

PRIVACY POLICY

Welcome to the website or mobile application of ReformFIT Personal Training Studio (“we,” “us,” “our,” or “ReformFIT”). We are committed to maintaining and protecting your personal information.

This privacy policy (“**Privacy Policy**”) describes how ReformFIT collects, uses and shares information about you when you access or use our website, mobile application, or trainings; or when you communicate with us in any available ways, participate in our surveys, attend our events or interact with us on social media.

In this Privacy Policy, “Services” includes:

- ReformFIT websites that link to this Privacy Policy;
- ReformFIT mobile applications; and
- ReformFIT activities and trainings.

BY ACCESSING OR USING OUR SERVICES, YOU AGREE TO BE BOUND BY THIS PRIVACY POLICY. PLEASE ONLY ACCESS OR USE OUR SERVICES WHEN YOU AGREE TO THIS PRIVACY POLICY.

Information Collection

We collect information automatically from our users when they access or use our Services, as well as from third parties. You share your information with us at your choice. If you do NOT agree to share the information with us, we may no longer be able to provide you certain services. We may keep your personal information in either electronic or hard copy form. We will exercise appropriate level of protection to prevent unauthorized disclosure or access of your personal information.

Information You Provide to ReformFIT

Your personal information includes but not limited to:

- Your first and last name, address, phone number, physical condition, and medical history;
- Account registration, administration, and modification of you account;
- Access to and use of the Services;
- Attendance of training lessons;
- Contents uploaded to the Services;
- Information submitted to surveys and polls;
- Transaction history;
- Customer service and technical assistance; and
- Any other information collected during our Services.

Information We Collect Automatically

When you access and use the Services, we and our third-parties service providers collect information automatically.

- Device/Online Usage information: We and our third party services providers collect information about your computer, mobile devices, browser and any other devices that you use to access the Services using various technologies, including cookies, log files and other

similar tools. We may collect information includes types or devices, browser languages, referring and exit pages, frequency of visiting, IP address and unique device identities etc.

- Analytics: We analyze information collected from the Services to improve our marketing campaigns, website functionality, user experience and operation etc. The analysis may include user preferences, aggregated usage pattern, frequent route and other information.

How We Use the Information Collected

We use the information collected for various purposes:

- Provide you with the Services;
- Process your membership/transactions/registration;
- Communicate with you for customer support and technical assistance;
- Identify services and products that you may be interested in;
- Improve user experience with the Services;
- Comply with our legal obligations including to meet regulatory or local law requirements; and
- Understand how the Services is used to better improve our operation, marketing strategies and the Services.

Disclosure of Your Information

We share your information with:

- Affiliates: We may share your information with any affiliates of ReformFIT in order to provide or improve the Services.
- Our third-party services providers: In order to provide you the Services, we share your information with our third-party service providers for various services including, payment processing, customer services, and marketing analytics.
- Our third-party partners: We only provide aggregated information to our third-party partners for business, research or other purposes. Any personal information including your name, email address, and phone number will be removed.
- Business Transfers: We may share your information when business re-organization occurs, which includes sale, and merger change in control.
- Legal Requirements and Protection of Rights: We may share your information if it is required by local laws, or it is necessary to do so for legal reasons.

Security of the Information

We protect your information with various methods in both physical and technical ways, from accidental or unlawful destruction, loss, access, disclosure or alteration. However, no method or information storage and information transmission is absolutely secure, and you agree to share your information with us being fully aware of such risk.

Your Choices

You can choose your information sharing preference by contacting us directly. You may also be able to change your permission for information provided on your mobile device. However, you may not be able to use certain features of the Services without providing certain information.

You can choose to opt-out of any kind of marketing communication of ReformFIT, including email newsletter, push notifications, etc.

Changes to Privacy Policy

We reserve the right to update and modify the Privacy Policy at any time. When we make a material change to the Privacy Policy, you will be presented the amended Privacy Policy in advance of providing any information. If you do not agree to the latest policy, your access to the Services may be limited.

Third Party Websites

Any third party website link contained on our website is not governed by this Privacy Policy. On third party website, this Privacy Policy is no longer applicable and you should carefully read their privacy policy to ensure it is acceptable to you.

Access to Information

Upon request, you may have the right to access, request correction, deletion of your information, subject to our rights to retain certain information under the Terms & Condition, your agreement with us or the law.

Please feel free to contact us for any questions, clarifications or information regarding our Privacy Policy or Services. You will be able to reach us via various methods:

Email: [INSERT COMPANY EMAIL]

Phone: [INSERT COMPANY PHONE]

Address: 85 Ferrier St., Unit 3/4/11/16, Markham, ON L3R2Y9