

Privacy Policy

Topnotch Management

Effective Date: April 28, 2026 | Last Updated: April 28, 2026

Topnotch Management ("we," "us," or "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you interact with our services, including our automated phone system, SMS messaging, websites, and events.

This policy applies to all events, tournaments, and services hosted or operated by Topnotch Management, including but not limited to the Memphis Classic, Tennis in the Land, the ATP Challenger Cleveland Open, the WTA 125 Dow Tennis Classic, and Squash in the Land.

By calling our phone numbers, sending us SMS messages, attending our events, or using our services, you agree to the collection and use of information in accordance with this Privacy Policy.

1. Information We Collect

Information You Provide to Us

- **Contact Information:** Name, phone number, email address, mailing address
- **Payment Information:** Credit card details, billing address (collected via secure third-party processors)
- **Event Preferences:** Ticket selections, session preferences, special requests
- **Voice Recordings:** Audio recordings of phone calls with our AI voice agent
- **Call Transcripts:** Text transcripts generated from phone conversations

Information Collected Automatically

- **Caller ID Information:** Phone number captured automatically when you call
- **Call Metadata:** Date, time, and duration of calls
- **Device Information:** Information about the device you use to interact with us
- **Usage Data:** How you interact with our automated systems

Information from Third Parties

- Telecommunications providers (for call routing)
- Payment processors
- Ticketing platforms

2. How We Use Your Information

We use the information we collect to:

- Provide and maintain our ticketing and customer service operations
- Process ticket purchases and event registrations
- Respond to inquiries about events, pricing, and venues
- Send confirmation messages, ticket links, and event information via SMS
- Improve our AI voice agent's accuracy and performance
- Train and refine our automated systems using anonymized call data
- Comply with legal obligations
- Prevent fraud and ensure security
- Send promotional messages (only with explicit consent)

3. AI Voice Agent and Call Recording

When you call our phone number, your call is answered by an AI-powered voice agent. Please be aware:

- Calls may be recorded for quality assurance, training, and operational purposes
- Conversations are processed by AI systems that convert speech to text
- Transcripts may be stored for service improvement and record-keeping
- AI processing partners include Microsoft Azure Communication Services and Microsoft Copilot Studio
- You may request to speak with a human representative at any time during the call by pressing 0 on your keypad
- You may request deletion of your call recordings by contacting us

4. SMS Messaging

Opt-In Consent

We send SMS messages only when you have provided **explicit consent**, including:

- Verbally agreeing during a phone call to receive a text message
- Providing your phone number with the understanding that you will receive a text
- Submitting a request through our website or other channels

Message Types

SMS messages we send may include:

- Ticket purchase links
- Event information and schedules
- Venue directions and parking information
- Order confirmations
- Customer service follow-ups

Message Frequency

Message frequency varies based on your requests and interactions. We do not send promotional messages without separate, explicit consent.

Consent Is Not a Condition of Purchase

Consent to receive SMS messages is not a condition of any purchase. You may decline to receive text messages at any time without affecting your ability to use our services, purchase tickets, or attend our events.

Standard Disclosures

- Message and data rates may apply based on your wireless carrier plan
- We are not responsible for delayed or undelivered messages
- Service is available on participating carriers

How to Opt Out

You can stop receiving SMS messages at any time by:

- Replying **STOP** to any message
- Replying **UNSUBSCRIBE** to any message
- Contacting us directly at the information provided below

For help, reply **HELP** to any message or contact us directly.

5. How We Share Your Information

We do not sell your personal information. We may share your information with:

- **Service Providers:** Microsoft (Azure, Copilot Studio, Dynamics 365), payment processors, SMS carriers, and other vendors who help us operate
- **Event Partners:** Venues, tournament organizers, and ticketing platforms when necessary to fulfill your purchase
- **Legal Requirements:** When required by law, court order, or government request
- **Business Transfers:** In connection with a merger, acquisition, or sale of assets
- **With Your Consent:** When you explicitly agree to share your information

Mobile Information and SMS Opt-In Data

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All categories of information sharing described in this policy exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

6. Data Security

We implement reasonable technical and organizational security measures to protect your personal information, including:

- Encryption of data in transit and at rest
- Secure third-party processors for payment information
- Access controls and authentication for our systems
- Regular security reviews and updates

However, no method of transmission or storage is 100% secure. While we strive to protect your information, we cannot guarantee absolute security.

7. Data Retention

We retain your personal information only as long as necessary to:

- Fulfill the purposes outlined in this Privacy Policy
- Comply with legal obligations
- Resolve disputes
- Enforce our agreements

Call recordings and transcripts are typically retained for 90 days unless required for ongoing legal or operational purposes. You may request earlier deletion at any time.

8. Your Rights and Choices

Depending on your location, you may have the right to:

- **Access** the personal information we hold about you
- **Correct** inaccurate or incomplete information
- **Delete** your personal information
- **Opt out** of SMS messaging or marketing communications
- **Restrict a copy** of your call recordings or transcripts
- **Restrict** how we use your information
- **Lodge a complaint** with a data protection authority

To exercise any of these rights, contact us using the information below.

California Residents (CCPA)

California residents have additional rights under the California Consumer Privacy Act, including the right to know what personal information is collected, the right to delete personal information, and the right to opt out of the sale of personal information. We do not sell personal information.

European Residents (GDPR)

If you are located in the European Economic Area, you have rights under the General Data Protection Regulation, including data portability and the right to withdraw consent at any time.

9. Children's Privacy

Our services are not directed to children under 13. We do not knowingly collect personal information from children under 13. If we learn that we have collected such information, we will delete it promptly. If you believe we have collected information from a child under 13, please contact us immediately.

10. Third-Party Links and Services

Our SMS messages and website may contain links to third-party websites and services. We are not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies before providing them with your information.

11. International Users

Our services are operated from the United States. If you are accessing our services from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States, where data protection laws may differ from those in your country.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Last Updated" date at the top of this policy. For significant changes, we will provide additional notice such as an SMS message or notice on our website. Your continued use of our services after changes are posted constitutes acceptance of the updated policy.

13. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

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Email: sam@topnotchmanagement.com
Phone: (502) 727-7002
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