



Let's Build Canadian Football, Together.

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

Built for Canadian Football

ALL24 is a Canadian-built coaching platform that combines game film review, digital playbook design, and team communications in a single tool — designed from the ground up for Canadian football, from minor leagues through the CJFL.

What's included

- Game film review with clip tagging, drawing tools, and shareable cutups
- Digital playbook design and player install tracking
- Team chat and direct messaging (text-only DMs; team chat supports media)
- Roster management with self-registration via team-issued join codes
- Coach engagement analytics — see which film and playbooks each player has watched, when

Privacy

- User account data hosted on Canadian infrastructure: **OVH in Beauharnois, Quebec, Canada** (ISO 27001 / 27017 / 27018, SOC 1/2/3 certified)
- Operated by **Ascension Media Group Inc.**, an Ontario corporation
- Compliant with Canadian privacy law (PIPEDA; aligned with provincial frameworks like MFIPPA and Quebec Law 25)
- Minimal data collection — name, email, and team-related metadata only. No date of birth, address, phone, or academic records collected
- Closed environment — no public profiles, no advertising, no cross-team visibility
- Self-serve data export and deletion from every user's account settings

Security

- Encryption in transit (TLS 1.2+) and at rest (AES-256, database-wide tablespace encryption, plus a second application-level layer for chat content and registration submissions)
- Database isolated from the public internet
- Daily encrypted off-site backups
- Documented incident response process
- Biannual internal security reviews scheduled (first review: November 2026)
- Detailed security summary at all24.ca/info/security (and on request)

Business and support

- Canadian-incorporated, HST-registered
- Direct support from the team that built the product
- Onboarding, training sessions, and a coach-facing help library
- Annual invoice billing — no automatic charges
- Privacy questionnaire and DPA available for board-level review on request to legal@all24.ca

Pilot and pricing

Annual licensing aligned with the Canadian school year (September–August). Per-team and program-wide options available. Pilot pricing for early adopters in the 2026 season — bring your staff on with no long-term commitment, see the platform in your film room, and decide from there.

all24.ca · sales@all24.ca

Ascension Media Group Inc. · Hamilton, Ontario