Terms and Conditions

Pitch Sense Private Limited

Effective and last updated: 6 October 2026

CIN: U62099MP2026PTC084389

These Terms govern access to and use of the Pitch Sense website, mobile application, academy-management tools, video-analysis services and related offerings. By creating an account, accepting an invitation, purchasing a plan or using the Services, you agree to these Terms.

1. Company and scope

The Services are provided by Pitch Sense Private Limited, a company incorporated in India with CIN U62099MP2026PTC084389, having its registered office at C/o 24, Agroha Nagar, Dewas, Madhya Pradesh 455001, India ("Pitch Sense", "we", "us" or "our"). These Terms apply to players, parents and lawful guardians, coaches, academy owners and administrators, and other authorised users (each, a "User" or "you").

The "Services" include player and academy onboarding, roster and profile management, scheduling, attendance, fee-status records, coach compensation calculations, video upload and storage, computer-vision and biomechanics analysis, coaching reports, comparisons, communications, subscriptions and related support made available through our website, application or authorised interfaces.

2. Acceptance and authority

You must read these Terms together with our Privacy Policy and Cancellation and Refund Policy. If you do not agree, do not use the Services. If you use the Services for an academy, organisation, team or another person, you confirm that you have authority to bind that entity or act for that person.

Electronic acceptance, including selecting an acceptance box, completing registration, purchasing a plan or continuing to use the Services after notice of an update, has the same effect as a written acceptance to the extent permitted by law.

3. Accounts and eligibility

- Adult Users must be legally capable of entering into a binding contract under applicable law.
- You must provide accurate, current and complete information and keep it updated.
- You are responsible for safeguarding login credentials, OTPs and authorised devices and for activity conducted through your account.
- You must notify us promptly at support@pitchsense.in if you suspect unauthorised access or misuse.
- Accounts, invitations and academy codes may not be sold, transferred or shared with an unauthorised person.

4. Children and minor players

For these Terms, a child or minor is a person below 18 years of age, unless applicable law sets a different threshold.

Parent invitation. When an individual, coach or academy seeks to enrol a minor, the initiator must first provide the mobile number or other contact details of the minor's parent or lawful guardian. Pitch Sense sends the parent an invitation link to download or open the Pitch Sense application and complete the parent

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onboarding process. The initiator must provide accurate parent contact details and must not use their own or another person's details as a substitute.

DigiLocker verification and consent. The parent or lawful guardian must complete in-app identity and adult-age verification through DigiLocker and give verifiable consent directly to Pitch Sense. A coach, academy or other User cannot complete the verification or give consent on the parent's behalf.

Activation and access. Before verified parental consent, the child's Pitch Sense player profile remains inactive. Subject to the academy's own notices, permissions and legal obligations—including obtaining any separate parental consent or authority required—authorised academy users may create, record and access limited enrolment, roster or batch, scheduling, attendance, and fee amount or payment-status information on the academy dashboard for 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. Recording limited academy-management information does not activate the child's player profile. Until the parent or lawful guardian has been successfully verified and has consented, no Pitch Sense coaching record, practice or match video, biomechanics information, AI-assisted analysis, comparison or coaching report may be created, uploaded, generated or made accessible through the child's profile.

The parent or lawful guardian may review or withdraw consent and request access, correction or deletion of the minor's data. Withdrawal does not affect processing already lawfully completed. The active Pitch Sense player profile will be restricted and future coaching, video, biomechanics and AI-assisted processing based on 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, legal retention requirements and the parent's applicable rights. Pitch Sense does not serve targeted advertising to children or intentionally profile children for advertising.

5. Description of the Services

The academy-management layer may include invitations or codes, rosters, scheduling, attendance, payment-status records, player profiles and coach compensation calculations based on entered attendance or commercial rules. The analysis layer may identify shots or movement sequences, estimate body landmarks and joint angles, calculate performance measures, generate coaching observations and comparisons, and save reports or session history.

Features, metrics, supported devices, plans and availability may change as the product develops. A feature described on the website or in promotional material is available only when shown as active in the applicable plan or order.

6. AI and biomechanics limitations

Pitch Sense uses automated systems, including computer vision and artificial intelligence. Outputs depend on video angle, lighting, obstruction, frame rate, device quality, calibration, clothing, player movement and other factors. Outputs may be incomplete, delayed or inaccurate and must be reviewed by a qualified coach before being relied upon.

The Services provide sports-performance information and coaching support. They do not provide medical diagnosis, treatment, injury clearance, physiotherapy, emergency advice, selection assurance, employment advice or a guarantee of performance improvement. Stop activity and seek an appropriately qualified healthcare professional if a player experiences pain, injury, dizziness or other symptoms.

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7. Academy and coach responsibilities

- Identify a prospective player's age before enrolment and, for a minor, provide accurate parent or lawful-guardian contact details so Pitch Sense can initiate the consent flow.
- Before verified parental consent, use the academy dashboard only for the limited internal academy-management records permitted under Section 4 and only where the academy has the notices, permissions and lawful authority required to maintain them. Do not activate the child's Pitch Sense player profile or create, upload, generate or access coaching records, videos, biomechanics information, AI-assisted analysis, comparisons or reports before the parent completes verification and gives direct consent through Pitch Sense.
- Obtain and maintain all other permissions required to manage player records, communicate with parents, record sessions and upload videos.
- Ensure that only authorised staff can access academy and player records and promptly remove access when a staff member leaves or changes role.
- Keep attendance, fee status, salary inputs, schedules and player details accurate. Pitch Sense does not verify these entries or act as an employer, payroll processor, accountant or collection agent unless expressly agreed in writing.
- Use reports as an aid to professional judgment and maintain appropriate supervision, safeguarding and safety procedures.
- Respond to parents' and players' requests concerning academy-controlled records and cooperate with Pitch Sense on privacy, correction and deletion requests.
- Do not upload footage of unrelated individuals or private premises without lawful permission.

8. Recording and User Content

"User Content" includes videos, images, profile information, attendance and fee entries, instructions, messages, feedback and other material submitted through the Services. You retain ownership of your User Content. You grant Pitch Sense a limited, non-exclusive, worldwide licence to host, copy, process, transmit, display and create technical or analytical derivatives of User Content only as reasonably necessary to provide, secure, maintain and improve the Services, comply with law and enforce these Terms.

You confirm that you have the rights and permissions required for all User Content, including permission from players, parents, guardians, coaches, venue owners and identifiable bystanders where applicable. You must not upload unlawful, misleading, infringing, abusive, discriminatory, sexually explicit, exploitative or privacy-invasive content.

We may use aggregated or de-identified information to measure and improve the Services where individuals are not reasonably identifiable. We will not use an identifiable minor's video for unrelated advertising or general-purpose AI model training without separate, specific parental consent.

9. Plans pricing and taxes

Current plan features, billing periods and prices are shown before purchase or in the applicable commercial order. Prices are stated in Indian rupees unless indicated otherwise and may be subject to GST or other taxes. Free features may be subject to reasonable limits and may be modified or withdrawn.

We may change future pricing or plan features by giving reasonable notice. A price change applies from the next renewal unless law or the accepted order permits otherwise. We will not retrospectively increase a charge already paid for the current billing period.

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10. Automatic renewal and cancellation

Paid subscriptions automatically renew for the same billing period at the then-current disclosed price unless cancelled before the renewal date. By enabling a recurring payment mandate, you authorise Pitch Sense and its payment partners to initiate recurring charges in accordance with the mandate and applicable payment-network or regulatory requirements.

You may cancel renewal through the subscription settings where available or by contacting us at the details below. Cancellation stops future renewals; access continues until the end of the paid billing period unless the account is terminated for breach. Removing the application or ceasing use does not by itself cancel an active mandate or subscription.

11. Payments

Payments may be processed by Razorpay or another authorised payment service provider. We generally do not receive or store complete card, UPI or bank-account credentials. Payment providers process transaction data under their own terms and privacy practices. You authorise us to share order, identity, contact and transaction information necessary to process, verify, reconcile, refund or investigate a payment.

A payment is complete only when confirmed in our systems. If money is debited but the subscription or entitlement is not activated, contact us with the transaction reference. We may verify payment status before providing access or initiating a refund.

12. Refunds

Because paid analysis and subscription features are digital services made available promptly, completed purchases are non-refundable once access or service delivery has begun, except for an eligible duplicate charge, a verified payment where the purchased entitlement was not delivered and could not be restored, cancellation by Pitch Sense without equivalent service, or where a refund is required by applicable law. Full procedures and timelines are stated in the Cancellation and Refund Policy at our website.

13. Acceptable use

You must not:

- break any law, safeguarding requirement, league rule, venue rule or third-party right;
- upload malware, attempt unauthorised access, bypass security or usage limits, probe vulnerabilities or disrupt the Services;
- scrape, copy, resell, sublicense or commercially exploit the Services except under an authorised written academy or partner arrangement;
- reverse engineer or attempt to extract source code, models, model weights, confidential methods or non-public datasets, except to the limited extent such restriction is prohibited by law;
- misrepresent automated output as medical advice, guaranteed assessment or official selection data;
- use another person's identity or DigiLocker information, bypass the parent-verification flow, activate a minor's Pitch Sense player profile or use coaching, video, biomechanics or AI-assisted features before verified parental consent, enter pre-consent academy-management records without the notices, permissions or lawful authority required by the academy, or submit a minor's video without the required direct parental consent;
- use the Services to evaluate or discriminate against a person in an unlawful or unfair manner.

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14. Intellectual property

Pitch Sense and its licensors own the Services, software, designs, trademarks, workflows, documentation, models, report formats and other platform materials, excluding User Content. Subject to these Terms and payment of applicable fees, we grant you a limited, revocable, non-exclusive, non-transferable right to use the Services for their intended purpose during the applicable plan.

You may share a player report with the relevant player, parent, guardian, coach or academy for personal coaching and academy operations. You may not remove ownership notices, sell reports as a separate product, build a competing dataset or system from the Services, or publicly use our name or marks as an endorsement without written permission.

15. Privacy and security

Our Privacy Policy explains how we handle personal data. You must use available privacy and access controls and must not share personal information beyond what is necessary. No online service is completely secure; you should maintain copies of operational records that you are legally or contractually required to retain.

16. Third party services

The Services may rely on cloud hosting, payment processing, DigiLocker and identity verification, communications, analytics, artificial-intelligence and app-store services. Third-party services may have separate terms and may be unavailable or changed. Pitch Sense is not responsible for a third party's independent service, but remains responsible for its own obligations under applicable law.

17. Service availability and changes

We aim to keep the Services available but do not promise uninterrupted or error-free operation. We may perform maintenance, impose reasonable technical limits, correct errors, update models, modify features or suspend a function for security, legal or operational reasons. We will use reasonable efforts to notify affected Users of a material planned interruption.

18. Suspension termination and account deletion

We may restrict or suspend access where reasonably necessary to address non-payment, security risk, unlawful activity, child-safety concerns, material breach, misuse or a legal request. Where appropriate, we will provide notice and an opportunity to cure. We may terminate immediately where delay could cause harm or expose us or others to liability.

You may request account deletion in the application or at https://pitchsense.in/account-deletion. You may also contact support@pitchsense.in. Deletion is subject to identity verification, academy-record responsibilities and any information we must retain for tax, accounting, fraud-prevention, dispute or legal purposes. Provisions concerning intellectual property, accrued payments, disclaimers, liability, disputes and other matters that should reasonably survive will continue after termination.

19. Disclaimers

To the maximum extent permitted by law, the Services are provided on an "as available" basis. We do not warrant that any output is perfectly accurate, that use will prevent injury, that a player will improve or be selected, or that records supplied by an academy or User are correct. Nothing in these Terms excludes a warranty, guarantee or right that cannot lawfully be excluded.

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20. Limitation of liability

To the maximum extent permitted by law, Pitch Sense will not be liable for indirect, incidental, special, punitive or consequential loss, or for loss of opportunity, selection, reputation, anticipated savings, profits or data, arising from use of the Services. Our aggregate liability relating to a claim will not exceed the fees paid by the claimant for the affected paid Service during the six months immediately before the event giving rise to the claim.

These limits do not apply to liability that cannot lawfully be limited, including liability for fraud, wilful misconduct, gross negligence where applicable, or violation of non-waivable consumer or data-protection rights.

21. Indemnity

To the extent permitted by law, an academy, coach or business User will indemnify Pitch Sense against third-party claims, losses and reasonable costs arising from that User's unlawful User Content, lack of required recording or parental permissions, misuse of the Services, or material breach of these Terms. This clause does not require a consumer to indemnify us for our own breach or negligence.

22. Governing law and disputes

These Terms are governed by the laws of India. The parties should first attempt to resolve a dispute through the grievance process below. Subject to any non-waivable consumer forum or statutory jurisdiction, courts having jurisdiction over Dewas, Madhya Pradesh will have jurisdiction. Nothing in these Terms prevents a User from exercising rights before a competent consumer commission, regulator or data-protection authority.

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23. 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 include your account contact details, academy name if applicable, the relevant transaction or session reference, and a clear description of the issue. We will acknowledge consumer grievances within 48 hours and aim to resolve them within one month, or within any shorter period required by applicable law.

24. Changes to these Terms

We may update these Terms to reflect changes in the Services, law, security or business practices. We will publish the updated version and revise the effective date. For a material change, we will provide reasonable additional notice through the application, website, email or another appropriate channel. Continued use after the change takes effect constitutes acceptance, except where fresh consent or another action is required by law.

25. General provisions

If a provision is held unenforceable, it will be limited or removed only to the minimum extent necessary and the remaining provisions will continue. Failure to enforce a provision is not a waiver. You may not assign your rights or obligations without our written consent; we may assign these Terms as part of a merger, restructuring, financing or transfer of the Services, subject to applicable law. These Terms, the Privacy Policy, the Cancellation and Refund Policy and any accepted commercial order form the agreement concerning the Services.

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