permitted to retain it.

6.2 Users Ages 13 to 17

Athletes between the ages of 13 and 17 may use EdgeUp only with the consent and supervision of a parent or legal guardian. A parent or legal guardian must create or approve the account, agree to the applicable Terms on the minor's behalf, and remain responsible for the minor's use of EdgeUp.

6.3 Parent and Guardian Rights

Parents or legal guardians may contact EdgeUp at privacy@edgeup.co to request access to, correction of, restriction of, or deletion of personal information collected from or about their minor athlete, subject to legal, safety, fraud prevention, dispute-resolution, chargeback, tax and accounting, and compliance requirements.

6.4 No Marketing Use of Minor Content

EdgeUp Tech, Inc. will not use videos submitted by or featuring minors, feedback videos involving minors, or a minor's name, image, likeness, profile, or story for marketing, advertising, public display, promotional purposes, athlete spotlights, testimonials, social media, or press without separate written consent from a parent or legal guardian. Such consent is optional and may be withdrawn at any time by contacting privacy@edgeup.co.

6.5 No AI Training Using Minor Content

EdgeUp Tech, Inc. does not use videos submitted by or featuring minors, feedback videos involving minors, or minor account content to train artificial intelligence or machine learning models at launch. EdgeUp Tech, Inc. will not use videos featuring minors for AI model training without separate written consent from a parent or legal guardian and any additional notice or consent required by law. If EdgeUp Tech, Inc. introduces AI-powered features in the future, we will update this Privacy Policy and provide any required notices or choices before using personal information in materially different ways.

6.6 Deletion After Completed Feedback

If a parent or legal guardian requests deletion after feedback has been delivered, EdgeUp Tech, Inc. will delete or de-identify the submitted video and related feedback video from active systems within a reasonable period, unless retention is necessary for legal compliance, safety review, fraud prevention, dispute resolution, chargebacks, tax and accounting obligations, or enforcement of our Terms. Limited records of the transaction may be retained as required or

permitted by law. Deletion may not affect copies that the parent, guardian, or user previously downloaded or shared outside the platform.

7. No Marketing Use of Adult Videos

EdgeUp Tech, Inc. will not use adult user videos or feedback videos for external marketing, advertising, or promotional purposes without separate written permission from the relevant user.

8. Data Retention

EdgeUp Tech, Inc. retains personal information for as long as reasonably necessary to provide the platform, maintain accounts, deliver feedback, process payments and payouts, comply with legal obligations, resolve disputes, prevent fraud, enforce our Terms, and protect user safety.

When an account is closed or deletion is requested, EdgeUp Tech, Inc. will delete or de-identify personal information from active systems within a reasonable period, unless retention is necessary for legal compliance, safety review, fraud prevention, dispute resolution, chargebacks, tax and accounting obligations, or enforcement of our Terms.

Submitted videos and feedback videos will be deleted or de-identified from active systems within a reasonable period after account closure or a valid deletion request, unless retention is necessary for legal compliance, safety review, dispute resolution, chargebacks, fraud prevention, or enforcement of our Terms.

Certain information may remain in backups, logs, or archival systems for a limited period before being overwritten or deleted in the ordinary course of business.

9. Cookies and Tracking Technologies

EdgeUp Tech, Inc. may use essential cookies and similar technologies to operate the platform, maintain login sessions, remember preferences, secure accounts, and detect fraud or abuse. EdgeUp Tech, Inc. may also use limited analytics tools to understand platform performance and improve the service. EdgeUp Tech, Inc. does not currently use advertising cookies or third-party tracking pixels for cross-context behavioral advertising.

You can control cookie settings through your browser, but disabling essential cookies may affect platform functionality.

10. Data Security

EdgeUp Tech, Inc. uses reasonable technical and organizational safeguards designed to protect personal information, which may include encryption in transit, access controls, secure cloud infrastructure, logging, and restricted internal access to user content. However, no internet or electronic storage system is completely secure, and EdgeUp Tech, Inc. cannot guarantee absolute security.

If EdgeUp Tech, Inc. becomes aware of a security incident involving personal information, EdgeUp Tech, Inc. will investigate and provide notices where required by applicable law.

11. Your Privacy Rights

11.1 All Users

Depending on where you live, you may have the following rights:

- Access to the personal information we hold about you.
- Correction of inaccurate or incomplete information.
- Deletion of your account and personal data, subject to legal retention requirements.
- A copy or export of your personal information where technically feasible.
- Withdrawal of consent where processing is based on consent.
- Opt out of marketing emails at any time using the unsubscribe link in any marketing email or by contacting privacy@edgeup.co.
- Appeal of a decision regarding a privacy request where required by applicable law.

Parents or legal guardians may exercise applicable rights on behalf of their minor athlete. To submit a privacy request, contact privacy@edgeup.co.

11.2 California Residents

California residents may have additional rights under California law, including rights to know, delete, correct, and opt out of the sale or sharing of personal information. EdgeUp Tech, Inc. does not sell personal information for money and does not currently share personal information for cross-context behavioral advertising. EdgeUp Tech, Inc. will evaluate and respond to California privacy requests in accordance with applicable law.

11.3 EU and UK Users

EdgeUp Tech, Inc. is based in the United States. If you access EdgeUp from outside the United States, your information may be transferred to, stored in, and processed in the United States, where privacy laws may differ from those in your location. EdgeUp Tech, Inc. may limit availability of the platform in certain jurisdictions. If EdgeUp Tech, Inc. actively targets EU or UK users in the future, additional GDPR or UK GDPR compliance measures will be implemented and this Privacy Policy will be updated accordingly.

12. Third-Party Links and Services

The EdgeUp platform may contain links to third-party websites or services, including social media platforms where you may choose to share content. EdgeUp Tech, Inc. is not responsible for the privacy practices of these third parties. We encourage you to review the privacy policies of any third-party services you use.

13. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal requirements. When we make material changes, we will notify you by email or through a prominent notice on the platform before the changes take effect. The date at the top of this policy reflects when it was last updated.

14. Contact Us

If you have questions, concerns, or requests related to this Privacy Policy or how we handle your personal information, please contact us:

EdgeUp Tech, Inc.

Privacy requests: privacy@edgeup.co

Support and safety: support@edgeup.co

Legal notices: legal@edgeup.co

Website: edgeup.co

We will respond to all privacy-related inquiries within 30 days.

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