

# Privacy Policy

Legit Athletics [www.legitathletics.com](http://www.legitathletics.com)

**Effective Date:** January 24, 2026 **Last Updated:** January 24, 2026

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## 1. Introduction

Welcome to Legit Athletics ("Company," "we," "us," or "our"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [www.legitathletics.com](http://www.legitathletics.com) (the "Site"), use our 3D uniform builder tool, place orders, or otherwise interact with our services.

We are committed to protecting the privacy of our customers, including the coaches, parents, and team administrators who trust us to outfit their youth and travel sports teams. Please read this Privacy Policy carefully. By accessing or using our Site and services, you acknowledge that you have read, understood, and agree to be bound by the terms of this Privacy Policy.

If you do not agree with the terms of this Privacy Policy, please do not access the Site or use our services.

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## 2. Information We Collect

We collect information you provide directly to us, including:

- **Contact details:** Name, email address, and phone number
  - **Billing and shipping addresses**
  - **Payment information:** Processed securely through third-party providers
  - **Customization data:** Team names, logos, and player details (names and numbers) uploaded via our 3D builder
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## 3. How We Use Your Information

We use your data to:

- Process and fulfill your orders for custom teamwear
  - Provide customer support and respond to inquiries
  - Send order updates and, with your consent, marketing communications
  - Improve our website and 3D builder experience
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## 4. How We Share Your Information

We do not sell your personal data. We share information only with trusted partners necessary to run our business, such as:

- **Payment processors:** (e.g., Stripe, PayPal)
  - **Shipping carriers:** (e.g., UPS, FedEx)
  - **Manufacturing partners** involved in producing your custom gear
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## 5. Children's Privacy

Legit Athletics provides custom teamwear for youth sports teams; however, our Site and services are intended for use by adults, including parents, guardians, coaches, and team administrators.

**We do not knowingly collect personal information directly from children under the age of 13.**

All orders and customization requests involving youth players must be submitted by a parent, legal guardian, coach, or authorized team administrator who is at least 18 years of age.

When team administrators provide player names and jersey numbers for customization purposes, they represent and warrant that they have obtained all necessary permissions from the parents or legal guardians of minor players to provide such information to us.

If we become aware that we have inadvertently collected personal information directly from a child under 13 without verified parental consent, we will take immediate steps to delete such information from our records. If you believe we have collected information from a child under 13, please contact us immediately at the address provided in Section 12.

Our practices are designed to comply with the Children's Online Privacy Protection Act (COPPA) and similar applicable laws.

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## 6. Data Security

We implement commercially reasonable administrative, technical, and physical security measures to protect your personal information from unauthorized access, use, alteration, and disclosure. These measures include:

- Secure Socket Layer (SSL) encryption for data transmitted to and from our Site
- Encryption of sensitive payment information
- Restricted access to personal information by employees and contractors
- Regular security assessments and updates

However, no method of transmission over the Internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

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## **7. Cookies and Tracking**

We use cookies to enhance your experience, such as saving your custom designs in progress and analyzing site traffic. You can manage cookie settings in your browser.

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## **8. Your Rights**

Depending on your location, you may have the right to access, correct, or delete your personal information. You can also opt out of marketing emails at any time by clicking "unsubscribe."

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## **9. Data Retention**

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected, including to satisfy any legal, accounting, or reporting requirements. The retention period may vary depending on the context of the processing and our legal obligations.

When determining the appropriate retention period, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process the information, and applicable legal requirements.

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## **10. Third-Party Links**

Our Site may contain links to third-party websites, plug-ins, or applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy practices. We encourage you to read the privacy policy of every website you visit.

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## **11. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. When we make material changes, we will notify you by updating the "Last Updated" date at the top of this Privacy Policy and, where appropriate, provide additional notice (such as a statement on our homepage or an email notification).

We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

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## **12. Contact Us**

If you have questions about this policy, please contact us at:

**Email:** [legal@legitathletics.com](mailto:legal@legitathletics.com)

**Website:** [www.legitathletics.com](http://www.legitathletics.com)

We will make every effort to respond to your inquiry within a reasonable timeframe.

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### **13. Governing Law**

This Privacy Policy and any disputes arising out of or related to it shall be governed by and construed in accordance with the laws of the State of [Insert State], without regard to its conflict of law principles.

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**By using the Legit Athletics website and services, you acknowledge that you have read and understood this Privacy Policy and agree to its terms.**