



Let's Build Canadian Football, Together.

BROUGHT TO YOU BY **ASCENSION MEDIA GROUP INC.**

Quick Guide for Parents — At a Glance

Your child's coach is using a coaching platform called ALL24. Here's what you need to know in 30 seconds.

What it is

ALL24 is a Canadian coaching platform for football teams. It is built and operated in Hamilton, Ontario by **Ascension Media Group Inc.** Coaches use it for game film review, playbook design, and team communication. Each team works in its own private environment — there are no public profiles and no contact with anyone outside the team.

What it collects

- ✓ Name
- ✓ Email address
- ✓ Team, position, jersey number
- ✓ Profile photo (only if uploaded)
- ✓ Which film clips your child watches
- ✓ Age confirmation (13+) and parental permission attestation

What it does NOT collect

- ✗ Date of birth
- ✗ Home address
- ✗ Phone number
- ✗ School grades
- ✗ Health or medical information
- ✗ Payment information from your child

Who sees what

- **Coaches:** see the team roster, what film each player has watched, and all team chat messages. They cannot read direct messages between two players.
- **Teammates:** see your child's name, jersey number, position, profile photo if any, and team chat messages.
- **Anyone outside the team:** nothing.

Messaging

There are two kinds: **team chat** (visible to all coaches and players, like a group conversation) and **direct messages** between two users (private, text only — no image sharing). Both can be reported through the platform if there is a problem; reports go to coaches first and can be escalated to ALL24 administrators in serious cases. DMs are private by default but not unaccountable.

Your rights

1. **Withdraw your child at any time.** Ask the coach to remove your child, or have your child delete their account from settings. No reason needed.
2. **See exactly what data is stored.** Your child can download a complete archive of their account from **Settings → Privacy → Download my data** — every agreement they accepted, message they sent, and film they watched. The archive is a ZIP file.
3. **Ask questions.** Talk to the coach first. For privacy questions specifically, email privacy@all24.ca. You will receive a response within 30 days.

The bottom line

Your child's account data lives in **Canada (OVH, Beauharnois, Quebec)**. ALL24 is operated by a Canadian company. No ads, no public profiles, no strangers, no data sales, no DoB or address collection. Your child's coach is responsible for who joins the team. You can withdraw your child at any time.

Want more detail? Ask the coach for the full [Parent Information Sheet](#), or read the [Privacy Policy](#) at all24.ca/privacy.

Privacy: privacy@all24.ca · all24.ca · Ascension Media Group Inc., Hamilton, Ontario