

International Organizer & Distribution Partner Privacy Notice

Last updated: September 3, 2026

This Privacy Notice explains how the American Popdarts League (“APL,” “we,” “us,” or “our”) collects, uses, shares, and protects the personal information of individuals located outside the United States who apply to become an APL organizer or distribution partner through the International Intake page, or who place an equipment order after approval.

This Notice applies specifically to the International Intake page and the related application and order process. It works alongside, and does not replace, the general privacy policy that governs the rest of the APL website.

By checking the consent box on the International Intake page, you confirm that you have read and understood this Notice.

1. Who We Are

American Popdarts League (APL) is operated by APL LLC, based in the United States. For the purposes of this Notice, APL is the party responsible for deciding how and why your personal information is processed.

2. Information We Collect

We collect your information in two separate stages, kept as two separate records.

Stage One: Application

When you submit the International Intake form, we collect:

- Full name
- Email address
- Phone or WhatsApp number
- Country, city, or region
- Existing organization or club name, if any
- Role or title
- Experience running events or leagues
- Estimated local player base or community size
- Information about any sport or game leagues you currently run
- Information about national sanctioning or licensing requirements in your country
- Social or media links
- How you heard about APL
- Whether you already have Popdarts equipment, and if not, whether you can acquire it yourself
- Any additional information you choose to provide

We do not collect payment, shipping, or government identification information at this stage.

Stage Two: Order (approved applicants only)

If your application is approved and you choose to order equipment, a separate order form collects:

- Your name and email, carried over from your application
- Package and add-on selections
- Recipient name and phone number
- Full shipping address (street, city, region, postal code, country)

- Delivery notes or venue access instructions
- Business or tax identification number, only where required by your country for customs clearance

Order and shipping information is stored on a separate order record, not merged into your application record, and is used only to fulfill your order and to meet shipping and customs requirements.

3. How We Use Your Information

We use the information above to:

- Evaluate your application and assess market fit
- Contact you about your application, including for an interview call
- Issue and administer an International League Organizer Agreement if you are approved
- Set up your club on the Scoreholio platform
- Process, ship, and clear customs on equipment orders
- Communicate with you about the APL international program
- Maintain records required by law, including tax and customs recordkeeping

We do not use your information for unrelated marketing without your separate consent, and we do not sell your personal information.

4. Legal Basis for Processing

If you are located in the European Union, the United Kingdom, or another jurisdiction with similar data protection law, we process your information on the following bases:

- Your consent, given when you check the consent box and submit the form
- Our legitimate interest in evaluating applications and operating the international program
- Steps necessary to enter into and perform a contract with you, if you are approved
- Compliance with legal obligations, such as tax and customs law

You may withdraw consent at any time as described in Section 8. Withdrawing consent does not affect processing that already took place.

5. Who We Share Your Information With

We share your information with the following categories of service providers, each acting on our behalf under their own confidentiality and security obligations:

- Our customer relationship management (CRM) platform, used to store and manage applications
- Scoreholio, the platform used to administer club, membership, and results data
- Shopify, used to process equipment orders and shipping
- Our website development and hosting provider, Insomniac AI
- Our email service provider, used to send acknowledgments and correspondence
- Shipping carriers and customs brokers, for delivering equipment orders
- Professional advisors, such as legal and accounting providers, where necessary
- Government or regulatory authorities, where required by law

We do not sell your personal information, and we do not share it with unrelated third parties for their own marketing purposes.

6. International Data Transfers

APL is based in the United States, and the service providers listed in Section 5 store data in the United States. If you are located outside the United States, your information will be transferred to and processed in the United States, where data protection laws may differ from those in your country. By submitting your information, you acknowledge this transfer.

7. How Long We Keep Your Information

We retain your application and order information for five (5) years. If you ask us to delete your information before then, we will do so within 30 days of your request, except where we are legally required to retain certain records, such as tax or customs documentation, for a longer period.

8. Your Rights

Regardless of where you live, you may ask us at any time to:

- Access the personal information we hold about you
- Correct inaccurate information
- Delete your information, subject to Section 7 (we cannot delete records we are legally required to keep, such as tax and customs records tied to a completed order)
- Withdraw consent to future processing

To make a request, email team@iplayapl.com. We will respond within 30 days.

If you are located in the EU or UK, you also have the right to lodge a complaint with your local data protection authority.

9. Cookies and Tracking

The International Intake page may use cookies or similar technologies for basic site function and analytics. If you are visiting from the European Union, the United Kingdom, or another region requiring cookie consent, you will see a cookie banner before any non-essential tracking runs. You can manage your preferences through that banner or your browser settings.

10. Data Security

We use reasonable administrative, technical, and organizational measures to protect your information. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

11. Children's Privacy

The International Intake page is intended for adults applying to organize or operate an APL league or distribution business. It is not directed at children, and we do not knowingly collect personal information from anyone under 18 through this page.

12. Changes to This Notice

We may update this Notice from time to time. The “Last updated” date at the top reflects the most recent revision. Material changes will be reflected on this page.

13. Contact Us

Questions about this Notice or your information can be directed to:

American Popdarts League
team@iplayapl.com