

## **ATHLETE ACQUISITIONS LLC PRIVACY POLICY**

This privacy policy for the New You 6 Week Challenge website, operated by Athlete Acquisitions LLC ("Company"), describes the privacy practices for Company (the "Privacy Policy"). The purpose of this Privacy Policy is to inform you about the types of information we gather about you, including information gathered when you visit Company's website located at www., Company's social media pages, Company's mobile site or downloadable mobile applications (collectively, the "Site"), and information we may receive from third parties or affiliates, how we may use that information, whether we disclose that information to anyone, and the choices you have regarding our use of, and your ability to correct, the information. Company strives to help visitors of the Site protect their privacy while using our Site. By using the Site, you expressly consent to the use and disclosure of information as described in this Privacy Policy.

### **How We Collect and Use Information**

We may collect information in several ways by your use of this Site, as well as from forms you submit to us, or personal correspondence, such as emails or letters that you send to us. We may ask you to voluntarily provide us with personal information on this Site. In addition, when you log onto the Site, our servers may log your IP address, the URL of your request and other information that is provided in the HTTP header. Also, our third-party service providers may ask you voluntarily to provide personal information on their websites and may share such personal information with us, as governed by their respective privacy policies. Our use of information received from a service provider will be dictated by the service provider's privacy policies and not this Privacy Policy.

We collect two types of information: personally identifiable information and non-personally identifiable information. Personally identifiable information is information that identifies you or can be used to identify or contact you ("Personally Identifiable Information"). We also may collect information that by itself typically cannot be used to identify or contact you, such as demographic information (e.g. age, profession or gender), IP addresses, browser types, domain names, and other anonymous statistical data involving the use of our Site ("Non-Personally Identifiable Information").

Like many other websites, Company may use cookies to customize content specific to your interests and track your use of the Site. "Cookies" are text files that are placed on your computer and may be used to store your personal information. In addition to cookies, Company may use other now known or later developed technologies, to assist Company in observing the behavior of users visiting the Site. These technologies access individual user information but the information is used only to compile aggregated statistics about the Site's usage.

Personally Identifiable Information we collect may include your name, email addresses, postal addresses, ZIP code, telephone number, credit card information, date of birth, gender, age, user name and password, and other information either desirable or necessary to provide quality services to our customers and visitors. We may also collect information about you such as your use of the Site and communication preferences.

To the extent we are able to do so, we may link your Non-Personally Identifiable Information with your Personally Identifiable Information. We may also link information collected online with information we collect offline or that is collected online by third parties.

Company may use the information collected from you to provide services which you have requested from us. We may also use your personal information to send you targeted messages, publications, news, and information about events, special offers, promotions and benefits. Company may use third-party service providers to send and distribute e-mail and to perform other marketing and support functions. We may use information we collect from you to improve the content of this Site, to enhance users' experiences when visiting this Site, and to customize the content and layout of this Site for each individual user.

### **Sharing of Personal Information**

Except as set forth in this Privacy Policy or as specifically agreed to by you, we will not disclose any information we gather from you on our Site. We may share your personal information with our affiliates or with select third parties who offer goods or services we think may be of interest to you. From time to time, we may partner with other organizations or companies to provide co-sponsored or co-branded promotions, services or events and may share your personal information with our co-sponsor(s) and partners. Additionally, Company may provide your personal information to service providers or contractors to perform functions on its behalf, such as, but not limited to, companies or individuals hired to: communicate news, deliver Company's promotional materials via e-mail and direct mail, promote Company's social media presence and activities, to develop, enhance, market or provide any of Company's products, to process credit card payments and to assist Company with sending communications and performing other marketing and support functions. Also, Company may use third-party social media platforms, including third-party social media websites, to communicate with you.

We also may share with third parties aggregated demographic and statistical information that is not personally identifiable.

Company also may disclose an individual's personal information:

- to a person who in the reasonable judgment of Company is seeking the information as an agent of the individual;
- in situations where sharing or disclosing your information is required in order to offer you products or services you desire;
- to a third party or parties, where disclosure is required or permitted by law;
- if, in the reasonable judgment of Company, it is necessary enforce compliance with our internal policies or the Terms of Use or to protect our Site, customers, or others; and
- to any other entity that acquires all or a portion of our organization by merger, reorganization, operation of law, or a sale of some or all of Company's assets.

Company may be required to use or disclose your information in connection with a legal action or other proceeding, including without limitation, in response to a court order or a subpoena. We also may disclose such information in response to a law enforcement agency's request.

Through the Site, Company may make available areas that allow for user interaction, including blogs, forums, bulletin board services, chat areas, or other message and communications features. Some of these forums may require registration. Please remember that any information that is disclosed in these areas becomes public information, and you should exercise caution when deciding to disclose your personal information.

### **Children's Information**

Company does not knowingly solicit or collect personal information on the Site from children under the age of 13 without prior verifiable parental consent. If Company learns that, despite

these measures, a child under the age of 13 has submitted personally identifiable information to Company through the Site, it will take reasonable measures to delete such information from its records and to not use such information for any purpose (except where necessary to protect the safety of the child or others as required by law).

### **How We Store Your Information**

Company is committed to protecting the security of any personal information you provide to us. We maintain commercially reasonable safeguards to maintain the security and privacy of personal information that you provide to us. After you have submitted your information online to Company, we recommend that you end your browser session before leaving your computer. In spite of these protections, Company cannot guarantee the security of any data submitted over the Internet. After your information reaches Company, however, it is stored on servers (or in the case of information received from you in person, in writing or over the phone, in physical storage areas) protected by procedures and technology designed to block reasonably foreseeable intrusions by unauthorized third parties.

### **Opt-Out From Mailings**

From time to time, you may receive periodic mailings, telephone calls or e-mails from Company with news or other information on events, products, services, discounts, special promotions, upcoming events or other offers from or on behalf of Company. If at any time you wish to stop receiving emails or mailings from Company please send us an email to [james@crossfitnewyou.com](mailto:james@crossfitnewyou.com) with the phrase "Privacy Opt-out: Company Mailings" in the subject line, or write to us at the address provided below, and we will remove you from Company's mailing list. Alternatively, for e-mail communications, you may opt out of receiving such communications by following the unsubscribe instructions set forth at the bottom of most promotional e-mail messages from Company.

### **Third-Party Websites**

This Privacy Policy applies solely to information collected by Company. This Privacy Policy does not apply to other websites that are accessible through this Site, including but not limited to any third-party websites that process payments on behalf of Company. Please be aware that third-party websites that process payments for Company and websites for our advertisers, sponsors, affiliated entities and other third parties that are accessible through this Site may have their own privacy and data collection policies and practices. Company is not responsible for the privacy practices of such sites and will not be responsible for any actions or policies of such third parties. We encourage our users to be aware when they leave the Site and to read the privacy statements of each and every website that you visit.

### **Do Not Track**

Your browser and other mechanisms may permit you to send do-not-track signals or other similar signals to express your preferences regarding online tracking. Please note that Company will not respond to your do-not-track signals. As noted above, third parties, such as our advertising partners, may collect data that relates to you. We cannot control third parties' responses to do-not-track signals or other such mechanisms. Third parties' use of data relating to you and responsiveness to do-not-track signals is governed by their respective privacy policies.

### **California Privacy Rights**

If you are a California resident, you have the right to request information from us regarding the manner in which Company shares certain categories of personal information with third parties for their direct marketing purposes, in addition to the rights set forth above. Under California law,

you have the right to send us a request at the designated address listed below to receive the following information:

1. The categories of information we disclosed to third parties for their direct marketing purposes during the preceding calendar year;
2. the names and addresses of the third parties that received the information; and
3. if the nature of the third party's business cannot be determined from their name, examples of the products or services marketed.

This information may be provided in a standardized format that is not specific to you. The designated email address for these requests can be found at: [james@crossfitnewyou.com](mailto:james@crossfitnewyou.com)

### **Contact Us**

If you would like to update or correct your information or modify your communication preferences, or if you have questions regarding our Privacy Policy or the use of information collected, you can contact us by email at [james@crossfitnewyou.com](mailto:james@crossfitnewyou.com)

### **Policy Changes**

Company may amend this Privacy Policy from time to time. Should this Privacy Policy be amended in any way, changes will be posted to this webpage. As we may make changes from time to time without notifying you, we suggest that you periodically consult this Privacy Policy. Your continued use of the Site after the effective date of any modification to the Privacy Policy will be deemed to be your agreement to the changed terms.

Last Updated: January 1, 2016