

Privacy Policy

Varsity Page — operated by Varsity Page LLC

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Permanent link: <https://www.varsitypage.com/legal/archive/privacy/1.1.0>

The version in effect today is always at <https://www.varsitypage.com/privacy>

Plain-language summary (not part of the binding text)

School pages show information that schools choose to publish through VP Core. Separately, we collect what you give us (your account, profile, contest entries, inquiries and AI chat messages) and basic usage information. We use it to run Varsity Page and share it with the school it relates to and with service providers that help us operate. Your cookie choice controls both third-party analytics and our own usage measurement. We do not sell your information for money. You can delete your account and contact us with privacy requests.

Binding text

About This Policy

This Privacy Policy explains how **Varsity Page LLC**

(“Varsity Page,” “we,” “us”) collects, uses and shares personal information through the Varsity Page website and app (the “Service”). It applies to visitors, fans, families and account holders. Our

[Cookie Policy](#)

covers cookies and similar technologies in more detail, and our

[Subprocessors](#)

page lists the service providers that process information for us.

Schools and organizations that use VP Core, our administrative product, are covered by separate school and organization terms published at <https://www.vp-core.com/terms>

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School-Authorized Public Content

Most of what you see on a school page — rosters, photos, schedules, scores, statistics, team and organization details and sponsors — is supplied and authorized by the school or organization through VP Core and published under the school's settings. We do not collect that information from students or fans through Varsity Page; the school decides what to publish and is responsible for any permissions it needs. Schools can hide specific students, teams or the school's page through VP Core.

To ask for a correction or removal, contact the school or email support@varsitypage.com

. Our support team can hide content right away for safety, privacy, legal or platform-integrity reasons and can help the school make changes at the source.

The rest of this policy is about information collected through the Service from you, which is separate from school-authorized content.

Information We Collect

Information You Give Us

- **Account information.** When you create an account: your email address, name and password (or, if you sign in with Google, the basic profile information Google shares with us, such as your name and email address).
- **Profile information.** The display name, profile photo, banner image, bio and favorite-moment text and image you choose to add, the schools, teams and students you follow, the photos you save to albums, and your notification preferences.
- **Contest and giveaway entries.** The contest you entered, when you entered, and whether a location check confirmed you were at the venue. If you win: your display name, a claim code, and the status of your prize claim, including when you accepted the prize terms.
- **Parent ad and sponsor inquiries.** The contact name, email address, phone number and message you provide, the school, team and student the inquiry is about, the ad option you are interested in, how you heard about us, and any image you upload. You can submit an inquiry without an account.
- **Donations, where a school offers them.** If a school enables donations on its page, the information you provide with a donation, such as your name, email address, display name or a request to stay anonymous, an optional business name, logo, website and message, the amount and cause, and the payment reference numbers we receive from PayPal. Payment card and bank details are entered with PayPal, not with us.
- **AI chat.** If you use an AI chat feature, your messages, any files or images you attach, and the responses generated for you.
- **Communications.** The content of emails you send us, such as support, privacy or legal requests.

Information Collected Automatically

- **Usage events.** We record events about how the Service is used — for example, pages viewed, the school, team or other item involved, and the time. We use these events, which stay on our own systems, to operate the Service and to give schools and sponsors aggregated engagement reports. What we record depends on your analytics choice, which covers our own usage measurement as well as PostHog:
 - **When analytics is allowed,** the events also carry a random visit identifier stored in your browser and, if you are signed in, your account identifier.
 - **When analytics is not allowed** — you refused it, in any region, or you have not chosen yet and you are in the European Economic Area, the United Kingdom or Switzerland, or we cannot tell where you are — nothing for measurement is stored in your browser, the visit identifier lasts only until the page is reloaded or closed, the events are not linked to your account, and we record only page views, sponsor and school ad delivery, donation and parent-ad steps, and records of contest features you use. Details are in the [Cookie Policy](#).
- **Device and log information.** Like most websites, our servers and hosting provider receive technical information such as your IP address, browser and device type, and the pages requested. We use your IP address to estimate your country so we can show the right cookie choices, and to protect the Service, for example by limiting repeated requests.

- **Cookies and similar technologies.** We use cookies and browser storage to keep you signed in, remember your choices and, with your permission where required, for analytics. See the [Cookie Policy](#).

Location

- **Contest location checks.** Some contests ask your device for its location to confirm that you are at the venue. This only happens when you choose to start that check, and your browser asks for your permission. Your coordinates are used to make the check and are not stored; we keep only the result (at the venue or not). If you decline, you can still enter as a remote entrant where the contest allows it.
- **Approximate country.** As described above, we estimate your country from your IP address.
- **Maps.** Venue pages may display an embedded Google map. When it loads, Google receives information such as your IP address and browser details under Google's own privacy policy. Direction links open the map service you choose.

Information From Others

- **Google sign-in**, if you choose it, as described above.
- **Schools, through VP Core**, which provide school-authorized content, contest details and the outcome of their own follow-up on inquiries.

How We Use Information

We use personal information to:

- provide the Service, including accounts, profiles, follows, notifications, contests, inquiries, donations where offered, and AI features;
- run contests on behalf of schools and sponsors, including location checks, winner announcements and prize claims;
- send your inquiry, donation or contest result to the school or organization it relates to so they can respond;
- keep the Service secure, prevent fraud and abuse, and enforce our [Terms](#) and [Acceptable Use Policy](#);
- understand and improve how the Service is used, and provide schools and sponsors with aggregated engagement reports;
- respond to your requests and communicate with you about the Service; and
- comply with legal obligations.

Records of contest and notification features you use — such as a contest entry, a contest location check result, winning and claiming a prize, and opening a notification — are kept whatever your cookie choice, because we need them to provide the feature you chose to use and to check that contests are run fairly.

AI Features

When an AI chat feature is available and you use it, your messages, any files or images you attach, and the earlier messages in that conversation are sent to Google's Gemini models through Google's API to generate a response. Files you add for the assistant to search may also be processed with Google Cloud services to make them searchable. Your conversations are stored in your account so you can return to them, and you can delete a conversation from your chat history.

Do not include sensitive information about yourself or others, including information about students, in AI chat messages or attachments unless you are comfortable with it being processed this way. AI responses can be wrong; see the [Terms](#).

Analytics and Cookies

We use PostHog, a product analytics service, to understand how the Service is used. PostHog only starts after you have made a choice that allows it: in some regions we ask before turning it on, and in others it is on unless you opt out. You can change your choice at any time with the Cookie Preferences control in the site footer or your settings. When PostHog is on, we do not use automatic click tracking or session recordings, we remove identifying details from page addresses before sending them, and if you are signed in we identify you only by a random account identifier, not by your name or email address. More detail is in the [Cookie Policy](#).

The usage events described under Information Collected Automatically are recorded on our own systems and are not sent to PostHog. The same choice also controls them: if you refuse analytics or have not allowed it where we ask first, they are recorded in the reduced form described there, are not linked to your account, and nothing for measurement is stored in your browser.

How Information Is Shared

We share personal information only as described here:

- **With the school or organization it relates to.** Through VP Core, we send a school the parent ad and sponsor inquiries, donations and contest results that relate to it, including the information you provided with them, so the school and its Varsity Page team can respond, fulfill prizes and keep records. Schools receive aggregated engagement reports.
- **Publicly, when a feature is designed to be public.** Your display name and profile photo may appear on a school's public supporters list unless you turn off that setting. If you win a contest, your display name may be announced in the app and at the event. Profile and album images you upload may be viewable by anyone with the link. A donor name, business name, logo or message you choose to display may appear on the school's page.
- **With service providers** that host, store, process or analyze information for us under contracts that limit their use of it. They are listed on our [Subprocessors](#) page.
- **For legal reasons**, when we believe in good faith that it is required by law or legal process, or needed to protect the safety, rights or property of students, users, schools, Varsity Page LLC or the public.

- **In a business transfer**, such as a merger, acquisition or sale of assets, subject to this policy.
- **With your direction or consent.**

We do not sell personal information for money, and we do not give sponsors the contact information in your account, contest entries or inquiries. Some state laws define “selling” or “sharing” information broadly, for example to include certain analytics; where that applies, you can opt out through Cookie Preferences.

Retention

We keep personal information for as long as it is needed for the purposes described here, and then delete it or keep it only in a form that no longer identifies you. In particular:

- **Account and profile information** is kept while your account exists. When you delete your account, we delete your profile and the records linked to it, including your follows, notifications, albums and contest entries. Some records are kept without the link to your account: donation records, contest prize records and inquiries you submitted, which schools and we may need for their own records.
- **Images you uploaded** to your profile or albums may not be removed from storage automatically when you delete your account. Email privacy@varsitypage.com and we will delete them.
- **Usage events** are deleted after about 90 days. Aggregated counts that do not identify you are kept.
- **Parent ad image uploads** that are never attached to a submitted inquiry are deleted automatically, usually within a few hours.
- **AI chat conversations** are kept until you delete them or your account.
- **Information sent to a school through VP Core** is also kept by that school under its own practices and the separate school and organization terms.
- A contest's Official Rules or privacy notice may describe additional retention for that contest.

We may keep information longer when required by law, to resolve disputes, or to enforce our agreements.

Security

We use reasonable administrative, technical and organizational measures designed to protect personal information, such as encrypted connections, access controls and limiting access to staff and providers who need it. No method of transmission or storage is completely secure, and we cannot guarantee absolute security. If you believe your account has been compromised, contact support@varsitypage.com.

Children and Teens

Anyone can browse public pages, but you must be at least 13 years old to create an account or enter a contest. We do not knowingly collect personal information directly from children under 13 through accounts, contest entries or other features. If you are a parent or guardian and believe your child under 13 has given us personal information, contact privacy@varsitypage.com

or
support@varsitypage.com
 and we will delete it.

Information about students that appears on school pages is school-authorized content published by the

school, as explained above. Parents and guardians who want a student's information changed or removed can contact the school or support@varsitypage.com

Your Choices and Rights

- **Profile and settings.** You can edit your profile, turn off appearing on supporters lists, and change notification preferences in your account settings.
- **Cookie and analytics choices.** Use Cookie Preferences in the site footer or your settings. Your choice applies to PostHog and to our own usage measurement.
- **Delete your account.** You can delete your account from your account settings.
- **Location.** You can decline or revoke location permission in your browser or device settings.
- **Privacy requests.** Depending on where you live, you may have the right to request access to, correction of, deletion of, or a copy of your personal information, to opt out of certain processing, and to appeal our decision on your request. Email privacy@varsitypage.com. We will verify your request before acting on it, and we will not discriminate against you for exercising your rights. An authorized agent may make a request for you where the law allows, with proof of authorization.

Where Information Is Processed

Varsity Page LLC is based in the United States. If you use the Service from outside the United States, your information will be transferred to and processed in the United States and in other countries where our service providers operate.

Changes to This Policy

We may update this policy. Each version has a version number and effective date, and earlier versions remain available in our [legal center](#)

. If a change is material, we will give reasonable notice through the Service before it takes effect.

Contact Us

- Privacy questions and requests: privacy@varsitypage.com
- Help, corrections and removal requests: support@varsitypage.com
- Legal notices: legal@varsitypage.com

Questions about this document: privacy@varsitypage.com