

EdgeFinder Privacy Policy

Last Updated: January 20, 2026

EdgeFinder, Co. ("EdgeFinder," "we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our sports intelligence and analytics platform.

By using EdgeFinder, you agree to the collection and use of information in accordance with this Privacy Policy.

1. Information We Collect

1.1 Personal Information You Provide

When you create an account or use EdgeFinder, we may collect:

- **Account Information:** Name, email address, username, password
- **Payment Information:** Credit card details, billing address (processed through third-party payment processors)
- **Profile Information:** Sports preferences, favorite teams, user settings
- **Communications:** Messages you send to customer support or feedback you provide

1.2 Automatically Collected Information

When you use EdgeFinder, we automatically collect:

- **Usage Data:** Pages viewed, features accessed, time spent on platform, search queries
- **Device Information:** IP address, browser type, operating system, device identifiers
- **Analytics Data:** Interaction patterns, click-through rates, feature usage statistics
- **Cookies & Tracking Technologies:** Session cookies, preference cookies, analytics cookies

1.3 Sports Betting & Fantasy Sports Activity

- **Analytical Preferences:** Sports you analyze, prop types you research, teams you follow
 - **Platform Interactions:** Saved analyses, custom queries, bookmarked insights
 - **Note:** We do NOT collect information about actual bets placed, wagers made, or winnings/losses, as we are not a betting platform
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2. How We Use Your Information

We use collected information for the following purposes:

2.1 Service Delivery

- Provide and maintain EdgeFinder's analytical tools and features
- Process your account registration and authentication
- Generate personalized sports intelligence and insights
- Improve algorithm accuracy and data modeling

2.2 Platform Improvement

- Analyze usage patterns to enhance user experience
- Develop new features and analytical capabilities
- Conduct research and testing to improve our models
- Monitor platform performance and troubleshoot technical issues

2.3 Communications

- Send service-related announcements and updates
- Respond to your inquiries and support requests
- Send marketing communications (with your consent, where required)
- Provide notifications about platform changes or new features

2.4 Legal & Security

- Comply with legal obligations and regulatory requirements
 - Enforce our Terms & Conditions
 - Detect and prevent fraud, abuse, or security threats
 - Protect our intellectual property and user safety
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3. How We Share Your Information

3.1 We May Share Information With:

Third-Party Service Providers:

- Payment processors (Stripe, PayPal, etc.)
- Cloud hosting services (AWS, Google Cloud, etc.)
- Analytics providers (Google Analytics, Mixpanel, etc.)
- Email service providers
- Customer support platforms

Legal Requirements:

- Law enforcement or government agencies when required by law
- In response to valid legal processes (subpoenas, court orders)
- To protect our rights, property, or safety, or that of our users

Business Transfers:

- In connection with a merger, acquisition, sale of assets, or bankruptcy

3.2 We Do NOT:

- Sell your personal information to third parties
 - Share your analytical preferences with sportsbooks or betting platforms
 - Disclose individual user betting strategies or insights to competitors
 - Provide your data to advertisers for targeted marketing without consent
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4. Data Retention

We retain your personal information for as long as:

- Your account is active
- Necessary to provide you services
- Required to comply with legal obligations
- Needed to resolve disputes or enforce our agreements

You may request deletion of your account and data at any time by contacting us at [Insert Contact Email]. We will delete your information within 30 days, except where retention is required by law.

5. Your Privacy Rights

Depending on your location, you may have the following rights:

5.1 General Rights (All Users)

- **Access:** Request a copy of the personal information we hold about you
- **Correction:** Request correction of inaccurate or incomplete information
- **Deletion:** Request deletion of your personal information (subject to legal exceptions)
- **Opt-Out:** Unsubscribe from marketing communications

5.2 California Residents (CCPA Rights)

Under the California Consumer Privacy Act, California residents have the right to:

- Know what personal information is collected, used, shared, or sold
- Request deletion of personal information
- Opt-out of the sale of personal information (Note: We do not sell personal information)
- Non-discrimination for exercising privacy rights

To exercise these rights, contact us at [Insert Contact Email].

5.3 European Residents (GDPR Rights)

Under the General Data Protection Regulation, European users have the right to:

- Access, rectify, or erase personal data
- Restrict or object to data processing
- Data portability
- Withdraw consent at any time
- Lodge a complaint with a supervisory authority

Our legal basis for processing includes:

- Consent (where you've provided it)
 - Contract performance (to provide services)
 - Legitimate interests (platform improvement, security)
 - Legal compliance
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6. Data Security

We implement industry-standard security measures to protect your information, including:

- Encryption of data in transit (SSL/TLS) and at rest
- Secure authentication and access controls
- Regular security audits and penetration testing
- Employee training on data protection practices
- Firewall and intrusion detection systems

However, no method of transmission over the Internet is 100% secure. While we strive to protect your information, we cannot guarantee absolute security.

7. Cookies & Tracking Technologies

EdgeFinder uses cookies and similar technologies to:

- Maintain your login session
- Remember your preferences and settings
- Analyze platform usage and performance
- Improve user experience

Types of Cookies We Use:

- **Essential Cookies:** Required for platform functionality
- **Analytics Cookies:** Track usage patterns (Google Analytics, etc.)
- **Preference Cookies:** Remember your settings and choices

You can control cookies through your browser settings. Note that disabling cookies may limit platform functionality.

8. Third-Party Links & Services

EdgeFinder may contain links to third-party websites, services, or integrations. We are not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies before providing any information.

9. Children's Privacy

EdgeFinder is not intended for users under 18 years of age. We do not knowingly collect personal information from children. If we become aware that we have collected information from a child under 18, we will take steps to delete it immediately.

10. International Data Transfers

EdgeFinder is based in the United States. If you access our platform from outside the U.S., your information may be transferred to, stored, and processed in the United States or other countries where our service providers operate.

By using EdgeFinder, you consent to the transfer of your information to countries that may have different data protection laws than your country of residence.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted with an updated "Last Updated" date. Continued use of EdgeFinder after changes constitutes acceptance of the updated policy.

Material changes will be communicated via email or prominent platform notice.

12. Contact Us

For questions about this Privacy Policy or to exercise your privacy rights, contact:

EdgeFinder Privacy Team

Email: [Insert Privacy Email]

Address: [Insert Physical Address]

For California Residents:

You may also contact us toll-free at [Insert Phone Number]

For European Residents:

Data Protection Officer: [Insert DPO Email]

13. State-Specific Disclosures

California Residents

In the past 12 months, we have collected the following categories of personal information:

- Identifiers (name, email, IP address)
- Commercial information (purchase history, preferences)
- Internet activity (usage data, browsing behavior)
- Geolocation data (general location based on IP)

We do not sell personal information as defined by CCPA.

Nevada Residents

Nevada residents may opt-out of the sale of personal information. We do not currently sell personal information, but you may submit an opt-out request to [Insert Contact Email].

Virginia, Colorado, Connecticut, Utah Residents

Residents of these states have rights similar to CCPA. Contact us at [Insert Contact Email] to exercise these rights.

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By using EdgeFinder, you acknowledge that you have read and understood this Privacy Policy.