HONOR

YOUTH | COLLEGE | PRO | OLYMPIC

WHAT WE DO

Own the Value of Athlete Data

We help athletes, teams, and the partners who collect and use athlete data meet compliance requirements and turn that data into new revenue.

THE DATA

Valuable Data. Special Requirements.

Health, fitness, tracking, biometric, performance, and predictive data help athletes and teams perform better. That value comes with compliance requirements, and many of them vary state to state and jurisdiction to jurisdiction.

Privacy	**NIL & property rights**	**Personal & business contracts**	**Revenue sharing**
Evolving business models	**Artificial Intelligence**	**Ethics**	**Common law, statutory & constitutional law**

COLLEGE SPORTS

The NCAA Sport Science Institute has issued recommendations for managing athlete data and the technologies behind it. We help your program put them into practice.

HOW WE HELP

Get Ready

We prepare athletes and teams to meet compliance requirements and to commercialize athlete data, so it can generate new revenue.

Plan and Advise

We brief athletic department teams and leaders on the issues they need to know and help build business and compliance plans, policies, and procedures.

Connect Stakeholders

We're your liaison across Athletics, Legal, IT, and Risk, and with teams, athletes, data partners and users, agents, leagues, players unions, and brands.

Protect athlete data and your other properties, and earn revenue from them, at every stage of the property lifecycle.

kristy@honordrm.com

www.honordrm.com

HONOR does not provide legal services. NCAA is a trademark of the National Collegiate Athletic Association; HONOR is not affiliated with or endorsed by the NCAA. HONOR Data Rights Management · Scottsdale, Arizona