



Let's Build Canadian Football, Together.

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

Information for Parents and Guardians

Your child's coach is using a coaching platform called ALL24 for film review, playbook design, and team communication. This guide explains what ALL24 is, what data it collects, who can see what, and what your rights are as a parent or guardian. Read it once and keep it as a reference.

If you have questions after reading this, your first stop should be your child's coach. For privacy-specific questions, you can also reach ALL24 directly at privacy@all24.ca.

What ALL24 is

ALL24 is a Canadian coaching platform built specifically for football. It is operated by **Ascension Media Group Inc.**, based in Hamilton, Ontario.

It works like a private team workspace — your child's coach has a closed environment where the team reviews game film, shares playbooks, and communicates between practices. Players see only their own team's content. Coaches see only their own team's players.

What ALL24 is NOT

- It is **not** a social media platform. There are no public profiles.
- It is **not** advertising-supported. Your child will see no ads.
- It does **not** allow contact with strangers. Only people invited to your child's team can see or message your child within the platform.
- It does **not** sell data. Player information is never shared with third parties for marketing or any other commercial purpose.

What information is collected

From your child

- Their name
- Their email address
- A profile photo (only if they choose to upload one)
- Their team, position, and jersey number
- A confirmation that they are 13 years of age or older
- A confirmation that they have parental or guardian permission to register (if under 18)
- Information about how they use the app — such as which film clips they have watched and when

What is NOT collected

- Date of birth
- Home address
- Phone number
- School grades or academic records
- Any health or medical information
- Any payment information from your child (only the team administrator who pays the team's subscription provides billing details, and that is handled directly by Stripe)

ALL24 is for users 13 and older. Children under 13 cannot register on the platform.

Who sees what

Coaches and team administrators

- Your child's name, email, jersey number, position, and roster information
- Which film clips and playbooks your child has watched, and when (this is a coaching tool — coaches use this to see whether players are reviewing assigned material)
- Anything your child posts in team chat (which is visible to the whole team, like a group conversation)

Teammates

- Your child's name, jersey number, and position
- Profile photo if your child has uploaded one
- Anything your child posts in team chat

People outside the team

- Nothing. Users outside your child's team cannot see your child's account, messages, or activity.

How messaging works

ALL24 has two kinds of messaging, and it's worth understanding the difference:

Team chat. Channels visible to the whole team — coaches and players. Anyone on the team can read what's posted there. This is the team's main communication space.

Direct messages (DMs). Private messages between two users on the same team. DMs are text only — no image sharing. Coaches cannot read DMs between two players. The two people in the conversation are the only ones who can see it.

Both kinds of messages are subject to ALL24's conduct standards. If your child experiences harassment, bullying, or inappropriate content in either team chat or a direct message, the message can be reported through the platform. Reports go first to the team's coaches; serious or unaddressed cases can be escalated to ALL24 administrators, who can review reported messages, suspend accounts, or take other action.

In short: DMs are private by default, but they are not unaccountable. If your child is the target of misconduct in a DM, there is a clear path to report it.

Your rights as a parent or guardian

Under Canadian privacy law (specifically the Personal Information Protection and Electronic Documents Act, or PIPEDA), and under ALL24's own Privacy Policy, you have the following rights with respect to your child's account:

The right to know what data ALL24 has. Your child can download a complete archive of their account at any time, from **Settings → Privacy → Download my data** within the app. The archive is a ZIP file containing every record linked to their account — registration details, every agreement they accepted (with the verbatim text at the time of acceptance), watch history, chat messages, and login history. You can review this together.

The right to correct inaccurate information. If anything about your child's account is wrong, contact your child's coach (for roster details) or privacy@all24.ca (for account-level information).

The right to remove your child from the platform at any time. You can ask the coach to remove your child from the team, or you can ask your child to delete their account from their account settings. There is no penalty, no waiting period, and no requirement to give a reason. Deletion includes a 30-day grace period in case you change your mind.

The right to ask questions. Reach out to your child's coach for team-specific questions. For privacy or platform-level questions, contact ALL24's Privacy Officer at privacy@all24.ca. ALL24 commits to responding to privacy inquiries within 30 days.

About consent

If your child is between 13 and 17, the platform asks them at registration whether they have parental or guardian permission to register. By allowing your child to participate on a team that uses ALL24, you are providing that permission.

ALL24 does not contact you directly to verify consent — that responsibility rests with your child's coach and team administrator. If you would prefer your child not use the platform, the coach can accommodate that. There is no requirement that every player on a team must use ALL24.

If you have any concerns about your child's participation, talk to the coach first. If the coach cannot resolve your concern, contact privacy@all24.ca.

Where the data lives

This is one of the most important questions parents ask, so we want to be clear about it.

User account data is hosted in Canada. Your child's name, email, team membership, attestations, chat messages, watch history, and login records are stored on **OVH** infrastructure in **Beauharnois, Quebec**. This data is subject to Canadian legal jurisdiction. The OVH Beauharnois facility holds ISO 27001, ISO 27017, ISO 27018, and SOC 1/2/3 (SSAE 18) certifications.

Application processing also happens in Canada. The application server that runs ALL24 is hosted in the same Quebec facility. User requests are processed within Canada, with data flowing between application and database over encrypted (TLS) connections.

Some media storage is in mixed regions. Team film is stored on Cloudflare R2 with an Eastern North America location preference, which can include both Canadian and US data centres. Cloudflare does not currently offer a Canadian-only storage option for this product. If your child's program has strict Canadian-residency requirements for film, the coach can speak with us before adoption.

Some video processing is briefly in the US. When film is uploaded, the encoding pipeline runs on Amazon Web Services in the United States; transient files are deleted within 48 hours, and no persistent media is stored on AWS.

Other supporting services: Push notifications are delivered by Google Firebase, and payment processing for the team's subscription is handled by Stripe. ALL24 does not receive or store payment card data.

This architecture is described in full in the [ALL24 Privacy Policy](#) at all24.ca/privacy.

Security

- Data encrypted in transit (TLS 1.2+) and at rest with AES-256
- Database is encrypted at the storage-engine level — a copy of the raw database files yields no readable user data without the encryption key
- A second layer of application-level encryption is applied to private message content and pre-account registration submissions
- Database is isolated from the public internet
- Daily encrypted backups stored in a separate, Canadian-hosted, encrypted object store
- ALL24 uses established infrastructure providers (OVH, Cloudflare, AWS, Stripe, Firebase) with their own security programs
- ALL24 has a privacy breach notification process consistent with Canadian law — if your child's data is ever exposed in a way that poses real risk of harm, you and your child will be notified

Quick answers

Will my child see ads? No. ALL24 has no advertising.

Will my child be contacted by strangers? No. Only people on your child's team can communicate with your child within ALL24.

What if my child wants to leave the team or stop using the app? They can leave at any time from their account settings, with no penalty or requirement to give a reason. Their team-related data is removed when they leave.

What happens to my child's data when the season ends? If your child stays on the team, their data remains for ongoing coaching use. If they leave the team, their team-scoped data (chat, watch history) is hidden immediately and permanently stripped after a 14-day grace period during which they can rejoin and have it restored. Inactive accounts are eventually deleted automatically.

What if I want my child off the platform but they want to stay? You have the final say. The coach will accommodate your decision.

Where can I read the actual legal documents? The [Terms of Service](#), [Privacy Policy](#), and [Team Agreement](#) are available at all24.ca and are linked from within the app. Your child also has a downloadable record of which versions of these documents they accepted — that's part of the data archive they can download from Settings → Privacy.

Privacy questions: privacy@all24.ca · General: support@all24.ca

all24.ca · Ascension Media Group Inc. · Hamilton, Ontario

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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