

## Data Privacy Framework ("DPF") Program Notice

*Effective date: February 15, 2024*

This DPF notice (“**Notice**”) governs Playermaker Inc (“**Playermaker**”, “**We**” or “**Our**”) participation in the EU-U.S. DPF and UK-DPF extension to the EU-U.S. DPF programs with respect to the Processing of Personal Data as further explained in Section 1 below.

If there is any conflict between the terms in this Notice and the DPF principles, the DPF principles shall govern. To learn more about the DPF and its principles please visit <https://www.dataprivacyframework.gov/s/>.

“**Personal Data**” means any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

“**Process**”, “**Processing**” means any operation or set of operations which is performed on Personal Data or on sets of Personal Data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

### 1. **SCOPE.**

Playermaker's participation in the DPF applies to Personal Data that is subject to the EU and UK data protection laws that (i) PlayerMaker receives from Motionize Israel Ltd. and/or from PlayerMaker UK Ltd. and/or (ii) PlayerMaker collects and/or Processes on behalf of Motionize Israel Ltd. and/or on behalf of PlayerMaker UK Ltd and its customers.

### 2. **PURPOSES OF DATA PROCESSING.**

Playermaker complies with the principles of the EU-U.S. DPF and UK Extension to the EU-U.S. DPF regarding the collection, use, and retention of Personal Data transferred to the United States from the European Union and United Kingdom. Our DPF program covers transfers of Personal Data in the following cases: Playermaker is an athlete and health performance analysis platform, that collects athletes’ technical, and physical data including age, gender, weight, height and preferred/ dominant foot, in order to enhance athletes’ performance and help them prevent injuries (the “**Service**”). In order to perform the Service, we, Playermaker may Process Personal Data, namely, for the purpose of providing the Service to the customers, development and commercialization of the Service. To fulfill these purposes, we will use the Personal Data to contact data subjects, to discuss or execute contracts, to provide the Service, to provide support and maintenance, to correct and address technical or service problems, for marketing purposes, to comply with applicable laws, regulations and orders from public authorities or courts and/or for the establishment, exercise or defense of legal claims, whether in court proceedings or in an administrative or out-of- court procedures).

Playermaker has certified to the DoC that it adheres to the DPF Principles and Our DPF certification is available [here](#).

### 3. **ONWARD TRANSFERS OF PERSONAL DATA.**

3.1. We will not transfer Personal Data originating in the EU and UK to third parties unless such third parties have entered into an agreement in writing with us requiring them to provide at least the same level of protection to the Personal Data as required by the Principles of the EU-U.S. DPF and UK Extension to the EU-U.S. DPF. We transfer Personal Data to processors, service providers, vendors, contractors, partners and agents (collectively “**Processors**”) who need the information in order to provide services to or perform activities on Our behalf. We are potentially liable for such onward transfers to third pursuant to the EU-U.S. DPF and UK Extension to the EU-U.S. DPF.

The abovementioned Processors and the description of the services that they provide and/or the activities that they perform are set out in the table below:

<b>Processor's Purpose</b>
Cloud services
Email service, automation and marketing platform
CRM
App development
Domain Security
Crash Reporting
Domain Registration
Analytic tools
Conferences tools
SSL tools
Social media channels

3.2. To the extent necessary, with regulators, courts or competent authorities, to comply with applicable laws, regulations and rules (including, without limitation, federal, state or local laws), and requests of law enforcement, regulatory

and other public or governmental agencies, or if required to do so by court order (including to meet national security or law enforcement requirement);

- 3.3. If, in the future, we sell or transfer, or we consider selling or transferring, some or all of our business, shares or assets to a third party, we will disclose your Personal Data to such third party (whether actual or potential) in connection with the foregoing events;
- 3.4. In the event that we are acquired by, or merged with, a third party entity, or in the event of bankruptcy or a comparable event, we reserve the right to transfer, disclose or assign your Personal Data in connection with the foregoing events, including, in connection with, or during negotiations of, any merger, sale of company assets, consolidation or restructuring, financing, or acquisition of all or a portion of our business by or to another company; and/or
- 3.5. Where you have provided your consent to us sharing or transferring your Personal Data.

#### **4. DATA SUBJECT RIGHTS**

You have the right to access Personal Data about you, and in some cases you are also allowed to correct, amend, or delete that Personal Data where it is inaccurate, or has been processed in violation of the DPF principles. In addition, you have the choice to limit the use and disclosure of your Personal Data. If you believe that We are Processing your Personal Data within the scope of Our DPF program, you can submit your request to: [dpf@playermaker.com](mailto:dpf@playermaker.com).

Please be aware that in specific situations where fulfilling access or other requests might impose a disproportionate burden or expense, or potentially infringe upon the rights of others, we may be required to carefully review and, if permissible under applicable law, respectfully decline your request.

#### **5. INDEPENDENT RECOURSE MECHANISM. ARBITRATION.**

- 5.1. In compliance with the DPF principles, we are committed to resolve complaints about Our collection or use of your Personal Data. EU and UK individuals with inquiries or complaints regarding Our DPF policy should first contact Playermaker at: [dpf@playermaker.com](mailto:dpf@playermaker.com) or by postal mail sent to:

Playermaker, Inc.  
Attn: DPF Inquiry  
Address:  
3605 Brokenwoods Drive,  
Coral Springs, Florida, 33065

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF, Playermaker commits to refer unresolved complaints concerning our handling of personal data received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF to JAMS, a non-profit alternative dispute resolution provider based in the United States to assist with the complaint resolution process. If you do not receive timely acknowledgment of your DPF Principles-related complaint from us, or if we have not addressed your DPF Principles-related complaint to your satisfaction, please visit <https://www.jamsadr.com/dpf-dispute-resolution> for more information or to file a complaint. The services of JAMS are provided at no cost to you.

- 5.2. Under certain conditions, more fully described on the DPF website (available [here](#)), you may also be able to invoke binding arbitration to determine whether a participating organization has violated its obligations under the DPF principles as to that individual and whether any such violation remains fully or partially unremedied (“residual claims”) after you approached us and you used the independent recourse mechanism. The International Centre for Dispute Resolution-American Arbitration Association (“ICDR-AAA”) was selected by the U.S. Department of Commerce to administer arbitrations pursuant to and manage the arbitral fund. Please visit ICDR-AAA’s [website](#) for more information.

#### **6. U.S. FEDERAL TRADE COMMISSION ENFORCEMENT.**

Playermaker is subject to the investigatory and enforcement powers of the Federal Trade Commission ("FTC") to ensure compliance with the EU-US DPF and the UK Extension to the EU-U.S. DPF outlined in this DPF Notice.