

Privacy Policy

This Privacy Policy (“Policy”) explains how **407 Sports LLC dba 407 Basketball** (“407 Basketball,” “we,” or “us”) collects, uses, and protects personal information. This Policy applies to information we collect in person at our Florida facilities and events, as well as through our websites, platforms, and services where this Policy is posted (the “Platform”).

This Platform is operated in the United States and intended for use by individuals located in the United States, primarily Florida. By using our Platform or by choosing to provide us with personal information, you agree to the practices described in this Policy. If you do not agree, please do not use our Platform or provide personal information.

Notice at Collection

We may collect the following categories of personal information:

- **Contact Information** (name, address, phone number, email, mobile number)
- **Account Information** (if you register for online accounts)
- **Billing Information** (credit/debit card, payment account details)
- **School & Athletic Information** (school name, graduation year, team participation)
- **Children’s Information** (when provided by parents/guardians for youth programs, camps, leagues, or training)
- **Commercial Information** (registrations, memberships, program history)
- **Demographic Information** (age, gender, ZIP code, residency)
- **Internet & Cookies Data** (IP address, browsing activity, device identifiers)

We collect this information directly from you, through your use of our Platform, and from third parties such as payment processors, event partners, or social media sites.

How We Use Your Information

We may use your information to:

- Provide and improve our sports programs, memberships, and events
- Process payments and manage accounts
- Communicate with you about schedules, registrations, and promotions
- Understand your interests (sports, events, schools, training programs)

- Protect the safety of our athletes, families, and staff
 - Comply with Florida and federal legal requirements
 - Market programs, events, and sponsorships (unless you opt out)
 - Support scholarship and school program verification (e.g., Step Up for Students, FLVS)
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How We Share Your Information

We may share your personal information in the following ways:

- **With service providers** (payment processors, website hosts, email vendors)
- **With business partners** (local schools, leagues, sponsors, and event partners)
- **For legal or safety purposes** (to comply with Florida or federal law, protect against fraud, or ensure athlete safety)
- **With successors** (if our business undergoes a merger, acquisition, or sale)
- **As directed by you** (for example, if you ask us to share your registration details with a coach or school)

We do **not sell** your personal information.

Florida & U.S. Privacy Rights

Under Florida law and applicable U.S. privacy laws, you may have the right to:

- Request access to the personal information we have collected about you
- Request that we correct or update inaccurate information
- Request that we delete your information (subject to legal and program obligations)
- Opt out of receiving marketing communications

To exercise these rights, contact us at: **info@407basketball.com (407) 217-6263**

Children Under 18

Our youth programs are designed for children, but we collect information **only from parents or legal guardians**. We do not knowingly collect personal information directly from children under 18 without parental consent. If you believe your child has provided us with information directly, please contact us so we can remove it.

Cookies and Electronic Communications

We use cookies and similar technologies to improve our website, track registrations, and understand user activity. You can manage your cookie settings in your browser.

You may opt out of marketing emails at any time by clicking “unsubscribe” or emailing us at info@407basketball.com.

Security

We use administrative, technical, and physical safeguards to protect your information. However, no system is completely secure, and we cannot guarantee absolute security. Please safeguard your account log-ins and notify us immediately if you suspect unauthorized access.

Storage of Information

Personal information may be stored and processed in Florida and other locations in the United States. By using our Platform, you consent to this transfer and storage.

Links

Our Platform may link to third-party websites (e.g., event partners, sponsors). We are not responsible for the privacy practices of these sites. Please review their privacy policies separately.

How to Contact Us

For questions, updates, or privacy requests, contact us:

407 Sports LLC dba 407 Basketball
info@407basketball.com (407) 217-6263
510 Ocoee-Apopka Rd, Ocoee, FL 34761

Changes in Policy

We may update this Privacy Policy from time to time to reflect changes in law or our practices. Updated versions will be posted on our Platform with the revision date. Your continued use of our Platform after changes means you accept the updated Policy.