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Information for Coaches and Team Administrators

This guide explains what ALL24 is, what data it collects, and what coaches and team administrators need to know before bringing the platform to their team. It's written in plain language so you can read it once, talk through it with your players, and keep it as a reference.

Everything below is consistent with the ALL24 Terms of Service, Privacy Policy, and Team Agreement. Those are the legally binding documents; this is the practical companion.

What ALL24 is

ALL24 is a closed, team-scoped coaching platform. It gives coaches and players tools to review game film, design and share playbooks, communicate with the team, and track engagement with coaching content.

It is **not** a social media platform. There are no public profiles, no advertising, no friend requests, and no way for someone outside your team to find or message your players. Each team operates in its own private environment.

What ALL24 collects

From every user

- Full name
- Email address
- Profile avatar (optional, user-uploaded)
- Roster information: team, position, jersey number, captain status if applicable
- A record that the user attested to being 13 years of age or older
- A record that users between 13 and 17 attested to having parental or guardian permission to register
- IP address at login (used for security and account access)
- Usage data: which film was watched, when, and which features were used

What ALL24 does NOT collect

- Date of birth
- Home address
- Phone number
- Academic records or grades
- Health or medical information
- Payment card information (handled directly by Stripe for team billing only)
- Any data from users under 13 (the platform requires age 13+ to register)

How users join a team

ALL24 does not allow coaches to add players directly to a roster. Every user joins by self-registering. This is a deliberate design decision: it means every user has personally accepted the Terms of Service and Privacy Policy before they ever appear on a team.

The flow

1. The team administrator (typically the head coach) generates a join code or invite link.
2. The code is shared with players and other coaches — usually at a parents' meeting, in a team email, or through a team communications channel.
3. Each user registers using the code, accepts the Terms of Service and Privacy Policy, and answers the registration questions.
4. The user lands in a "pending" state and is visible to coaches as awaiting approval.
5. A coach reviews and approves the request. Once approved, the user has access to team film, playbooks, and chat.

This means there are two layers of protection: a user must have the code AND be approved by a coach before gaining access to anything.

How communication works

ALL24 has two kinds of messaging:

Team chat. Channels visible to all coaches and players on the team. Anyone on the team can post and read. Treat this like a team meeting or the bench — it's public to your team.

Direct messages (DMs). Private messages between two users. DMs are text only — no image sharing. Coaches cannot read DMs between other users. The participants of a DM can read everything within it; nobody else can. Any user can report a DM for misconduct, and reported messages can be reviewed by ALL24 administrators if escalated.

Both kinds of messages are subject to the same standards of conduct. Harassment, bullying, or abusive content in either team chat or DMs can result in account suspension. The fact that a DM is private does not make it unaccountable — it makes it reportable.

What to tell your players

Cover the following with your players before they register. A 5-minute conversation at the start of practice is enough.

The 6 things every player should know

1. You'll need a join code from your coach to register. Don't share it outside the team.
2. You must be at least 13 years old to register. Don't lie about your age.
3. If you're under 18, you need your parent or guardian's permission. The app will ask you to confirm this.
4. Your coaches can see what film you've watched and when. This is intentional — it helps them coach you.
5. Team chat messages are visible to all teammates and coaches. Direct messages between two users are private to those two people. Either way, keep it respectful — DMs can be reported, and serious conduct issues can be escalated to coaches and to ALL24 administrators.
5. You can leave the team or delete your account at any time, from your account settings.

What to tell parents

For players under 18, parents need to be informed before their child registers. This is your responsibility as a coach — not ALL24's. Here's what parents need to know:

- Their child will register on a coaching app called ALL24 with their name and email.
- ALL24 collects only name, email, and team-related information — no addresses, phone numbers, dates of birth, or academic records.
- Coaches can see which film and playbooks the child has watched, and when. This is a coaching tool, not surveillance — but parents should know it exists.
- Anything the child posts in team chat is visible to teammates and coaches. The platform also supports direct messages between users; DMs are text only (no image sharing) and can be reported through the platform if conduct issues arise.
- The parent or guardian can ask the child or the coach to remove the child from ALL24 at any time.
- ALL24 is operated by a Canadian company (Ascension Media Group Inc., Hamilton, Ontario) and complies with Canadian privacy law (PIPEDA).

A simple way to handle this: include a one-paragraph note in your start-of-season parent communication, your team handbook, or your existing consent forms. Many programs already have a "team apps and communication tools" section in their parent packet — ALL24 fits there.

Suggested wording for parent communication

This season, our team uses ALL24, a Canadian coaching platform for film review and team communication. ALL24 collects only your child's name, email, and team-related information (position, jersey number). Coaches can see which film clips your child has watched as a coaching tool. The platform includes team chat (visible to coaches and teammates) and direct messages between users (text only, no image sharing); both can be reported if conduct issues arise. There is no public profile, no advertising, and no contact with anyone outside the team. By allowing your child to register and join the team on ALL24, you confirm you've reviewed and consent to their participation. Their registration includes a confirmation that they have your permission. If you have questions or wish to opt out, please contact me directly.

What coaches are responsible for

When you sign up as a coach or team administrator on ALL24, you take on a few specific responsibilities. These are spelled out in the Team Agreement; here's the practical version:

Knowing your players' ages. You're presumed to know whether the kids on your team are 13 or older. If you approve a player you know is under 13, that's a violation of the agreement. If a player tries to register and you have any doubt, don't approve them

— contact ALL24 support.

Making sure parents are informed. For any player under 18, you're responsible for ensuring the parents know about the platform before the player registers. This is the same standard as any other team app or communication tool.

Approving registrations carefully. Don't bulk-approve. Each approval is a moment where you confirm the player is on your team, is the right age, and has the necessary permissions. Take 30 seconds per request — it's not a lot.

Issuing and managing join codes. Treat your team's join code like a key to the building. Don't post it publicly. If you suspect it's been shared inappropriately, regenerate it and re-distribute to your team.

Removing players who shouldn't have access. Players who leave the team, transfer to another program, or shouldn't have continued access should be removed by a coach. This is a one-click action that immediately revokes their access to team content. You have a 48-hour window to reinstate them if you remove someone by mistake; after that the data is permanently stripped.

Conduct. If a player is harassing, bullying, or abusing teammates on ALL24, you're the first line of response. Most issues should be handled at the team level — same as any locker room issue. ALL24 has an escalation process for serious or unaddressed cases (5+ reports against a user can escalate to ALL24 administrators).

What coaches can and can't see

Coaches CAN see

- Each player's name, email, jersey number, and roster information
- Which film clips and playlists each player has watched, and when
- Whether a player is currently active in the film room
- All messages posted in team chat channels (this is a team communication tool — treat it like the bench)
- Each player's compliance record: registration date, attestations they made, agreements they accepted (with the verbatim text of each agreement at the time of acceptance)

Coaches CAN'T see

- Direct messages between two users that the coach is not part of. DMs are private to the participants. Coaches can read DMs they themselves are part of, but not DMs between other users.
- A player's login IP address or login history
- Any information about a player's activity outside ALL24
- Any data about teams the player is on other than yours
- A player's billing information (only the team admin who pays sees billing)

DMs are text only (no image sharing). Any user — player or coach — can report a DM for misconduct, and reported DMs are reviewable by ALL24 administrators as part of the conduct escalation process. This is the safety valve: DMs are private by default, but not unaccountable.

If a school administrator or parent asks for proof that a player accepted the Terms of Service, you can download compliance records yourself from **Team Settings → Compliance Records**. The page provides:

- A whole-team PDF (one document covering every active member's registration date and attestation history)
- A per-player PDF (single member, same fields)
- JSON variants of both for any administrator who prefers machine-readable

Each PDF includes the **verbatim text of every agreement** the player accepted, with version number and timestamp. It excludes login IPs, chat content, and individual watch history per the Privacy Policy.

What players have a right to

Under Canadian privacy law and ALL24's Privacy Policy, every player has the right to:

- Know what data ALL24 has on them
- Download a complete archive of their account, including their attestations, agreements, login history, watch history, and chat messages — directly from **Settings → Privacy → Download my data**
- Correct any information that's inaccurate
- Delete their account at any time (with a 30-day grace period in case they change their mind)
- Leave any team at any time without explanation

Players access these rights from their account settings. If a player asks you about how to download their data or delete their account, point them to Settings — the options are clearly labeled.

If your team is a school team

School-based teams operate in a more administratively scrutinized environment than club programs. Here are some practical recommendations specifically for school coaches:

Use school-issued email addresses where possible. If your school issues student email accounts, recommend that players register with those instead of personal emails. This is administratively cleaner and reduces the linkage between platform activity and a student's personal contact information. ALL24 recommends but does not require this.

Loop in your athletic director. Most school athletic departments already have a list of approved third-party tools. Adding ALL24 to that list before launch is faster than retroactively explaining it.

Include ALL24 in your existing parent consent process. If your team already does a start-of-season parent meeting or signs a code-of-conduct packet, add a one-paragraph note about ALL24 to those materials. You don't need a separate consent form — you need parents to know.

Be ready to share compliance records on request. If a school administrator asks how you're handling student data on the platform, you can show them: (1) the [ALL24 Privacy Policy](#), (2) the [Team Agreement](#), (3) the compliance PDF you can download yourself from **Team Settings** → **Compliance Records** (whole-team or per-player). That's a complete answer.

Quick reference: pre-season checklist

Before bringing ALL24 to your team, work through this list.

- I've read the [Terms of Service](#), [Privacy Policy](#), and [Team Agreement](#) at all24.ca.
 - I've created the team account and generated a join code.
 - I've informed parents about the platform — through a parents' meeting, written communication, or existing consent packet.
 - I've talked to my players about what ALL24 is, what data it collects, and how to use it appropriately.
 - I understand that I'm responsible for approving each player who registers, and that I should not approve players I know to be under 13.
 - If this is a school team, I've informed my athletic director or relevant school staff.
 - I know how to remove a player from the team if they leave or shouldn't have continued access.
 - I know how to download a compliance record (Team Settings → Compliance Records) if asked.
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Questions? support@all24.ca · Privacy: privacy@all24.ca

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This guide is provided for informational purposes. The ALL24 [Terms of Service](#), [Privacy Policy](#), and [Team Agreement](#) are the legally binding documents.

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