

## ARKTIQS Privacy Policy

**Effective date:** May 1, 2024 (last updated: August 13, 2025)

**Company:** Dybedy Ltd

**Address:** 6 Villa Verde, Buffalo Grove, IL 60089, USA

**Contact:** support@arktiqs.com

Welcome to ARKTIQS. This Privacy Policy explains how **Dybedy Ltd** (“**ARKTIQS**,” “**we**,” “**us**,” “**our**”) collects, uses, stores, and protects personal data when you use [www.arktiqs.com](http://www.arktiqs.com) and related services. By using ARKTIQS, you acknowledge that you have read and agree to this Policy. If you do not agree, please discontinue use of the services.

### 1. Who we are & our processing roles

Depending on context, we may act:

- as a **controller** (we determine purposes and means of processing), e.g., account creation or social features; and
- as a **processor** (we process data on behalf of a client club/academy) when a club/academy uploads match recordings and engages us for player/team analytics. For those cases, a **Data Processing Agreement (DPA)** between us and the club/academy applies.

### 2. Registration, use of services & payments

**Registration** on ARKTIQS is free. Users can create profiles, connect with coaches, scouts, agents, or clubs, and use the platform without charge.

Paid options include personal **game breakdowns/analytics** with statistics and video-linked evaluations. **Both organizations (clubs, academies) and individuals (players, coaches, scouts, agents)** may upload video and purchase analysis.

Payments are processed by **Stripe**; we do not store full payment card details. Transactions are governed by Stripe’s Privacy Policy and Terms. Transaction disputes/technical errors are handled within Stripe’s systems; ARKTIQS is not responsible for Stripe’s errors.

**PCI DSS compliance.** Payment card data is processed exclusively by Stripe. Our integration is designed to align with **PCI DSS SAQ A** (we do not store, process, or transmit cardholder data on our systems).

### 3. Territorial scope

**The service is not available in the EEA, Switzerland, or the United Kingdom.** We do not offer or target our services to users located in those jurisdictions. If you are in the EEA/Switzerland/UK, please do not use ARKTIQS. If we learn we hold data from such users, we will delete it within a reasonable time.

### 4. Servers & infrastructure

Our primary servers are located in **Hillsboro, Oregon (USA)** with **Hetzner**. We use **Zoho Mail** for email and **Stripe** for payment processing. We apply technical and organizational measures to protect data; see Section 17.

### 5. Data we collect

#### 5.1. Profile data (varies by role)

**Players:** first/last name, profile photo, date of birth, height/weight, country of birth, citizenship, phone and email, playing position, club/team, stick hand, jersey number, match statistics and analytics, optional bio/resumé.

**Scouts:** first/last name, photo, date of birth, country/city, phone and email, club affiliation/location.

**Coaches:** first/last name, photo, date of birth, citizenship, phone and email, club/team.

**Agents:** first/last name, date of birth, country/city, phone and email.

**Club managers:** first/last name, photo, club name/location, country/city.

#### 5.2. Content & links

Users may **upload match videos** and add links to external profiles (e.g., EliteProspects, Instagram). We do not verify or assume responsibility for third-party content. Uploaders are responsible for lawfulness (see Section 12).

#### 5.3. Automatically collected data

Device identifiers, IP address, browser/language settings, timestamps, interaction logs, cookie/SDK identifiers, and aggregated analytics.

#### 5.4. Sensitive & biometric data

We **do not intentionally request** sensitive data (health, religion, precise geolocation, etc.) and **do not create** biometric identifiers (e.g., faceprints). See Section 13.

### 5.5. Information from third-party accounts (OAuth)

If you connect third-party accounts (e.g., **Google, Apple, Facebook/Meta, Instagram, YouTube, TikTok, X (Twitter)**), we may receive limited data you approve on the consent screen: **userID/username, name and avatar, email**, public counters (**followers/following, post counts**), basic engagement metrics (**views/likes/comments**), and relationship graphs where permitted. You can revoke access anytime via the third-party settings and/or ARKTIQS. We use this data **only for stated features** (e.g., convenient sign-in, profile prefill, recommendations) and **do not publish** it without your explicit action (e.g., saving to your profile).

## 6. Purposes of processing

We process data to: register and authenticate users; provide profiles/search; perform video analytics and generate reports/metrics; communicate and send service notifications; conduct email marketing where permitted; maintain security and prevent abuse; comply with legal obligations.

## 7. In-platform visibility & contact sharing

Profile data (excluding phone and email) is visible to other users.

A player may submit their profile to clubs/agents/scouts—upon such submission, the recipient gets access to the player’s contact details.

Agents/club managers may request a player’s contact details—players decide case-by-case to grant or deny.

## 8. Children & teens

ARKTIQS is **not directed to children under 13**. If a child under 13 uses the platform, a **parent/legal guardian** must create and manage the account; the parent/guardian’s contact details must be used. Child profiles may only include hockey performance data (name, height/weight, stick hand, profile photo, club/team, and match stats if analysis is purchased). Child accounts **cannot** use direct messaging or payments.

We apply verifiable parental consent procedures (consent logging; ability to revoke).

**California “Online Eraser.”** If you are **under 18** and in the U.S. (California), you may request removal/hiding of content you previously posted. Note that statutory **exceptions** apply (e.g., if content has been copied by others). Instructions are available via Support.

## 9. Communications, marketing & opt-outs

We may send service and marketing emails. You can opt out at any time via “Unsubscribe” or by emailing [support@arktiqs.com](mailto:support@arktiqs.com). We cease marketing emails **within 10 business days** of your request.

With your **consent** or where permitted by law, we may use elements of your **public profile** (e.g., name, position, club/team, profile photo, aggregated match stats) to showcase ARKTIQS (e.g., on our website or social media). You can object by contacting Support. We do **not** use personal contact details for promo without separate explicit consent.

## 10. Cookies & similar technologies

We use strictly necessary, analytics, and (where applicable) advertising cookies/SDKs. The service is unavailable to EEA/UK users (see Section 3). Others can change cookie settings in their browser. A separate **Cookie Policy** is available on our site ([[link to Cookie Policy](#)]).

### 10.1. Social networks & widgets

We may use third-party features/widgets (e.g., Share/Like buttons, embedded feeds/video, **Discord server**). These may collect your **IP address**, info about the page you visit, and may set/read cookies or SDKs. They are operated by third parties and may be hosted by them or directly on ARKTIQS. For details, see the respective privacy policies, e.g.:

- Discord — <https://discord.com/privacy>
- Facebook/Meta — <https://www.facebook.com/privacy/policy>
- Instagram — <https://www.facebook.com/privacy/policy>
- Snapchat — <https://snap.com/en-US/privacy/privacy-policy>
- TikTok — <https://www.tiktok.com/legal/privacy-policy-us>
- Twitch — <https://www.twitch.tv/p/legal/privacy-notice/>

- X (Twitter) — <https://twitter.com/privacy>
- YouTube/Google — <https://policies.google.com/privacy>

*Tip:* you may control these widgets via your browser/privacy tools; some work only when you are logged in to the respective platform.

## 11. “No sale” & “No sharing” (CPRA)

We **do not sell** personal data and **do not “share”** it for cross-context behavioral advertising (as defined by the CPRA). If our practices change, we will implement opt-out mechanisms (including recognition of **Global Privacy Control**) and update this Policy.

## 12. Videos: uploader responsibility & moderation

Videos on ARKTIQS are **uploaded by users** (players, coaches, scouts, agents, club managers, etc.); we do not film or acquire content independently. The **uploader represents** they have the necessary rights/consents and that the content is lawful and suitable for analytics. We perform basic moderation for obvious violations but do not verify title/ownership.

If a minor or any player appears incidentally (especially at public events) without analysis/profile generated for them, such incidental appearance is **not** considered a privacy breach by itself. We respect valid complaints and promptly remove materials upon a request from a rightsholder/parent/guardian.

**Accuracy & lawfulness.** You are responsible for the accuracy of your profile data and the lawfulness of content you upload, including obtaining all necessary consents/permissions from third parties. We may remove or restrict content upon substantiated complaints or violations of our rules.

**Privacy takedown.** For privacy-based removal requests (non-copyright), email [support@arktiqs.com](mailto:support@arktiqs.com). We acknowledge receipt **within 48 hours** and typically decide **within 10 business days** (timelines may vary depending on complexity).

## 13. Biometrics (incl. BIPA)

We **do not collect or create** biometric identifiers (including face templates) and **do not use face recognition**. If this changes, we will publish a dedicated policy, define

retention/destruction timelines, and obtain **separate written consent**, complying with applicable laws (e.g., Illinois BIPA).

#### 14. Automated analytics & profiling

The platform computes game metrics (e.g., ratings such as “Player DNA”) based on match performance. This may constitute **profiling**. We describe the purposes and general logic of such computations; you may **object** to profiling and request **human review** of decisions you believe significantly affect you.

#### 15. International data transfers

We **do not conduct regular cross-border transfers** of personal data to or about individuals located in the EEA/Switzerland/UK and we **do not accept** users from those jurisdictions (see Section 3).

In rare **exceptional** cases (e.g., at a data subject’s explicit request), a transfer may occur under **GDPR Art. 49** (explicit informed consent, warning of risks, non-routine use). We do **not** rely on this mechanism on an ongoing basis.

#### 16. Security

We implement technical and organizational measures: encryption in transit/at rest, environment isolation, least-privilege access controls, MFA for admins, logging and alerting, periodic penetration testing, backups, and disaster recovery. You are responsible for securing your account (strong passwords, device protection).

**Vulnerability Disclosure (VDP).** If you discover a security issue, email **support@arktiqs.com** with details and steps to reproduce, and please refrain from public disclosure until we confirm. We will review promptly and report remediation status. Thank you for responsible disclosure.

#### 17. Incidents & government requests

We maintain an incident response process and risk assessment. If a breach poses a high risk to your rights and freedoms, we will notify affected users and authorities within legally required timeframes.

**Government requests.** We disclose data to government authorities **only** pursuant to valid legal process (e.g., subpoena, court order) and in the **minimum necessary** scope. Unless prohibited by law or the request itself, we will **notify** the affected user prior to disclosure so they can contest.

## 18. Retention

We retain personal data only as long as necessary for stated purposes or as required by law/contract. Key categories and baseline periods (subject to client contracts and/or a DPA):

- **Account data.** Retained for the life of the account and up to **two years** after deactivation (or less upon request) for audit, security, and dispute resolution.
- **Content (videos, reports, and related analytics artifacts).** Retained during an active subscription/contract or until deleted upon your request or per a client's policy (e.g., club/academy). Deletion is irreversible.
- **Technical logs & operational data.** Typically retained **90–365 days** for security, incident investigation, and troubleshooting unless a different period is legally/contractually required.
- **Marketing email data & compliance logs.** Retained until you opt out; compliance logs (e.g., opt-out timestamp) may be retained up to **two years** after opt-out.
- **Consent records (including verifiable parental consent).** Retained up to **five years** after withdrawal or end of the relevant processing to demonstrate compliance.

If law requires a different retention period (e.g., tax/bookkeeping), we follow that period and then delete or anonymize data.

## 19. Deleting your account & data

To delete your account, email **support@arktiqs.com**. We will confirm and delete data **within four (4) business days** of confirmation. Deletion is irreversible and includes reports/statistics/uploaded content—even if analysis was paid.

## 20. Your rights

Subject to applicable law, you may request access, correction, deletion, objection to certain processing, restriction, withdrawal of consent, and other rights (e.g., portability). We typically respond within **45 days** (U.S. state laws) or **1 month** where applicable. We do not discriminate against users for exercising privacy rights. Send requests to **support@arktiqs.com** (we may require identity verification).

**Identity verification.** We may ask you to verify via email and/or provide additional information sufficient for **reasonable authentication**. If we cannot verify, we will explain why and how to resubmit.

**Appeals.** If we deny your request, you may **appeal** via the same channel. We will provide a **written** response within the timeframe required by law with reasons and, if the denial stands, how to complain to the state Attorney General.

**Authorized agents (California).** You may authorize an **agent** (individual or registered company) to submit a request on your behalf. We will require sufficient proof of the agent's authority and verify your identity before acting.

**Non-discrimination.** We do not apply discriminatory practices (e.g., denial of service, price increases, quality reductions) in response to the exercise of privacy rights.

## 21. State-specific notices (including California)

**CPRA "Notice at Collection."** Categories of personal information we collect, sources, purposes, "sale/ sharing" status, and general retention periods (see also Section 19):

- **Identifiers** (name, email, phone, account identifiers); source: you. Purposes: registration, communications, security, analytics. **Sale/Sharing: No.**
- **Internet/network activity** (IP, logs, interface interactions); source: your device/browser. Purposes: security, analytics, service improvement. **Sale/Sharing: No.**
- **Commercial info** (payment events, billing metadata; we do not process full card details): source — you/Stripe. Purposes: payments, antifraud, reporting. **Sale/Sharing: No.**
- **Audio-visual content** (uploaded match videos, profile images): source — you/club (for B2B). Purposes: analysis/breakdowns, profile publication. **Sale/Sharing: No.**
- **Professional/team info** (club, team, position, stats): source — you/club. Purposes: profile, search, analytics. **Sale/Sharing: No.**



- **Inferences/ratings** (game metrics/ratings): source — our processing. Purposes: analytics/selection. **Sale/Sharing: No.**

**Sensitive personal information (SPI).** We **do not collect** SPI under CPRA (e.g., SSN, precise geolocation, biometrics, health).

**How to exercise rights.** Email [support@arktiqs.com](mailto:support@arktiqs.com). We will authenticate requests and respond within statutory timelines. California residents may use **authorized agents** (see Section 21).

**Shine the Light (CA Civ. Code §1798.83).** We **do not disclose** personal data to third parties for their direct marketing. If this changes, we will provide opt-out mechanisms.

**Nevada (NRS 603A).** We **do not sell** personal information of Nevada residents. Questions: [support@arktiqs.com](mailto:support@arktiqs.com).

## **22. Changes to this Policy**

We may update this Policy. Material changes will be communicated via the platform and/or email. By continuing to use ARKTIQS after updates, you accept the revised Policy.

## **23. Language & translations**

This **English** document is the controlling version. Translations may be provided for convenience; in case of any discrepancy, the English version prevails.

## **24. Contact Us**

### **Dybedy Ltd**

6 Villa Verde, Buffalo Grove, IL 60089, USA

E-mail: [support@arktiqs.com](mailto:support@arktiqs.com)