



Control Your Data. Your Rights. Your Revenue.

Athlete performance data powers billion-dollar industries: sports, performance analytics, fan engagement, sports betting, media, brand sponsorships, and more. The athletes generating that data deserve a seat at the table. So do the organizations and businesses that depend on it to operate compliantly and profitably.

HONOR is the athlete data rights management platform that makes that possible. Our decentralized, secure, and highly transactional technology connects athletes, teams, data collectors, and data users in a compliant ecosystem where rights are clear, transactions happen in real time, and everyone benefits.

For Athletes – Take Control

You train hard. Every rep, every sprint, every biometric reading represents an investment in your career. That data has real commercial value, and you should be the one who decides how it's used and who profits from it.

HONOR SurgeSM puts that control in your hands. From your phone, you can manage who accesses your performance, health, and biometric data, license it to trusted partners, and earn income directly. You see where your data goes, get notified of activity, and revoke access at any time. No legal team required, no complicated paperwork. Just a clear, secure mobile experience built around your rights.

Your data is yours. HONOR makes sure it stays that way.

For Teams, Leagues, Universities, and Conferences – New Revenue That Drives Your Business

You're collecting more athlete data than ever, and the legal landscape around it is shifting fast. Privacy laws, IP rights, consent requirements, and monetization rules vary by jurisdiction and evolve constantly. Managing all of it manually creates liability as well as inefficiency.

HONOR's web-based platform and services give you a compliance-first foundation for everything you do with athlete data. HONOR SecureSM handles admin, access, and privacy management so your organization can use athlete data within proper guardrails. HONOR ShareSM layers in privacy and compliance features as your data sharing expands. HONOR SmartSM automates IP authorizations so licensing athlete data to partners is fast and legally sound. HONOR SurgeSM manages contract compliance across your vendor and partner relationships, and HONOR SelectSM delivers all features plus specialized capabilities tailored to your organization's needs.

Whether you're a pro franchise, a Division I athletic department, an athletic conference, or youth sports team, managing athletes, HONOR gets your compliance and commercialization done in real time.

For Data Collectors – Build a Compliant Data Business

You have a key role in the athlete data ecosystem. Wearable devices, GPS trackers, biometric sensors, computer vision, deep learning, digital twin, performance analytics platforms and other innovations generate the raw material the sports data economy runs on. The value of that data depends on its legal integrity. Without verified authorizations from athletes, you face growing exposure: to regulators, to legal challenges, and to partners who can't risk using data of uncertain provenance.

HONOR solves that problem at the source. Our platform secures real-time authorizations from all of your customers and partners, verifies data ownership, and creates an auditable trail from collection through use. HONOR ShareSM covers privacy compliance for data you collect. HONOR SmartSM lets you manage and track IP authorizations to license that data. HONOR SurgeSM handles licensing and sublicensing processes, data valuation, revenue share, and more. We integrate with your existing stack, so compliance doesn't slow you down.

That chain of verified provenance is what makes your data commercially viable and legally defensible.

For Data Users – Build Better Products With Athlete Data You Can Trust

Brands, broadcasters, fantasy operators, sports betting platforms, and fan engagement companies all depend on athlete data to power compelling experiences. The risk isn't using data. It's using unverified, unauthorized, and unlicensed athlete data that exposes your business to legal action, broken partnerships, and reputational damage you can't afford.

HONOR opens doors to verified and authorized athlete performance data for every use. Our platform provides real-time compliance checks, transparent licensing terms, and audit-ready reporting. You can build richer fan experiences, more accurate odds models, deeper brand activations, and more immersive content, knowing the data behind everything you build is athlete-approved and authorized by all rightsholders in the athlete performance data ecosystem.

Professional Services for Every Customer

Every organization's data situation is different. HONOR's professional services team works with athletes, teams, data partners, unions, and data users to configure the right solution, integrate with existing systems, and stay ahead of regulatory change. We're not just a software vendor. We're a compliance and commercialization partner.

Unleash Your Data – Get Business and Compliance Done in Real Time

HONOR's technology is decentralized, autonomous, secure, and built for the pace of modern sports. From a single athlete managing licensing on a phone to an enterprise organization running thousands of data transactions a day, we make the athlete data economy work for everyone in it.

Contact Us | Request a demo at honordrm.com

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HONOR SurgeSM, HONOR SecureSM, HONOR ShareSM, HONOR SmartSM, and HONOR SelectSM are service marks of HONOR Data Rights Management.