HONOR

FOR NCAA ATHLETIC DEPARTMENTS

The NCAA Set the Standard for Athlete Data. We'll Help You Meet It.

In March 2026, the NCAA Sport Science Institute published five recommendations for the responsible use of performance technologies. Every wearable, camera, sensor, and app that collects athlete data now needs a written plan behind it. HONOR Data Rights Management and founder Kristy Gale, J.D., LL.M. will build that plan with you and put it to work.

Request Your Readiness Assessment | honordrm.com

> **"Our university abandoned a project to use athlete data due to legal constraints because we did not know how to use the data the way we wanted to."**
>
> ACC ATHLETIC DIRECTOR

87.5% of the Division I programs we interviewed with Notre Dame's ESTEEM program rank among the 75 most valuable in college sports.

Most hadn't weighed the privacy, ownership, contract, and compliance questions athlete data raises. With revenue sharing alongside NIL, those questions now carry real money and real liability.

NCAA SSI RECOMMENDATIONS

Five Recommendations. One Partner to Deliver Them.

01 Policy

The NCAA asks: a written plan for performance technologies, built and reviewed by a multidisciplinary team that includes legal affairs.

We deliver: Your written plan, built with a team that has studied athlete data rights since 2016. We bring sports medicine and performance, coaches, IT, legal, compliance, and your athletes to the table and shape the plan around your school's resources.

02 Education

The NCAA asks: training at least once a year, tailored to athletes, coaches, strength staff, sports medicine, and administrators.

We deliver: Annual sessions built for each group on informed consent, privacy and security, the limits of the technology, and your department's policies. Athletes learn what's collected about them and decide how it's used.

03 Data Management

The NCAA asks: clear answers on who owns the data, where it's stored, who can access it, and how it may be used, including for transfer athletes.

We deliver: Ownership, access, and permitted-use rules mapped out, tailored to your program, then managed in HONOR Secure™ and HONOR Share™. You control who sees what, how data is used, and how revenue's generated.

04 Selecting New Technology

The NCAA asks: a structured, multidisciplinary process to judge a technology's quality, accuracy, and reliability before you buy.

We deliver: A structured vendor review that answers the data questions before you sign: who keeps the data, what the vendor can do with it, and what happens when the deal ends. HONOR Sight™ keeps every vendor on its contract terms after signing.

05 Continuous Improvement

The NCAA asks: routine feedback from athletes, coaches, and sports medicine to keep the written plan current.

We deliver: Structured athlete and staff feedback, an annual plan review, and updates as technology, NIL, and revenue-sharing rules change.

Once your plan is in place, **HONOR Smart™** and **HONOR Surge™** let you license athlete data with athlete consent, so the same governance that protects your program also opens new revenue.

WHO YOU'RE HIRING

Kristy Gale, J.D., LL.M.

Global leader in data rights management in sports - trusted business and legal executive leadership providing educational, program, and technological solutions.

- J.D. and LL.M. in Sports Law and Business from ASU's Sandra Day O'Connor College of Law
- Author of two law review articles on athlete biometric data ownership, cited more than 45 times
- Taught athlete biometric data, wearables, privacy, and IP law at UNH Franklin Pierce School of Law; guest lecturer at Arizona State University, University of Michigan, University of Chicago, and more
- Expert source for Forbes, ESPN, and Sports Illustrated; speaker at the ABA, G2E, and SBC
- Led D1 athlete data research with the University of Notre Dame ESTEEM program

Is Your Program Ready?

Request a Performance Technology Readiness Assessment. We'll review your current technology, vendor contracts, and data practices against all five NCAA recommendations, then show you where the gaps are and how we'll close them.

1. Assessment Call

Tell us what you collect, who uses it, and what you want it to do for your program.

2. Gap Report

A clear readout of where you stand on policy, education, data management, technology selection, and continuous improvement.

3. Plan in Place

Your written plan, staff and athlete training, and the HONOR platform running for your department.

Email kristy@honordrm.com | Learn more at honordrm.com

Sources: NCAA Sport Science Institute, "Performance Technologies Recommendations: Responsible Use in Collegiate Athletics," March 2026. Interviews conducted September 2024 to March 2025 by the ESTEEM Graduate Program, University of Notre Dame, with HONOR Data Rights Management; rankings per CNBC's 75 most valuable college athletic programs, Dec. 19, 2024. NCAA is a trademark of the National Collegiate Athletic Association. HONOR is not affiliated with or endorsed by the NCAA. HONOR does not provide legal services. HONOR Data Rights Management · Scottsdale, Arizona