

EventBase Privacy Policy

Last updated: October 2025

This Privacy Policy ('Policy') explains how EventBase ('the Platform', 'we', 'our', or 'us'), part of the SportBase ecosystem and developed and operated by ML SPORT Technologies OÜ (Reg. No. 16265893, Kooli tn 1, 44307 Rakvere, Lääne-Viru County, Estonia), collects, uses, stores, and protects your personal information in compliance with the European Union General Data Protection Regulation (EU) 2016/679 ('GDPR') and applicable Estonian data protection laws.

1. Scope and Applicability

This Policy applies to all users of the EventBase platform, including event organizers, participants, and visitors accessing our website or mobile application. By registering, accessing, or using EventBase, you consent to the processing of your personal data as described in this Policy.

2. Data Controller

The data controller responsible for your personal data is ML SPORT Technologies OÜ, Reg. No. 16265893, located at Kooli tn 1, 44307 Rakvere, Lääne-Viru County, Estonia. For privacy inquiries, you may contact us at privacy@sportbase.ee.

3. Information We Collect

We collect personal data directly from you and through automated means when you interact with the Platform. This includes:

- Identification data: full name, date of birth, gender, club affiliation, and nationality.
- Contact details: email address, phone number, mailing address.
- Account credentials: username, password, and authentication details.
- Event participation data: event selections, categories, team registrations, results, and attendance history.
- Payment information: transactions processed securely by Stripe (we do not store card numbers).
- Technical and usage data: IP address, device information, browser type, operating system, session logs, and cookies.
- Communication data: support requests, feedback, and correspondence.

4. Purpose of Processing

We process personal data for the following purposes:

- To register users and manage accounts.
- To facilitate event registration, payments, and results management.
- To provide customer support and resolve issues.
- To communicate important updates, confirmations, or policy changes.
- To analyze platform usage and improve our services.
- To comply with applicable laws, regulations, and accounting obligations.
- To protect our rights, prevent fraud, and ensure platform security.

5. Legal Basis for Processing

We process your personal data based on one or more of the following legal bases under the GDPR:

- Contractual necessity: processing required to provide the EventBase services.

- Legal obligation: compliance with tax and accounting laws.
- Legitimate interests: maintaining and improving our services, preventing fraud, and ensuring platform integrity.
- Consent: for marketing or optional features where explicit consent is provided.

6. Data Sharing and Third Parties

We may share personal data with trusted third parties strictly necessary for service delivery, including:

- Payment processors: Stripe, for secure online payment transactions.
- Email communication providers: SendGrid or equivalent systems for notifications.
- Analytics providers: Google Analytics and similar tools to understand user behavior.
- Event organizers: for event administration and results publishing, when applicable.

All third parties operate under GDPR-compliant agreements and are prohibited from using your data for their own purposes.

7. Data Transfers Outside the EU

If data is transferred outside the European Union (e.g., to third-party service providers), such transfers are carried out in compliance with GDPR, using approved safeguards such as the EU Standard Contractual Clauses (SCCs).

8. Data Retention

We retain your personal data only for as long as necessary for the purposes described in this Policy or as required by law. Typically:

- Account and registration data: while the account remains active.
- Payment and transaction data: 7 years (in accordance with Estonian accounting regulations).
- Analytics and log data: up to 24 months.

Upon request, we will delete or anonymize personal data unless retention is required by law.

9. Data Security

We employ strict technical and organizational measures to protect personal data, including encryption, secure network connections (SSL/TLS), access control, and regular system audits. Despite our efforts, no internet-based service is completely secure, and you acknowledge inherent risks of transmission.

10. User Responsibilities

Users are responsible for maintaining the confidentiality of their account credentials and ensuring the accuracy of the data they provide. Any misuse, unauthorized access, or fraudulent activity will result in account suspension and may lead to legal action.

11. Your Rights Under GDPR

You have the following rights regarding your personal data:

- Right to access – obtain a copy of your data.
- Right to rectification – correct inaccurate or incomplete data.
- Right to erasure – request deletion of your data ('right to be forgotten').
- Right to restrict processing – limit how your data is processed.

- Right to data portability – receive data in a structured format.
 - Right to object – object to data processing based on legitimate interests.
 - Right to withdraw consent – at any time, for optional processing (e.g., marketing).
- Requests can be submitted to privacy@sportbase.ee. We will respond within 30 days in accordance with GDPR.

12. Cookies

EventBase uses cookies and similar technologies to provide a better user experience, maintain login sessions, and analyze usage. You can disable cookies in your browser settings; however, some features may not function properly.

13. Children's Data

EventBase may process personal data of minors participating in youth events. Such processing is permitted only with verifiable parental or guardian consent obtained by the event organizer. We do not knowingly collect personal data directly from minors without such consent.

14. Liability and Disclaimer

While we take every precaution to protect personal data, ML SPORT Technologies OÜ shall not be held liable for any indirect, incidental, or consequential damages arising from unauthorized access, data loss, or third-party misuse, except where mandated by applicable law. Users assume responsibility for their interactions and for ensuring the lawful use of EventBase.

15. Changes to This Policy

We reserve the right to update or amend this Privacy Policy at any time. Any significant changes will be communicated via email or platform notifications. The latest version will always be accessible on our website.

16. Governing Law and Jurisdiction

This Privacy Policy and any disputes arising under it shall be governed by and construed in accordance with the laws of the Republic of Estonia. Any disputes shall be resolved exclusively by the courts of Rakvere or Harju County, Estonia.

17. Contact Information

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