

# Data Privacy Summary

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APEX Coach AI

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## Role of APEX

APEX Coach AI provides software used by coaches, athletes, and athletic programs to manage training workflow, athlete accountability, nutrition logging, and wellness check-ins.

APEX serves two categories of users:

- **Institutional Customers:** Schools, colleges, and athletic organizations that contract with APEX. When serving an institution, APEX processes data at the direction of the institution as a service provider.
- **Individual Users:** Coaches, athletes, and other individuals who register for the Services directly, including through free or paid plans. For individual users, APEX is the data controller.

## Data Collected

Depending on configuration and product use, APEX may process:

- Account information (name, email, role, subscription status)
- Team and organization affiliation data
- Athlete profile details (for example, position group and activity context)
- Training and performance records (set logs, testing metrics, attendance)
- Daily wellness self-reports (for example, feeling, sleep quality, soreness)
- Nutrition records (meal logs, meal photos, preferences, plans)
- Payment and billing information (processed by Stripe; APEX does not store full card numbers)
- Operational and audit records (legal acceptance logs, usage metadata)

## Purpose of Data Use

APEX uses data to:

- Provide and operate the Services
- Support coach workflow and athlete program accountability
- Generate structured outputs requested by users (such as nutrition or training features)
- Process payments and manage subscriptions
- Maintain security, reliability, troubleshooting, and auditability

## Aggregated and De-Identified Data

APEX may use aggregated and de-identified data — data that cannot reasonably identify any individual — for product improvement, benchmarking, research, and AI model training. This applies across all subscription tiers.

## Prohibited Uses

Personal data is:

- Not sold
- Not used for advertising
- Not used for cross-platform marketing profiling

## Data Ownership and Control

For institutional accounts, schools and organizations control user data within the contracted service relationship. APEX processes data only to provide services authorized by the institution.

For individual accounts, users retain ownership of their content. APEX is the data controller and processes data as described in the Privacy Policy. Individual users can request access, correction, deletion, or export of their data at any time.

## Data Deletion

APEX includes deletion workflows for major data objects used in the platform.

- Institutional accounts: Data deleted within 30 days of contract termination and written request.
- Paid individual accounts: Data retained for 30 days following cancellation or deletion request.
- Free individual accounts: Data retained while active. Accounts may be deleted after 12 months of inactivity with prior notice. Users may request deletion at any time.

## User Rights

For institutional accounts, parents and eligible students should contact their school or district for education-record requests. APEX supports schools in fulfilling these requests.

For individual accounts, users may exercise their rights (access, correction, deletion, export) by contacting [hello@apexcoachai.com](mailto:hello@apexcoachai.com). California residents may have additional rights under the CCPA.

## Product Scope Clarification

APEX is a coach workflow and accountability system. APEX is not a medical device and does not provide medical advice, diagnosis, or treatment. Nutrition features provide general information and are not a substitute for professional dietary or medical guidance.