

Privacy Policy

SPORT HEROES

Last update : June 27, 2022

Your privacy is of the utmost importance to us. We, at Sport Heroes, have a few fundamental principles:

- We don't ask you for personal information unless we truly need it.
- We don't share your personal information with anyone except to comply with the law, develop our products and services, or protect our rights.
- We treat your personal information with the highest regard to privacy and security.

Terms which are capitalised in this Privacy Policy (hereinafter the "**Policy**") refer to terms as defined in Sport Heroes' Terms and Conditions of Use (hereinafter the "**T&C**")

1. **WHAT IS SPORT HEROES AND HOW DOES IT WORK?**

Sport Heroes offers a digital Service Platform aiming to encourage sport among its Users. The Platform is accessible to any person who has created a User Account in accordance with the T&C. Thanks to his User Account, the User can access the Platform from :

- Sport Heroes Sites and Sport Heroes Applications, for the Services developed by Sport Heroes in its own name:
 - **United Heroes:** Service that the User can use when he/she is an Employee of a Subscribing Company by connecting to his User Account ;
 - **Swimming Heroes, Running Heroes and Cycling Heroes:** Services that the User can use spontaneously by logging into his User Account on the dedicated Sport Heroes Site or Application;
 - **VRace:** Service provided by Sport Heroes upon request of a Partner Company that the User can use spontaneously or after being invited by a Partner Company, by logging into his User Account.
- Sites and Applications developed, operated and managed by a white label Partner Company integrating the Sport Heroes Platform (or "**Partner Platform**"):
 - **Virtual Club:** Service that a User can use by logging into his or her User Account spontaneously or after being invited to do so by a Partner Company.

Sport Heroes guarantees continuity of access through all media to the Platform that we offer, both for Sport Heroes Sites and Applications and when the Platform is integrated in the Partner Company Application or the Site. As such, Sport Heroes is responsible for processing your Personal Data, its integrity, security and respect for your privacy in accordance with the Applicable Regulations.

Its contacts details are as follows:

Sport Heroes

18/20 rue du Faubourg du Temple,
75011 Paris – France

Email: help@sportheroes.com

Sport Heroes is committed to respect your right to privacy and shares your concerns about the security of the Personal Data you transmit to us through the Sport Heroes Sites and Applications or a Partner Company Site and Application integrating the Platform. This Policy sets out the guidelines established by Sport Heroes to protect the Personal Data you provide to Sport Heroes when you visit the Platform.

2. WHAT INFORMATION DOES SPORT HEROES COLLECT ABOUT ME AND HOW IS IT USED?

In the context of the provision of Services, Sport Heroes is required to collect personal data, within the meaning of Article 4 of the GDPR, concerning Visitors and Users (hereinafter referred to as “**Personal Data**”) under the conditions detailed below.

In particular, Sport Heroes may collect the following Personal Data:

2.1 About Visitors:

- Navigation data collected for the purpose of measuring audience and traffic under the conditions detailed in point 4 below regarding Cookies. The legal basis for these processing operations is the fulfilment of the legitimate interests of Sport Heroes, without prejudice to the rights guaranteed to the Visitor.
- Information constituting Personal Data voluntarily provided by the Visitor in the contact form and allowing them to contact SPH in order to respond to their requests and ensure follow-up. The legal basis for the processing operations is the provision of services and responses formulated by Visitor.

2.2 About Users:

- Identification data that is provided by Users when creating their User Accounts, including, in particular, their last name, first name, e-mail address and password for the purpose of creating the account and managing Sport Heroes’ relationship with Users, including in the context of evaluations of the Services by Users. The legal basis for the processing is the need to provide the User with the Services related to the use of his/her Account.
- Data which is voluntarily and optionally provided by the User on their User Account, such as gender, date of birth, city and photograph, for the purpose of personalising the Services and Rewards. The legal basis for the processing operations is the fulfilment of Sport Heroes’ legitimate interests to adapt and measure the modalities of use of its Services by Users, without prejudice to the rights guaranteed to User.
- Sports activity data provided by the User or generated on the Platform, such as the type of sports activity performed, the distance covered, the number of calories burned, the number of

steps, the number of points generated by the sports activity. The legal basis for the processing concerned is the need to provide the User with the Services provided.

- Data collected via third-party applications if the User chooses to connect them to the Platform, such as GPS and training data and navigation data collected under the conditions set out in point 4 below relating to Cookies, in order to provide the Services to Users. The legal basis for the processing operations concerned is the free, informed, unambiguous and retractable consent of User.
- Payment data collected securely by our trusted third parties (Stripe, Njuko) in the context of the unblocking of Paid Challenges by User (not applicable for United Heroes). The legal basis for the processing is the need to provide the User with the Services associated with participation in a Paid Challenges.
- Identification and contact data provided by the User at the time of the creation of his/her Account User, including his email address, can be used by Sport Heroes for commercial prospection purposes on Sport Heroes” products and services . The legal basis for the processing is the legitimate interest of Sport Heroes, without prejudice to the rights guaranteed to the User.
- Employees’ or Users’ identification data and sport activity statistical data can be transferred to the Employee’s Subscribing Company or to the Partner Company to which the User is linked, contained in the activity report on the use of the services, when requested by the Subscribing Company or the Partner Company. The legal basis for this processing is the legitimate interest of Sport Heroes to perform its contract with the Subscribing Company or the Partner Company.

None of the Personal Data collected by Sport Heroes, nor information resulting from data processing, fall within the scope of health data as defined by the GDPR.

Sport Heroes may aggregate this data in order to prevent identification of the persons concerned for statistical purposes and use it to improve the quality of its Services.

Finally, GPS data is stored pseudonymized to minimize as much as possible the potential impact on Users privacy.

3. **SPECIFIC CASE OF SOCIAL MEDIA PLATFORMS**

You can link your social media or other third-party account to a Sport Heroes Service. By linking the services, you authorise us to collect, store and use any information they may give us (e.g., your email address)

By registering or authenticating, Users allow Sport Heroes to identify them and give them access to dedicated services.

Depending on what is described below, third parties may provide registration and authentication services. In this case, Sport Heroes will be able to access some Data, stored by these third-party services, for registration or identification purposes.

Some of the services listed below may also collect Personal Data for targeting and profiling purposes; to find out more, please refer to the description of each service.

Google OAuth

Google OAuth is a registration and authentication service provided by Google and is connected to the Google network.

Personal Data processed: various types of Data as specified in the privacy policy of the service.
Place of processing: Ireland – Privacy Policy (<https://policies.google.com/privacy>).

Sport Heroes' use and transfer to any other app of information received from Google APIs adhere to the [Google API Services User Data Policy](#), including the Limited Use requirements.

Login with Facebook

Facebook Connect is a service provided by Meta (ex Facebook)

This service will authenticate your identity and provide you the option to share certain personal information with us such as your name and email address to pre-populate your account information.

Services like Login with Facebook give you the option to post information about your activities on this Web site to your profile page to share with others within your network.

Sport Heroes' use and transfer to any other app of information received from Meta APIs adhere to the [Facebook Terms](#)

Sign-in with Apple

Sign-in with Apple is a service provided by Apple.

This service will authenticate your identity and provide you the option to share certain personal information with us such as your name and email address to pre-populate your account information.

Sport Heroes' use and transfer to any other app of information received from Apple APIs adhere to the [Apple Privacy Policy](#)

We use your personal information for the following purposes and as otherwise described in this Privacy Policy or at the time of collection:

To operate the Service. We use your personal information to:

- provide, operate and improve the Service;
- provide information about our products and services;
- establish and maintain your user profile on the Service;
- communicate with you about the Service, including by sending you announcements, updates, security alerts, and support and administrative messages;
- communicate with you about events or contests in which you participate;
- understand your needs and interests, and personalise your experience with the Service and our communications;
- provide support and maintenance for the Service; and
- respond to your requests, questions and feedback

For research and development: We analyse use of the Service to analyse and improve the Service and to develop new products and services, including by studying user demographics and use of the Service.

To comply with law: We use your personal information as we believe necessary or appropriate to comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.

For compliance, fraud prevention, and safety: We may use your personal information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims); (b) enforce the terms and conditions that govern the Service; and (c) protect, investigate and deter against fraudulent, harmful, unauthorised, unethical or illegal activity.

With your consent. In some cases we may specifically ask for your consent to collect, use or share your personal information, such as when required by law or to provide additional services (for example to send a prize, get your t-shirt size).

4. HOW LONG IS THE PERSONAL DATA STORED BY SPORT HEROES?

Sport Heroes keeps the Personal Data of Visitors and Users only for as long as is strictly necessary for the fulfilment of the above purposes, subject to compliance with its legal and regulatory obligations.

In particular, User Data is deleted immediately after a User Account is closed at the User's initiative or after a 3-year-period of inactivity of the User.

5. WHAT COOKIES DOES SPORT HEROES USE?

For the purposes of this Section 4, the term "cookie" means either a cookie or a tracer.

For your information, we would like to inform you of the difference between what is generally called a "cookie" and the specificities that this entails and what the expression "tracer" covers as realities and modes of operation.

5.1 What is a "cookie"?

A "cookie" is a small text file that is downloaded onto the Visitor and/or User's computer, tablet or smartphone (hereinafter the "**Terminal**") when she/he accesses a website or mobile application, thanks to the browser software. A cookie file allows its issuer to identify the Terminal in which the cookie is stored, for the duration of the validity or storage of the cookie.

Some cookies are essential to the use of the Sport Heroes Sites and Applications or with the provision of the Services provided by Sport Heroes. In this case, they are systematically stored in the Terminal of the User.

Other cookies enable to optimize and personalize the contents or the functionalities available posted within the Sport Heroes Sites and Applications. In this case, the storage and the reading of such cookies in the Terminal of the Visitor and the User are subject to the choices offered to them within the Sport Heroes Sites and Applications.

5.2 What is a "tracer"?

The expression "tracer" refers to an identifier recorded in the Terminal of a Visitor or a User, without the intervention of the navigation software, and likely to be emitted by the Terminal and to be read by a technical service provider to which the Terminal is connected, without this identifier having itself been stored in the Terminal by such service provider.

In practice, the expression "tracer" most often corresponds to an identifier of the User's or Visitor's Terminal managed by his operating system. It is the case in particular with the identifier of the mobile Terminal, the accessibility or reading of which may be managed differently by the operating system concerned, depending on whether the User or Visitor is using an Android Terminal (the identifier is often called an "Android ID" or "AAID") or iOS (the identifier is often called an "IDFA" or "ID for Advertiser"), or another operating system.

The term "tracer" may also correspond to the identifier of a mobile application installed in the User's or Visitor's Terminal, and which may be read by the publisher of such a mobile application or by one of the publisher's service providers. This is notably the case with the "SDK" number (Software Development Kit), thanks to which information flows between the mobile application installed in the User's or Visitor's Terminal and the publisher of that application (or its service providers) can be made to allow the functioning of the various software components of the application.

5.3 By whom are the cookies stored and read?

The cookies placed on the Terminal of the User or the Visitor since the Sport Heroes Sites and Applications can be stored or read by Sport Heroes or by third parties. The cookies stored or read by Sport Heroes are mainly related to the functioning of the Sport Heroes Sites and Applications.

The others are "third parties" cookies stored or read by our Sport Heroes partners. Sport Heroes ensures the provision and use cookies are made in respect of the regulation in force. Only the cookie provider (as defined in Article 4.1) has the ability to read the information contained therein.

5.4 How and why do we use cookies ?

4 categories of cookies or tracers are implemented within the Sport Heroes Sites and Applications for the purposes described below. As an exhaustive list, we inform you, as far as possible, of the purpose of the cookies or tracers stored or read by third parties and of the means available to the User or the Visitor to make choices regarding these cookies or tracers.

(a) Cookies strictly necessary to provide the service requested by the User and Visitor

These are the cookies that are essential to the navigation on the Sport Heroes Sites and Applications which allow the User or the Visitor to use the principal functionalities of the Sport Heroes Sites and Applications and to secure their connection.

More precisely, these cookies allow in particular:

- to adapt the presentation of the Sport Heroes Sites and Applications to the preferences of display of the Terminal (language used, resolution of display, operating system used, etc.) at the time of the use of the Sport Heroes Sites and Applications, according to the hardware and software of visualization or reading that the Terminal comprises;
- to allow the access to the User Account on the Sport Heroes Sites and Applications;
- to memorize information relating to the forms that the User or Visitor filled during the use of the Sport Heroes Sites and Applications;
- to memorize the preferences of use, the parameters of display and readers that the User or Visitor uses in order to facilitate his/her navigation at the time of his/her next visit on the Sport Heroes Sites and Applications;

Without these cookies the User or Visitor could not normally use the Sport Heroes Sites and Applications. Consequently, their storage or reading on the Terminal is not part of the choices

offered to the User or Visitor.

The main cookies (as defined in Article 4.1) strictly necessary for the provision of services and the functioning of the Sport Heroes Sites are the following ones:

Cookie Providers	Purposes	Data Subjects
Algolia	Bookstore operation	Visitor and User
Stripe	Detection of bank fraud	Visitor and User
Sport Heroes	User's identifier	User
Sport Heroes	Experience identifier	Visitor and User
Sport Heroes	Token for user authentication	User
Sport Heroes	Language used for translation	Visitor and User
Sport Heroes	Definition of the technical environment	Visitor and User

(b) The audience measurement cookies strictly necessary for the proper functioning of the Sport Heroes Sites and Applications

The management of the Sport Heroes Sites and Applications requires the use of statistics of frequentation and/or performance, without the identity of the Visitor or User being known by Sport Heroes. These measures are essential to analyse the functioning of the Sport Heroes Sites and Applications, and for the provision of the Sport Heroes Services.

Consequently, Sport Heroes stores and/or reads in the Terminal cookies or tracers whose finality is limited to the measurement of the audience of the Sport Heroes Sites and Applications, to answer various needs:

- performance measurement,
- detection of navigation problems,
- optimization of technical performance or ergonomics,
- estimation of the power of the servers needed,
- analysis of consulted contents, etc.

These cookies or tracers being strictly necessary to the functioning and the current administration operations of the Sport Heroes Sites and Applications, they are not subjected, in application of the Article 82 of the French Data Protection Act (“Loi Informatique & Libertés”) with the prior consent of the User or Visitor.

Nevertheless, their purpose is strictly limited to the sole statistical and aggregated measurement of the audience of the Sport Heroes Sites and Applications, on behalf of Sport Heroes exclusively.

These cookies do not allow the global monitoring of the User's or Visitor's navigation , in particular when he/she uses other mobile applications or when he/she navigates on different websites other than Sport Heroes Services.

Similarly, these cookies are only used to produce anonymous statistical results, and the data collected is not crossed-referenced with other processing nor transferred to third parties.

The cookies of audience measurement strictly necessary to the effective functioning of the Sport Heroes Sites and Applications are the following ones:

Cookie providers	Purposes	Data subjects
Sentry	Crash report	Visitor and User
Mixpanel	Product improvement	Visitor and User
Braze	Newsletters / push notification	User

(c) Analytics and performance cookies

Analytics and performance cookies allow us to:

- understand the use and the performances of the Sport Heroes Sites and Applications;
- establish statistics, measurements of frequentation and use of various elements composing the Sport Heroes Sites and Applications (visited contents, website usage path..) in order to improve the interest and the ergonomics of our Services (the most often visited pages or sections, the most popular articles..);
- count the Visitors of a page;
- prevent computer fraud.

Refusing the storage of such cookies or withdrawing them does not have any incidence on the navigation of the User or Visitor on the Sport Heroes Sites and Applications, but it is likely to prevent Sport Heroes from ensuring the best quality of Services which it wishes to propose to its Visitors and Users.

The main analytics and performance cookies used are the following:

Cookie providers	Purposes	Data Subject
Google Analytics & Firebase	Counting visitors	Visitor and User
Google Tag Manager	Tracking aggregator	Visitor and User
Adjust	Campaign / website path tracking	Visitor and User
Hubspot	Audience measurement	Visitor and User

(d) Social network cookies

Sport Heroes is likely to include on its Sport Heroes Sites and Applications, third parties' mobile application which allow the User or Visitor to share contents coming from the aforementioned mobile applications with other people or to inform the latter of his/her reading or opinion regarding a Sport Heroes Site or Application content.

Some of our Sport Heroes Applications or Sites can thus contain links of sharing towards Facebook, Twitter and other similar social networks, which allow the User or Visitor to share contents of Sport Heroes Sites and Applications with other people. When the User or Visitor uses these plugins, a third party cookie of the concerned social network is installed, but only if the User or Visitor uses such plugin or if the User or Visitor previously consented on a Site or Application

Sport Heroes to the storage of cookies by these social networks. If the User or Visitor is logged to the social network at the time of his/her navigation on the Sport Heroes Sites and Applications, the plugin allows to link the consulted contents on our Sport Heroes Site or Application to the user account of the social network concerned.

If the User or Visitor has refused the storage of social network cookies or if he/she did not consent beforehand, the User or Visitor will have to log in with his/her social network account at the time of each sharing operation that he/she wishes to perform towards the network(s) concerned.

The social network providing such “sharing button” is likely to identify the User or the Visitor thanks to this button connected to the account of the User or the Visitor on this social network, even if the User or the Visitor did not use this button at the time of the visit of one of our Sport Heroes Sites or Applications. Indeed, this type of applicative button can allow a social network to follow the navigation of the User or Visitor on the Sport Heroes Sites and Applications, just because the social network account concerned was activated on the Terminal (opened session) during the navigation of the User or the Visitor on the aforementioned Sport Heroes Sites and Applications.

Sport Heroes invites its Users and Visitors to consult the privacy policies of these social networks in order to be aware of the purposes of use, in particular advertising, of the information of navigation which they can collect thanks to these sharing buttons.

These data protection policies must notably allow the User or Visitor to exercise the choices offered to him or her with these social networks, notably by setting up the user accounts of each of these networks.

The refusal, absence or withdrawal of consent of the User or the Visitor regarding these social network cookies, have no impact on the use of the Sport Heroes Sites and Applications.

The main social networks cookies used are the following ones:

Cookie providers	Purposes	Data subjects
Facebook Connect	Third party SSO	Visitor and User
Google Connect	Third party SSO	Visitor and User
Apple Connect	Third party SSO	Visitor and User
Facebook	Content sharing	Visitor and User
Facebook Messenger	Content sharing	Visitor and User
Twitter	Content sharing	Visitor and User

5.5 Cookies management

All the rights recognized in Article 9 below are also applicable to the User or Visitor.

The User and Visitor have various means to manage the implementation of the cookies subject to their choice.

The User and Visitor may at any time choose to deactivate the implementation of cookies subject to their choice or to delete those that have already been stored on their Terminal.

The parameter setting of the software of navigation of the User and Visitor is likely to modify the conditions of access to the Services when the use of certain cookies is necessary, whereas the parameters of the software of navigation or the operating system of the Terminal prevent the storage or the reading of these cookies or tracers.

Moreover, if the User’s or Visitor’ Terminal is used by different people and when the same Terminal has several navigation software, Sport Heroes cannot ensure with certainty that the services intended for the Terminal of the User and the Visitor correspond to their own use of this Terminal and not to the use of another user of such Terminal.

6. TO WHOM, AND HOW, DOES SPORT HEROES TRANSFER MY PERSONAL DATA?

6.1 Main data flows

In order to provide Users with the Services and functionalities related to their use of the Services, Sport Heroes may transfer or make accessible certain User data, strictly necessary for this purpose, to the following categories of recipients:

<u>Recipient categories</u>	<u>Purposes of the transfer</u>
Partners Companies Subscribing Companies	Delegation of certain support request management services Provision of Services within the framework of a Partner Platform
Providers	Provision of Services
Collaborators within Sport Heroes who need to know about it in the course of their duties	Provision of Services
Partners Companies Subscribing Company	Activity report (identification data and sport activity statistical data)

6.2 Transfer to third parties

Sport Heroes may transfer the data to its service providers. A list of all services providers to which we transfer a subset of data can be found in the appendix.

In addition, in the context of certain Challenges, and subject to the User’s express consent, Sport Heroes may transfer the User’s contact details to Partner Companies involved in the organisation of the Challenge. This Partner Company may then, subject to the consent of the User, contact the User again for promotional and advertising purposes

When the User uses the Services through a Partner Platform:

- User’s Personal Data may be exchanged between Sport Heroes and the aforementioned Partner for the purpose of providing the Services to User.
- The said Partner is likely to share Personal Data with other third parties of its choice, provided that User has expressly and previously consented to the sharing of his/her Personal Data within our Services or on the Partner Platform. In this case, the third party receiving the Personal Data remains responsible for processing the Personal Data concerned.

User’s Personal Data may be transmitted to Partners so that the latter can, if necessary, manage support requests in connection with the Services.

6.3 Transfer outside the European Union

All the User's Personal Data is stored within the European Union on AWS servers in Dublin and Frankfurt. Automatic backups of the Personal Data are also made within the European Union.

Sport Heroes will not transfer Personal Data outside of the European Union without implementing appropriate safeguards in accordance with Applicable Regulations as interpreted by the French data protection authority and the EU Court of Justice, in particular by the conclusion of contractual clauses based on the models adopted by the European Commission.

7. WHAT DOES SPORT HEROES DO TO PROTECT THE DATA I TRANSMIT TO SPORT HEROES?

The Sites use industry standard Transport Layer Security (TLS) technology to allow for the encryption of Personal Data such as your name and address. The Sites are also registered with site identification authorities so that your browser can confirm Sport Heroes' identity before any Personal Data is sent.

Finally, the banking data collected by our online sales service providers (Stripe, Njuko) is subject to a level of security appropriate to the risk associated with the processing of these data. Sport Heroes only stores an identifier specific to our online sales service providers (Stripe, Njuko) and does not have unencrypted access to these data.

8. WHAT CAN I DO TO HELP MAKE SURE THE SECURITY WORKS CORRECTLY?

To help ensure that these measures are effective in preventing unauthorized access to your private information, we invite you to familiarise yourself with the security features available to you through your browser. You should use a security-enabled browser to submit your personal information at the Sites.

Please note: if you do not use an SSL-capable browser, you are at risk of having data intercepted by unauthorised third parties. Sport Heroes will not be responsible for any compromise of data that is intercepted due to your use of an unsecured browser.

Most browsers have the ability to notify you if you change between secure and insecure communications, receive invalid site identification information for the site you are communicating with, or send information over an unsecured connection. Sport Heroes recommends that you enable these browser functions to help ensure that your communications are secure. You can also monitor the URL of the site you are visiting (secure URLs begin with https:// rather than the normal http://), along with the security symbol of your browser (a green or red padlock in Google Chrome for example) to help identify when you are communicating with a secure server. You can also view the details of the security certificate of the site to which you are connected. Sport Heroes encourages you to use this to check the validity of any site you connect to using secure communications.

9. DOES SPORT HEROES OFFER OPT-OUT OR OPT-IN SERVICES?

Yes. If you no longer wish to receive emails from Sport Heroes, please:

- follow the unsubscribe instructions available in every e-mail; or
- send an email to: help@sportheroes.com

If you do so, Sport Heroes will not provide or share its mailing lists or other information about you

with any other company or service for promotional purposes.

10. **WHAT ARE MY RIGHTS?**

In accordance with the Applicable Regulations, you have the right to access, rectify, modify, delete (right to forget), limit processing, object to and, where applicable, limit processing and portability (in JSON format) of personal data concerning you at any time and at no cost, subject to the rights and freedoms of third parties and the obligations incumbent on Sport Heroes.

You also have the right to define directives regarding what should happen to your Personal Data after your death.

Where processing is based on consent, the User may, at any time, notify their withdrawal of that consent, it being specified that any processing carried out prior to the withdrawal remains lawful.

Users may exercise their rights:

- By sending an email to the following address: help@sportheroes.com ; or
- By writing to the postal address: Sport Heroes Group 18/20 rue du Faubourg du Temple, 75011 Paris – France;
- Regarding the rights of rectification, modification and deletion, by configuring or updating their profile in “Edit your profile” from their Sport Heroes User Account.

If you believe that Sport Heroes has failed to comply with its legal obligations under the Applicable Regulations, you, or an organisation mandated for this purpose, may file a complaint with the CNIL or the supervisory authority of the European Union Member State in which you are ordinarily resident.

11. **PRIVACY POLICY CHANGES**

Sport Heroes may change this Policy at any time, and you are therefore requested to review it regularly on the Sport Heroes Sites and/or Sport Heroes Applications you visit or use. In the event of a substantial change in the Policy concerning your rights, Sport Heroes will inform you as soon as possible.

12. **HOW TO CONTACT SPORT HEROES ?**

Sport Heroes welcomes your questions and comments. Send us your questions or comments by e-mail to the following address: help@sportheroes.com or contact our Data Protection Officer at the following e-mail address: dpo@sportheroes.com

Appendix

1. DATA MAP:

1. Users

- First name - public
- Last name - public
- Email - private
- Gender – private or public if data is deducted from the subscription to certain Challenges (optional)
- Birthday – private or public if data is provided in order to subscribe to certain Challenges (optional)

- Motto – public (optional)
- Language – public (optional)
- Picture – public (optional)
- Facebook – private (optional)
 - Id
 - Access token
- Google – private (optional)
 - Id
 - Access token
- Locations – public (optional)
 - Label
 - City
 - Country
 - Time zone
 - Postcode
 - Lat
 - Lng
- Apps – public (optional)
 - Profile id
 - Profile URL
 - Access token
- Company – private (optional)
- Business unit – private (optional)
- Bib number – private (optional)
- Phone number – private (optional)
- Postal address – private (optional)
- Shoe size – private (optional)
- T-shirt size – private (optional)

2. Activities - public or private (User choice)

- Id
- Provider
- Distance
- Duration
- Climb
- Descent
- Start date
- Waypoints
 - Lat
 - Lng
 - Ele
 - Time
- Type
- Time zone
- Calories
- Steps
- Active time

2. LIST OF ALL THIRD PARTY PROVIDERS TO WHICH WE TRANSFER DATA:

- AWS – Cloud Computing Services
- Algolia – Search service
- Braze – CRM
- Mongo Atlas – Cloud hosted databases backups
- CloudAMQP – Cloud hosted databases
- Mailjet - Email as a Service
- Typeform – Online form
- Zendesk – Support service
- Adjust – Mobile marketing measurement
- Meta, Twitter, Instagram and Google (in the context of marketing campaigns for consumer platforms, or after a contact with Sport Heroes on one of those providers website)
- Mixpanel – Product and User Behavioural Analytics for Mobile & Web
- Stream – Feed and Chat as a service
- Stripe – Payment service provider
- Sentry – Source code error reporting