

CoachCam Privacy Policy

Effective Date: December 2025

CoachCam is committed to protecting your personal data in accordance with the **New Zealand Privacy Act 2020**, and where applicable, the **General Data Protection Regulation (GDPR)**.

1. Information We Collect

- Account Information: Name, email, password, and role (e.g. coach or player).
- Content: Uploaded videos, pose data, analysis feedback, and tags.
- Usage Data: Log data, feature usage, IP addresses, and device info.

2. Purpose of Collection

- Provide video analysis tools and feedback features.
- Enable coaches and players to monitor performance.
- Improve services through model training (using anonymized data).

3. Data Sharing

- We do not sell personal data to third parties.
- Coaches can view content uploaded or associated with players they invite.
- We may use trusted third-party services (e.g. AWS, OpenAI) under strict data protection agreements.

4. International Transfers

- Your data may be stored in regions outside New Zealand. We ensure adequate protection is maintained in accordance with applicable laws.

5. Children and Minors

- Players under 18 must have parental or coach-supervised registration.
- We do not knowingly collect personal data from minors without verified consent.

6. Your Rights

- Under the NZ Privacy Act and GDPR (if applicable), you have the right to: - Access your personal data - Request correction or deletion - Withdraw consent - Object to processing in certain cases
- To exercise these rights, contact us at [support email].

7. Data Retention

- We retain user data for as long as the account is active or as needed to provide services.
- Videos and metadata may be deleted upon request or account closure.

8. Data Security

- We implement industry-standard security practices, including encryption, access controls, and regular audits.
- Only authorized personnel have access to sensitive data.

9. Changes to This Policy

- We may update this Privacy Policy to reflect changes in law or services. Updates will be communicated via email or platform notice.

For questions about this Privacy Policy, please contact **hello@coachcam.io**

By using CoachCam, you consent to this policy.