

Data Retention and Deletion Policy

APEX Coach AI

Last Updated: March 2026

Purpose

This policy describes how APEX retains and deletes data processed for school and athletic program customers.

Retention Standard

APEX retains data as needed to:

- Deliver the contracted service
- Maintain operational integrity and audit records
- Meet legal and contractual obligations

The current platform implementation includes both hard-delete workflows for selected records and soft-delete/deactivation patterns for certain operational entities.

Deletion Process

APEX supports deletion actions for key data objects used by coaches and athletes, including profile-linked records and selected logging categories. Deletion requests are reviewed and executed according to authorized school instructions.

School Request Process

Schools and districts may submit deletion and offboarding requests through APEX support and account contacts. APEX verifies request authority before executing deletion workflows.

Contract Termination

On contract termination, APEX works with the school to process deletion according to contractual terms, including:

1. Confirming data scope
2. Executing primary-system deletion procedures
3. Applying backup lifecycle handling under infrastructure constraints
4. Providing completion confirmation

Exceptions

Data may be retained when required for legal, security, or contractual recordkeeping reasons.

Notes for District Review

APEX supports school district contractual requirements related to student data privacy. District-specific retention and deletion terms should be finalized in school agreements and procurement documentation.