# Parental Consent

**Pitch Sense Private Limited**

Effective and last updated: 6 October 2026

CIN: U62099MP2026PTC084389

This Parental Consent explains how Pitch Sense may collect, use, store and share the personal data of a player below 18 years of age. It applies to the minor profile, parent or lawful guardian and academy relationship displayed on the consent screen. It should be read with the Pitch Sense Privacy Policy and Terms and Conditions.

## 1. Company and scope

Pitch Sense Private Limited, CIN U62099MP2026PTC084389, having its registered office at C/o 24, Agroha Nagar, Dewas, Madhya Pradesh 455001, India ("Pitch Sense", "we", "us" or "our"), operates the Pitch Sense website, mobile application, parent portal, academy-management tools and video-analysis services.

This consent applies only to the child and academy details shown to the parent or lawful guardian before acceptance. If any displayed information is incorrect, the parent or lawful guardian should not accept and should contact the academy or Pitch Sense.

## 2. Who may give this consent

This consent must be given by a parent or lawful guardian who is at least 18 years old and has authority to make decisions concerning the child's personal data and use of the Services. The parent or lawful guardian may be required to complete identity and adult-age verification through DigiLocker or another authorised verification method.

Pitch Sense does not receive or store the parent's DigiLocker password, PIN or OTP. We retain only the verification and consent information reasonably necessary to establish and document valid parental consent. A lawful guardian may be asked to provide reasonable evidence of guardianship.

## 3. Consent provided

By selecting the parental-consent checkbox and clicking "Accept", the parent or lawful guardian gives Pitch Sense permission to create and activate the child's profile and to collect, use, store, analyse and share the child's personal data as described in this document for academy management, cricket coaching and video-analysis services.

The parent or lawful guardian also authorises access to the child's records by the academy, team, coaches and administrators connected to the enrolment, subject to role-based access controls. A coach, academy or other User cannot give this consent on the parent's behalf.

Before this consent is recorded, the child's Pitch Sense player profile remains inactive. Subject to the academy's own notices, permissions and legal obligations, authorised academy users may create, record and access limited academy-management information—such as enrolment details, roster or batch allocation, schedules, attendance, and fee amount or payment status—on the academy dashboard for the academy's internal administration. For these records, the academy determines why the information is maintained and who within the academy may access it, and Pitch Sense processes the information on the academy's instructions.

PITCH SENSE PRIVATE LIMITED

Recording limited academy-management information does not activate the child's Pitch Sense player profile. Until verified parental consent is recorded, Pitch Sense coaching records, practice or match videos, biomechanics information, AI-assisted analysis, comparisons and coaching reports must not be created, uploaded, generated or made accessible through the child's profile.

## 4. Personal data covered

- Identity and profile information, including name, date or year of birth, age, profile photo, city, account identifier and academy or team relationship.
- Academy-management information, including enrolment, roster, batch, schedules, attendance, fee amount or payment status, coaching notes and progress records.
- Practice or match videos, images, extracted frames, visible surroundings and incidental audio captured in a recording.
- Biomechanics and performance information, including detected shots or movements, pose landmarks, joint-angle estimates, timing, session comparisons, generated observations, reports and coach feedback.
- Device, app, login, security, support and usage information reasonably necessary to provide and protect the Services.
- Parent-verification and consent records, including contact details, relationship declaration, verification status, acceptance timestamp and related audit information.

## 5. How the child's data is used

- Create, activate, secure and manage the child's player profile and connect it with the relevant academy, team and coaches.
- Provide rosters, batches, schedules, attendance, fee-status, coaching, progress and parent-access features.
- Receive, store and process cricket footage to generate AI-assisted biomechanics metrics, comparisons, observations and coaching reports.
- Send consent requests, service notices, parent updates and support or safety communications.
- Detect fraud, misuse, unauthorised access, safety risks and violations of the applicable Terms.
- Maintain, troubleshoot and improve the reliability of the Services, including through aggregated or de-identified information where individuals are not reasonably identifiable.
- Comply with law and establish, exercise or defend legal claims.

## 6. Who may access or receive the data

Depending on the feature and account permissions, the child's data may be accessible to the verified parent or lawful guardian, the child, and authorised academy owners, coaches or administrators connected to the enrolment.

We may share data only as reasonably necessary with cloud hosting, storage, cybersecurity, communications, support, payment, identity-verification, computer-vision and artificial-intelligence service providers, and with regulators, courts, law-enforcement bodies or advisers where disclosure is legally required or reasonably necessary to protect rights, safety and security.

Pitch Sense does not sell the child's personal data.

PITCH SENSE PRIVATE LIMITED

## 7. Video and AI-assisted analysis

Uploaded cricket footage may be processed using computer vision and artificial intelligence to detect actions, estimate pose landmarks and joint angles, calculate performance indicators, compare sessions and generate coaching-language output. Results are estimates and may be affected by camera angle, lighting, obstruction, frame rate, clothing, calibration, device quality and player movement.

Pitch Sense reports provide cricket coaching support. They do not provide medical diagnosis, treatment, physiotherapy advice, injury clearance, an official team-selection decision or a guarantee of performance improvement. A future injury-management, health-data or facial-recognition feature will require an additional notice and fresh specific consent before it is enabled for the child.

## 8. Retention and deletion

- Uploaded practice or match videos are stored for up to 90 days from upload and are then scheduled for deletion, unless deleted earlier or preservation is legally required.
- Extracted frames and video-processing files are retained only as needed to complete analysis and related quality or security checks and no longer than the related 90-day video period unless legally required.
- Derived metrics and reports may be retained while the relevant account or academy relationship is active so progress can be compared, until deleted or validly requested to be erased, subject to legal requirements.
- Academy-management records may be retained while the academy account or player relationship is active and for a reasonable transition period, subject to academy responsibilities, legal retention and unresolved disputes.
- Consent, verification, security, complaint and transaction records may be retained as reasonably necessary to demonstrate consent, protect children, prevent fraud, resolve disputes and comply with law.

Protected backup copies may remain temporarily until overwritten through ordinary backup cycles. More information is available in the Privacy Policy.

## 9. Parent rights and withdrawal of consent

The parent or lawful guardian may use the parent portal, where available, or contact support@pitchsense.in to review or update the child's information, request access or deletion, withdraw consent or raise a privacy or child-safety grievance. Withdrawing consent must be as easy as giving it.

Withdrawal does not affect processing already lawfully completed. After verified withdrawal, the active Pitch Sense player profile will be restricted and future coaching, video, biomechanics and AI-assisted processing based on this consent will stop. Limited academy-management records may remain available to authorised academy users where the academy is lawfully permitted or required to maintain them, subject to the academy's notices and responsibilities and the parent's applicable rights.

When the child turns 18, the player may be required to review the applicable notices and accept the terms or provide consent in their own capacity before continued processing that relies on consent.

## 10. Child-safety protections

- The child's personal data will not knowingly be used for targeted advertising or behavioural monitoring for advertising.

PITCH SENSE PRIVATE LIMITED

- An identifiable minor's video will not be used for unrelated advertising, public promotion or general-purpose AI-model training without separate, specific parental consent.
- Users must not upload footage of unrelated people, private conversations or private locations without the permissions required by law.
- Access to minor data is limited according to account role and the connected academy relationship.

## 11. Electronic acceptance and consent record

By selecting the checkbox and clicking "Accept", the parent or lawful guardian confirms that they are at least 18 years old, are the child's parent or lawful guardian, have authority to provide this consent, have reviewed the child and academy details, and have read and understood this Parental Consent, the Privacy Policy and the Terms and Conditions.

Pitch Sense may record the verified parent account, child profile, academy, consent-document version, date and time, verification reference, device or application information and security logs reasonably necessary to evidence the consent. Electronic acceptance has the same effect as written acceptance to the extent permitted by law.

## 12. Changes to this consent

We may update this document to reflect changes in the Services, vendors, data practices or law. We will publish the revised version and update the effective date. If a change materially expands the purpose, category of child data, recipient access, retention or risk, we will provide additional notice and obtain fresh consent where required.

## 13 Grievance redressal and contact

| Item | Details |
|---|---|
| Company | Pitch Sense Private Limited |
| Grievance Officer | Rishabh Bapna |
| Email | support@pitchsense.in |
| Registered office | C/o 24, Agroha Nagar, Dewas, Madhya Pradesh 455001, India |
| Website | https://pitchsense.in/ |

Please identify the parent account, child profile and academy and describe the request. We may request information reasonably necessary to verify identity, authority and account connection before acting.

PITCH SENSE PRIVATE LIMITED