Privacy Policy

Pitch Sense Private Limited

Effective and last updated: 6 October 2026

CIN: U62099MP2026PTC084389

This Privacy Policy explains what personal data Pitch Sense collects, why we use it, how it is shared and retained, and the choices available to players, parents, coaches and academy administrators. It applies to the Pitch Sense website, mobile application, parent portal and related services.

1. Who is responsible for your data

Pitch Sense Private Limited, CIN U62099MP2026PTC084389, with registered office at C/o 24, Agroha Nagar, Dewas, Madhya Pradesh 455001, India, operates the Pitch Sense platform. Depending on the context, Pitch Sense may act as the entity deciding why and how platform-account, payment, consent, video and analysis data is processed, or as a service provider processing academy-management records on an academy's instructions.

For enrolment, roster, batch, scheduling, attendance, fee-status and similar management records entered by an academy, the academy generally decides why those records are maintained and who within the academy may access them. Subject to the academy's own notices, permissions and legal obligations—including obtaining any separate parental consent or authority required—authorised academy users may enter and access limited management records on the academy dashboard before the parent completes the Pitch Sense consent flow. These records do not activate the child's Pitch Sense player profile and are not used to create coaching records, upload or analyse videos, generate biomechanics information or produce AI-assisted reports before verified parental consent. The academy is responsible for its notices, permissions, accuracy and responses to requests concerning academy-controlled records. Pitch Sense remains responsible for the security and lawful handling obligations that apply to its role as the platform or service provider.

2. Data we collect

Category	Examples
Identity and contact	Name, date or year of birth, age, phone number, email address, profile photo, city and account identifiers.
Role and academy relationship	Player, parent or guardian, coach, academy owner or administrator; academy, batch, team and access permissions.
Academy-management records	Enrolment, schedules, attendance, fee amount or payment status, coach attendance, compensation calculation inputs and notes.
Video and audio	Practice recordings, extracted frames, visible surroundings and any incidental audio or identifiable persons appearing in footage.
Performance and biomechanics	Detected shots or movements, pose landmarks, joint-angle estimates, timing, session comparisons, generated observations, reports and coach feedback.

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Category	Examples
Parent verification and consent	Parent or guardian contact details, DigiLocker verification status, limited verified identity or age attributes and document information authorised by the parent, relationship confirmation, consent choices and timestamps.
Payments and subscriptions	Plan, order value, tax information, payment status, transaction reference, mandate or renewal status and limited billing details. Complete payment credentials are generally handled by the payment provider.
Device and usage	IP address, device and app information, operating system, log events, crash information, feature use, timestamps, approximate region and security signals.
Support and communications	Messages, complaints, feedback, survey responses and records of support interactions.

3. How we collect data

- directly from you when you register, complete a parent-consent flow, upload a video, purchase a plan or contact support;
- from an individual, academy, coach or authorised administrator that starts a minor enrolment by providing the parent or lawful guardian's contact details;
- from DigiLocker, at the parent's direction and with the parent's authorisation, when identity and adult age are verified in the application;
- from an academy, coach or authorised administrator that enters limited academy-management records before or after consent, subject to the academy's notices, permissions and legal obligations, or that creates and manages an active player profile or submits coaching and video records after verified parental consent;
- automatically from your device and use of the Services, including through logs, cookies and software development kits;
- from payment, identity-verification, app-store, communication and security providers; and
- from another User where they are authorised to share the information with us.

4. Why we use personal data

- create and secure accounts, verify identity and manage roles and access;
- operate academy rosters, batches, schedules, attendance, fee-status records and coach compensation calculations;
- receive, store and process videos and generate biomechanics metrics, reports, comparisons and coaching information;
- send a parent invitation, verify the parent's identity and adult age through DigiLocker, record verifiable consent and protect minor players;
- process subscriptions, recurring payments, invoices, taxes, reconciliation, cancellations and eligible refunds;
- send service notices, consent requests, reminders, transaction messages and support responses;
- detect fraud, abuse, unauthorised access, safety risks and violations of our Terms;
- debug, analyse and improve the reliability, usability and performance of the Services;

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- create aggregated or de-identified statistics and product insights where individuals are not reasonably identifiable; and
- comply with law, respond to lawful requests and establish, exercise or defend legal claims.

We process personal data with consent where required, to provide a service requested by the User or contracting academy, for permitted legitimate uses under applicable law, and to comply with legal obligations. Where consent is the basis, it may be withdrawn using the methods described below.

5. Children and parental consent

Pitch Sense is designed for cricket training and may process information about players below 18 years of age. Verified parental consent is required before the child's Pitch Sense player profile is activated and before coaching records, practice or match videos, biomechanics information, AI-assisted analysis, comparisons or coaching reports are created, uploaded, generated or made accessible through that profile. Before consent, authorised academy users may maintain only the limited academy-management records described below, subject to the academy's own notices, permissions and legal obligations.

Parent invitation. When an individual, coach or academy seeks to enrol a minor, the initiator first provides the parent or lawful guardian's contact details. Pitch Sense uses those details to send an invitation link asking the parent to download or open the Pitch Sense application. Before consent, the child's Pitch Sense player profile remains inactive. Subject to the academy's own notices, permissions and legal obligations, authorised academy users may record and access limited enrolment, roster or batch, scheduling, attendance and fee-status information on the academy dashboard for internal administration. The academy or coach cannot activate the child's player profile or create, upload, generate or access Pitch Sense coaching, video, biomechanics or AI-assisted analysis records before verified parental consent.

DigiLocker verification. The parent or lawful guardian completes in-app identity and adult-age verification through DigiLocker. The parent chooses what verified information or document data DigiLocker shares for the verification. Pitch Sense does not receive or store the parent's DigiLocker password, PIN or OTP. We retain only the verification information reasonably necessary to establish and document valid parental consent, subject to applicable law.

Consent and activation. After successful verification, the parent reviews the privacy notice and gives consent directly through Pitch Sense. Only then is the child's Pitch Sense player profile activated and made accessible to authorised Users for coaching, video storage and analysis, biomechanics information, comparisons and reports. Limited academy-management records lawfully maintained before consent may then be connected with the activated profile according to role permissions. A coach, academy or other User cannot provide consent on the parent's behalf or bypass this flow.

A parent or lawful guardian may withdraw consent or request access, correction or deletion. On withdrawal, we restrict the active Pitch Sense player profile and stop future coaching, video, biomechanics and AI-assisted processing based on that consent. 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, legal retention requirements and the parent's applicable rights. We do not knowingly use a child's personal data for targeted advertising, behavioural monitoring for advertising, or processing likely to cause a detrimental effect on the child's well-being. We do not use identifiable minor videos for general-purpose AI training or unrelated commercial purposes without separate, specific parental consent.

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6. Camera microphone and media permissions

The application may request access to the camera, microphone, photo library or file storage only when needed to record, select or upload practice footage. Device permissions can be changed in device settings, but disabling them may prevent video features from working. Users must avoid capturing unrelated individuals, private conversations or locations without permission.

7. Automated analysis

Uploaded 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 probabilistic and can be affected by recording conditions. Pitch Sense does not use automated output to provide medical diagnosis or make final decisions about health, employment or official team selection.

8. How we share data

We do not sell personal data. We may share only what is reasonably necessary with:

- authorised players, parents, guardians, coaches and academy administrators according to account roles and academy settings;
- cloud hosting, content delivery, storage, backup, cybersecurity and technical operations providers;
- computer-vision, artificial-intelligence, analytics, crash-reporting and product-support providers acting under contractual or other lawful safeguards;
- Razorpay and other payment, invoicing, mandate, fraud-prevention or transaction partners;
- DigiLocker and authorised identity-verification service providers used, at the parent's direction, to verify the identity and adult age of a parent or lawful guardian;
- email, SMS, push-notification and customer-support providers;
- professional advisers, auditors, insurers, investors or counterparties subject to confidentiality, including during a financing, merger, restructuring or transfer; and
- courts, regulators, law-enforcement bodies or other persons when disclosure is legally required or reasonably necessary to protect rights, safety and security.

We require service providers to process data for defined purposes and apply appropriate safeguards. Some recipients, such as payment providers, app stores or academies, may independently determine how they process certain data under their own privacy terms.

9. Payments and recurring subscriptions

Razorpay or another authorised provider processes payment credentials and recurring mandates. Pitch Sense typically receives transaction identifiers, amount, status, selected payment method, billing contact information and limited risk signals, but not complete card, UPI PIN or online-banking credentials. Retention and handling by the payment provider are also governed by its own legal obligations and privacy policy.

10. Storage location and international processing

Personal data may be processed in India and in other locations where our service providers operate, subject to applicable transfer restrictions. We use contractual, organisational and technical measures intended to protect data when it is processed by service providers. We will not transfer personal data to a country or territory prohibited by applicable Indian law.

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11. Retention and deletion

Data	Typical retention approach
Uploaded practice videos	Stored for 90 days from upload and then scheduled for deletion, unless deleted earlier, preservation is legally required, or a separate documented enterprise arrangement and valid consent apply.
Extracted frames and video-processing files	Retained only as needed to complete analysis and quality or security checks, and in any event no longer than the related 90-day video period unless legally required.
Derived metrics and reports	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	Retained as instructed by the responsible academy while the enrolment, academy account or player relationship is active and for a reasonable transition period, subject to the academy's notices and permissions, legal retention, disputes and the parent's applicable rights. Pre-consent records remain limited to academy-management purposes and do not activate the child's Pitch Sense player profile.
Pending minor enrolment	Parent contact details and invitation or verification status are retained only as reasonably necessary to complete, remind or secure the consent process, and are deleted or de-identified if enrolment is not completed, subject to fraud-prevention or legal requirements.
Account and consent records	Retained while the account is active and afterward as reasonably necessary to document consent, protect children, prevent fraud, resolve disputes and comply with law.
Transaction and tax records	Retained for the period required by tax, accounting, company and payment laws.
Security logs and backups	Retained for limited security and backup cycles. Residual copies may remain temporarily in protected backups and are isolated from ordinary use until overwritten or deleted.

Retention may be extended where necessary for an unresolved complaint, legal hold, fraud investigation or statutory obligation. When the purpose ends and retention is not required, we delete, anonymise or securely isolate the data.

12. Security

We use reasonable technical and organisational safeguards appropriate to the nature of the data, which may include access controls, authentication, encryption in transit and where appropriate at rest, logging, backups, vendor controls and incident-response procedures. Users and academies must protect credentials, devices and exported reports. No method of transmission or storage can guarantee absolute security.

13. Cookies analytics and communications

Our website and application may use cookies, local storage, SDKs and similar technologies for authentication, preferences, security, performance, analytics and service communications. Where required,

we request permission for non-essential technologies. You can use browser or device controls to restrict them, although some functions may not work correctly.

We may send essential account, payment, consent, safety and service messages. Promotional messages will be sent only as permitted by law and may be opted out of using the message instructions or by contacting us. Opting out of marketing does not stop essential service communications.

14. Your privacy rights

Subject to applicable law and verification, you may request:

- a summary of personal data being processed and information about relevant processing or recipients;
- correction, completion or updating of inaccurate or incomplete data;
- erasure of data that is no longer required, subject to lawful retention;
- withdrawal of consent with comparable ease to giving it;
- account deletion and deletion of associated data not legally required to be retained;
- grievance redressal and, where applicable, nomination of another person to exercise rights in the event of death or incapacity; and
- any other right available under applicable data-protection or consumer law.

A parent or lawful guardian may exercise these rights for a minor. For academy-controlled management records, we may refer the request to the academy and assist it. We may request information necessary to verify identity, authority and account connection before acting.

15. Account and data deletion

Users may initiate account deletion through the application's account settings or through https://pitchsense.in/account-deletion. Requests may also be sent to support@pitchsense.in. A parent may use the parent portal or contact us to withdraw consent for the child's active Pitch Sense profile or request deletion of the child's data, including early deletion of a minor's video. On withdrawal, the active profile and its coaching, video, biomechanics and AI-assisted records are restricted from further access while the request is processed. Limited academy-management records may remain available where the responsible academy is lawfully permitted or required to maintain them. We will explain any data that must be retained and will complete verified requests within the period required by applicable law.

Deleting the application from a device does not delete an account. Cancelling a subscription also does not automatically delete data; account or data deletion must be requested separately. When an academy profile is involved, deletion may affect legitimate attendance or fee records controlled by that academy.

16. Data breaches

If a personal-data breach occurs, we will take reasonable steps to contain, assess and remediate it and will notify affected individuals and competent authorities where and in the manner required by applicable law. Users should report suspected security incidents promptly to the contact below.

17. Third party links

The Services may contain links to academy websites, app stores, payment pages or other third-party services. Their privacy practices are governed by their own notices. Review those notices before providing personal information.

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18. Changes to this Privacy Policy

We may update this Policy to reflect changes in our Services, vendors, data practices or law. We will publish the revised Policy and update the effective date. If a change materially affects how we use personal data, we will provide additional notice and obtain fresh consent where required.

19 Grievance Officer and privacy 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 describe the request, identify the relevant account or academy, and provide information sufficient to verify your identity and authority. We will acknowledge consumer grievances within 48 hours and aim to resolve them within one month, or within another period required by applicable law. You may approach the competent statutory authority after using the available grievance process where the law requires or permits it.

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