

Privacy Policy

Privacy Policy

Effective Date: 5/15/2026

Website: prefrontalplays.com

Business Name: Prefrontal Plays

Contact Email: info@prefrontalplays.com

Location: Texas, United States

Prefrontal Plays respects your privacy. This Privacy Policy explains how we collect, use, disclose, store, and protect personal information when you visit our website, purchase our products, book services, submit forms, join our email list, participate in programs, or otherwise interact with Prefrontal Plays.

By using our website or services, you agree to the practices described in this Privacy Policy. If you do not agree with this Privacy Policy, you should not use our website or services.

1. Who We Are

Prefrontal Plays provides basketball performance education, player development consulting, recruiting guidance, decision making education, sport psychology informed resources, digital products, coaching programs, worksheets, journals, and related services.

Our website is intended for players, parents, coaches, trainers, teams, organizations, and individuals interested in basketball development and performance education.

2. Information We Collect

We may collect personal information directly from you, automatically through technology, or from third party platforms you use to interact with us.

A. Information You Provide Directly

We may collect information you voluntarily provide, including:

1. Name
2. Email address
3. Phone number
4. Billing information
5. Mailing address
6. Parent or guardian name
7. Player name
8. Player age or grade level
9. School or team name
10. Basketball position
11. Recruiting level or athletic background
12. Game film links
13. Statistics or performance information
14. Goals, challenges, and development needs
15. Form responses
16. Survey responses
17. Messages, emails, or support requests
18. Testimonials or feedback
19. Any other information you choose to submit

B. Payment Information

If you purchase a product or service, payment information may be collected and processed by third party payment processors.

Prefrontal Plays does not directly store full credit card numbers or complete payment credentials unless specifically stated otherwise. Payment processing is handled by third party providers according to their own privacy and security practices.

C. Information Collected Automatically

When you visit our website, we may automatically collect certain information, including:

1. IP address
2. Browser type

3. Device type
4. Operating system
5. Pages visited
6. Time spent on pages
7. Referring website
8. Links clicked
9. Approximate location based on IP address
10. Cookies and tracking data
11. Website usage and analytics information

This information helps us understand how visitors use our website, improve performance, and make better business decisions.

D. Information From Third Party Platforms

We may receive information from third party platforms when you interact with us through tools such as:

1. Email marketing platforms
2. Payment processors
3. Scheduling tools
4. Website hosting providers
5. Analytics platforms
6. Social media platforms
7. Course or membership platforms
8. Form builders
9. Customer relationship management tools
10. Video hosting platforms

The information we receive depends on your settings, the platform used, and the permissions you provide.

3. How We Use Your Information

We may use personal information to:

1. Provide products and services
2. Process purchases and payments

3. Schedule coaching calls or consultations
4. Deliver digital products, journals, worksheets, templates, courses, or program materials
5. Communicate with you about your purchase, booking, or account
6. Respond to questions, messages, or support requests
7. Provide basketball development, recruiting, or performance education guidance
8. Personalize your experience
9. Send newsletters, updates, offers, and educational content
10. Improve our website, services, and marketing
11. Analyze website traffic and user behavior
12. Prevent fraud, abuse, or unauthorized access
13. Enforce our Terms of Service
14. Comply with legal obligations
15. Protect the rights, safety, and property of Prefrontal Plays, our users, and others

4. Email Marketing and Communications

If you join our email list, download a resource, purchase a product, submit a form, or otherwise provide your email address, we may send you emails related to Prefrontal Plays.

These emails may include:

1. Educational content
2. Basketball development insights
3. Product updates
4. Program information
5. Promotional offers
6. Purchase confirmations
7. Scheduling reminders
8. Account or service related messages

You may unsubscribe from marketing emails at any time by clicking the unsubscribe link in the email or contacting us at info@prefrontalplays.com.

Even if you unsubscribe from marketing emails, we may still send transactional or service related emails when necessary.

5. Text Messages and Phone Communications

If you provide your phone number, we may contact you by phone or text message regarding your inquiry, purchase, booking, consultation, program, or service.

We will not send recurring promotional text messages unless you have provided appropriate consent.

Message and data rates may apply. You may opt out of promotional text messages by following the instructions provided in the message or contacting us directly.

6. Cookies and Tracking Technologies

Our website may use cookies, pixels, analytics tools, and similar technologies to collect information about your browsing behavior.

These technologies may help us:

1. Remember your preferences
2. Understand website traffic
3. Improve website performance
4. Measure marketing effectiveness
5. Track conversions
6. Personalize content or advertising
7. Protect against fraud or abuse

You can control cookies through your browser settings. However, disabling cookies may affect certain website features.

7. Analytics and Advertising

We may use analytics and advertising tools to understand how people find and use our website.

These tools may collect information such as pages visited, links clicked, device type, browser type, general location, and interactions with ads or emails.

If we use targeted advertising, retargeting, or similar marketing tools, you may have the right to opt out of certain uses of your personal data depending on applicable law. Texas residents may have rights to opt out of targeted advertising, the sale of personal data, or certain profiling decisions under the Texas Data Privacy and Security Act.

8. How We Share Information

We do not sell your personal information in the ordinary sense of directly exchanging your personal information for money.

However, we may share personal information with trusted third parties who help us operate our business, including:

1. Payment processors
2. Website hosting providers
3. Email marketing platforms
4. Scheduling platforms
5. Analytics providers
6. Advertising platforms
7. Course or membership platforms
8. Customer support tools
9. Legal, tax, accounting, or business advisors
10. Contractors or service providers assisting with business operations

These third parties may only access information needed to perform services for us and are expected to protect your information.

We may also disclose information if required by law, legal process, court order, government request, or to protect our rights, users, business, or others.

9. Player, Parent, and Recruiting Information

Because Prefrontal Plays works in the basketball space, users may submit player related information, including film, statistics, school information, recruiting goals, development concerns, performance history, or athletic background.

We use this information only to provide the requested service, guidance, evaluation, education, or support.

We do not guarantee confidentiality of information that you voluntarily make public or share through public platforms, social media, recruiting databases, public profiles, or third party websites.

You should not submit sensitive information unless it is necessary for the service you are requesting.

10. Information About Minors

Prefrontal Plays may provide services to parents, guardians, and athletes under 18.

If a user is under 18, a parent or legal guardian should submit information, approve participation, and manage purchases.

We do not knowingly collect personal information directly from children under 13 without verifiable parental consent. The Federal Trade Commission explains that COPPA applies to operators of websites or online services directed to children under 13, and to operators with actual knowledge that they are collecting personal information from a child under 13.

If we learn that we have collected personal information from a child under 13 without appropriate parental consent, we will take reasonable steps to delete that information.

Parents or guardians may contact us at info@prefrontalplays.com to request review, correction, or deletion of information related to their child.

11. Sensitive Information

We ask that you do not submit highly sensitive information unless specifically requested and necessary for the service.

Sensitive information may include:

1. Social Security numbers
2. Driver's license numbers
3. Passport numbers
4. Full medical records
5. Mental health diagnoses
6. Financial account numbers
7. Precise geolocation
8. Biometric information
9. Information about race, ethnicity, religion, political beliefs, sexual orientation, or health status

If sensitive information is needed for a specific purpose, we will only use it for that purpose and will handle it with appropriate care.

Under many state privacy laws, sensitive personal data receives additional protection, and businesses may need explicit consent before processing it.

12. How Long We Keep Information

We keep personal information only as long as reasonably necessary for the purposes described in this Privacy Policy.

Retention periods may depend on:

1. The type of information
2. The reason it was collected
3. Legal or tax requirements
4. Business recordkeeping needs
5. Dispute resolution needs
6. Fraud prevention or security needs
7. Whether you remain a customer, subscriber, or user

When information is no longer needed, we may delete, anonymize, or securely store it according to our business practices and legal obligations.

13. How We Protect Information

We use reasonable administrative, technical, and physical safeguards to protect personal information.

However, no website, platform, email system, payment processor, or internet transmission is completely secure.

You are responsible for protecting your own account credentials, devices, and communications with us.

If you believe your information has been compromised, contact us at info@prefrontalplays.com.

14. Your Privacy Rights

Depending on where you live, you may have certain rights regarding your personal information.

These rights may include the right to:

1. Know what personal information we collect
2. Access your personal information
3. Correct inaccurate information
4. Delete personal information
5. Obtain a copy of your information
6. Opt out of targeted advertising
7. Opt out of the sale of personal data
8. Opt out of certain profiling decisions
9. Appeal a privacy request decision
10. Withdraw consent where consent is required

The Texas Department of Information Resources states that the Texas Data Privacy and Security Act gives Texas residents rights to know what personal information businesses collect, use, and share, correct inaccuracies, delete personal information, and opt out of targeted advertising, sale of personal data, or profiling decisions.

To exercise privacy rights, contact us at:

[**info@prefrontalplays.com**](mailto:info@prefrontalplays.com)

We may need to verify your identity before responding to your request.

15. Texas Privacy Rights

If you are a Texas resident, you may have rights under the Texas Data Privacy and Security Act.

These may include the right to:

1. Confirm whether we process your personal data
2. Access your personal data
3. Correct inaccuracies
4. Delete personal data
5. Obtain a portable copy of your personal data
6. Opt out of targeted advertising
7. Opt out of the sale of personal data
8. Opt out of certain profiling activities

To submit a Texas privacy request, email us at:

info@prefrontalplays.com

Please include “Texas Privacy Request” in the subject line.

If your request is denied, you may have the right to appeal by contacting us again and stating that you are appealing the decision.

16. California and Other State Privacy Rights

If you live in California, Colorado, Connecticut, Virginia, Utah, Oregon, Montana, Delaware, Iowa, Nebraska, New Hampshire, New Jersey, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island, or another state with consumer privacy laws, you may have additional privacy rights.

We will respond to applicable privacy requests as required by law.

To submit a request, contact us at:

info@prefrontalplays.com

17. International Users

Prefrontal Plays is based in the United States.

If you access our website or services from outside the United States, you understand that your information may be collected, processed, stored, and transferred in the United States.

By using our website or services, you consent to the transfer and processing of your information in the United States, where privacy laws may differ from those in your country.

18. Third Party Links

Our website, emails, or materials may contain links to third party websites, platforms, videos, payment pages, scheduling tools, social media pages, or resources.

We are not responsible for the privacy practices, content, security, or policies of third party websites or platforms.

You should review the privacy policies of any third party platforms you use.

19. Social Media

If you interact with Prefrontal Plays on social media, your interactions may be visible to others depending on your privacy settings and the platform's policies.

Social media platforms collect and process information according to their own privacy policies.

We are not responsible for how social media platforms collect, use, or share your information.

20. Testimonials, Reviews, and Public Feedback

If you provide a testimonial, review, comment, or feedback, we may ask for your permission to use it in marketing materials.

We will not publicly use your name, image, likeness, player information, or private story for promotional purposes without your permission.

If you voluntarily post public comments, reviews, or testimonials on public platforms, those posts may be visible to others.

21. Business Transfers

If Prefrontal Plays is involved in a merger, acquisition, sale, restructuring, transfer of assets, or similar business transaction, personal information may be transferred as part of that transaction.

If this occurs, we will take reasonable steps to ensure your information remains protected.

22. Do Not Track Signals

Some browsers offer “Do Not Track” signals.

Our website may not currently respond to all Do Not Track signals because there is no universally accepted standard for how websites should respond.

You can control many tracking technologies through your browser settings, cookie settings, or third party opt out tools.

23. Data Security Incident Notice

If we become aware of a data security incident that affects your personal information, we will take reasonable steps to investigate and respond.

If legally required, we will notify affected users and appropriate authorities.

24. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

When we update this Privacy Policy, we will revise the effective date at the top of the page.

Your continued use of our website or services after changes are posted means you accept the updated Privacy Policy.

25. Contact Us

If you have questions about this Privacy Policy or want to submit a privacy request, contact us at:

Prefrontal Plays

Website: prefrontalplays.com

Email: info@prefrontalplays.com

Location: Texas, United States