

SANSOM SPORTS MEDIA

Terms of Service & Privacy Policy

Effective Date: August 3, 2026

These Terms of Service and Privacy Policy govern your access to and use of the Sansom Sports Media website (sansomsportsmedia.com), related podcasts, social media accounts, and any associated services (collectively, the “Site” or “Services”). By accessing or using the Site, you agree to be bound by these terms.

IMPORTANT: These documents are provided as a practical starting point for Sansom Sports Media. They are not formal legal advice. For complete protection, especially as the site grows or monetizes, consider having an attorney licensed in Kentucky review and customize them.

TERMS OF SERVICE

Last Updated: August 3, 2026

1. Agreement to Terms

These Terms of Service (“Terms”) constitute a legally binding agreement between you and Sansom Sports Media (“SSM,” “we,” “us,” or “our”), owned and operated by Hunter Sansom. By accessing, browsing, or using the Site in any way, you acknowledge that you have read, understood, and agree to be bound by these Terms. If you do not agree, do not use the Site.

2. Description of the Service

Sansom Sports Media is an independent sports media platform providing analysis, reporting, bracketology, recruiting coverage, podcasts, and commentary focused primarily on Cincinnati and Northern Kentucky college athletics (including University of Cincinnati, Xavier University, Northern Kentucky University, and related programs), as well as broader college basketball and football content.

The Site may include articles, graphics, podcasts, social media content, videos, and other media. We reserve the right to modify, suspend, or discontinue any part of the Services at any time without notice.

3. Intellectual Property Rights

All content on the Site—including but not limited to text, graphics, logos, images, audio, video, data compilations, software, and the overall design and “look and feel”—is the property of Sansom Sports Media or its content suppliers and is protected by United States and international copyright, trademark, and other intellectual property laws.

You may not:

- Reproduce, distribute, modify, create derivative works from, publicly display, or commercially exploit any content without prior written permission from us;
- Use our trademarks, logos, or branding (including “Sansom Sports Media,” “Valhalla Voice,” or similar marks) in a manner that is likely to cause confusion;
- Scrape, crawl, or use automated means to extract content from the Site for commercial purposes.

Limited personal, non-commercial use (such as sharing links or quoting short excerpts with proper attribution and a link back to the original article) is permitted.

4. Acceptable Use and Prohibited Conduct

You agree to use the Site only for lawful purposes. You may not:

- Post, transmit, or share any content that is illegal, harmful, threatening, abusive, harassing, defamatory, vulgar, obscene, or otherwise objectionable;
- Impersonate any person or entity or misrepresent your affiliation;
- Interfere with or disrupt the Site or servers/networks connected to the Site;
- Attempt to gain unauthorized access to any portion of the Site;
- Use the Site to send unsolicited commercial messages (spam);
- Engage in any activity that could damage, disable, or impair the Site or interfere with any other party’s use.

We reserve the right to remove any content or restrict access to users who violate these Terms, at our sole discretion.

5. User Contributions and Comments

If the Site allows comments, submissions, or other user-generated content, you retain ownership of your content but grant Sansom Sports Media a worldwide, non-exclusive, royalty-free, perpetual, irrevocable license to use, reproduce, modify, adapt, publish, translate, distribute, and display such content in connection with the Services. You represent that you have all necessary rights to grant this license and that your content does not violate any third-party rights or these Terms.

6. Third-Party Links and Services

The Site may contain links to third-party websites, social media platforms, podcasts hosts, or services (including but not limited to X/Twitter, Instagram, YouTube, and podcast platforms). These are provided for convenience only. We do not control and are not responsible for the content, privacy practices, or terms of any third-party sites. Your use of third-party services is at your own risk and subject to their respective terms and policies.

7. Disclaimers

THE SITE AND ALL CONTENT ARE PROVIDED “AS IS” AND “AS AVAILABLE” WITHOUT WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, OR NON-INFRINGEMENT.

Sansom Sports Media does not guarantee that the Site will be uninterrupted, error-free, or free of viruses or other harmful components. Sports analysis,

predictions, bracketology, recruiting information, and opinions expressed on the Site are for entertainment and informational purposes only and should not be relied upon as professional advice. Outcomes in sports are inherently uncertain.

We make reasonable efforts to keep information accurate but do not warrant the completeness, accuracy, or reliability of any content.

8. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, SANSOM SPORTS MEDIA, ITS OWNER, CONTRIBUTORS, AND AFFILIATES SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, OR ANY LOSS OF PROFITS OR REVENUES, WHETHER INCURRED DIRECTLY OR INDIRECTLY, OR ANY LOSS OF DATA, USE, GOODWILL, OR OTHER INTANGIBLE LOSSES, RESULTING FROM:

- (a) Your access to or use of (or inability to access or use) the Site;
- (b) Any conduct or content of any third party on the Site;
- (c) Any content obtained from the Site; or
- (d) Unauthorized access, use, or alteration of your transmissions or content.

In no event shall our total liability to you for all claims exceed the amount you paid us (if any) in the twelve (12) months preceding the claim, or one hundred U.S. dollars (\$100), whichever is greater.

9. Indemnification

You agree to indemnify, defend, and hold harmless Sansom Sports Media, Hunter Sansom, and any contributors or affiliates from and against any claims, liabilities, damages, losses, and expenses (including reasonable attorneys' fees) arising out of or in any way connected with your use of the Site, your violation of these Terms, or your violation of any rights of another.

10. Governing Law and Dispute Resolution

These Terms shall be governed by and construed in accordance with the laws of the Commonwealth of Kentucky, without regard to its conflict of law principles. Any dispute arising out of or relating to these Terms or the Site shall be resolved exclusively in the state or federal courts located in Kenton County or Boone County, Kentucky, and you consent to personal jurisdiction in those courts.

11. Changes to These Terms

We may update these Terms from time to time. The "Last Updated" date at the top will reflect the most recent version. Continued use of the Site after changes constitutes acceptance of the revised Terms. We encourage you to review this page periodically.

12. Contact Information

For questions about these Terms of Service, please contact:

Sansom Sports Media

Attn: Hunter Sansom

Email: Hunter.sansom@sansomsportsmedia.com

Website: <https://sansomsportsmedia.com>

PRIVACY POLICY

Last Updated: August 3, 2026

Sansom Sports Media (“SSM,” “we,” “us,” or “our”) respects your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website sansomsportsmedia.com, listen to our podcast, interact with our social media, or otherwise engage with our Services.

1. Information We Collect

Information You Provide to Us

We may collect information you voluntarily provide, including:

- Name and email address if you subscribe to a newsletter, contact us, or submit a tip/comment;
- Any content or messages you send us via email, contact forms, or social media;
- Information related to any future user accounts, comments, or contributions (if enabled).

Automatically Collected Information

When you visit the Site, we and our service providers may automatically collect certain information, including:

- IP address, browser type and version, device type, operating system;
- Pages visited, time spent, referring/exit pages, and clickstream data;
- Approximate location derived from IP address;
- Cookies, web beacons, and similar tracking technologies.

2. How We Use Your Information

We use the information we collect to:

- Operate, maintain, and improve the Site and our content;
- Respond to your inquiries, comments, or requests;
- Send newsletters or updates if you have opted in (you may unsubscribe at any time);
- Analyze site usage and audience trends to improve content and user experience;
- Detect, prevent, and address technical issues or potential abuse;
- Comply with legal obligations.

3. Cookies and Tracking Technologies

We may use cookies and similar technologies to enhance your experience, remember preferences, and gather analytics. You can control cookies through your browser settings. Disabling cookies may affect certain features of the Site.

We may use third-party analytics services (such as Google Analytics) that use cookies to collect information about how visitors use the Site. These providers have their own privacy policies governing their use of your information.

4. How We Share Information

We do not sell your personal information. We may share information in the following limited circumstances:

- **Service Providers:** With trusted third parties who assist us in operating the Site (hosting, analytics, email delivery), under confidentiality obligations;
- **Legal Requirements:** When required by law, subpoena, or legal process, or to protect our rights, safety, or property;
- **Business Transfers:** In connection with a merger, acquisition, or sale of assets (your information may be transferred as part of that transaction);
- **With Your Consent:** When you explicitly authorize us to share information.

5. Third-Party Websites and Social Media

Our Site may link to or embed content from third-party platforms (X, Instagram, YouTube, podcast hosts, etc.). We are not responsible for the privacy practices of those sites. We encourage you to review their privacy policies. Social media features may collect information about your interaction with them.

6. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes outlined in this Policy, unless a longer retention period is required or permitted by law. Analytics data is typically retained in aggregated or anonymized form.

7. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect your information. However, no method of transmission over the Internet or electronic storage is 100% secure. We cannot guarantee absolute security.

8. Children's Privacy

The Site is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If you believe we have collected such information, please contact us and we will take steps to delete it. Users between 13 and 18 should obtain parental consent before providing personal information.

9. Your Privacy Rights

Depending on your location, you may have certain rights regarding your personal information, including the right to:

- Access the personal information we hold about you;
- Request correction or deletion of your information;
- Opt out of marketing communications;
- Object to or restrict certain processing.

To exercise these rights, contact us using the information below. We will respond in accordance with applicable law. Residents of California, Virginia, Colorado, Connecticut, Utah, and other states with comprehensive privacy laws may have additional rights under those statutes.

10. International Users

The Site is operated from the United States. If you access the Site 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.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will post the revised version on this page and update the “Last Updated” date. Material changes may be communicated via email or a notice on the Site if appropriate. Your continued use of the Site after changes constitutes acceptance of the updated Policy.

12. Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact:

Sansom Sports Media

Attn: Hunter Sansom, Privacy

Email: Hunter.sansom@sansomsportsmedia.com

Website: <https://sansomsportsmedia.com>