



## PRIVACY POLICY

LAST MODIFIED: APRIL 1, 2024

This Privacy Policy describes how and MyOutFit, LLC, a Delaware limited liability company (“**OutFit**”, “**we**” or “**us**”) collects, uses, and shares information through our website located at [www.outfittraining.com](http://www.outfittraining.com) (the “**Site**”), through our products such as the OutFit or OutFitTraining application (the “**App**”), through other OutFit-branded and operated sites, apps, and services that link to this Privacy Policy or on which this Privacy Policy is posted, as well as any other features, products, or services offered by OutFit under this Privacy Policy (collectively, the “**Services**”). This Privacy Policy applies to information collected by or through our Services, and your use of our Services is subject to this Privacy Policy, which is incorporated into OutFit’s Terms of Service (the “**Terms**”). Please read this Privacy Policy before using the Services.

### **1. INFORMATION COLLECTION**

We collect information that you provide us, from third parties, and automatically when you access or use our Services. When using our Services, you may provide certain information about yourself. For example, when you create a OutFit account using our Services, we collect the information you provide to us, such as your name, email address, interests, gender, age, profile information, and any other information you choose to provide. We may also receive information about you from third parties and combine it with other information we collect.

We collect the content, communications and other information you provide when you use our Services, including when you sign up for an account, create or share content, and message or communicate with other OutFit users via our Services. We also collect information relating to your interactions with our Services, including through the use of cookies and similar technology, such as browser type, IP address, pages visited and other activities on the Services, device type, and time and date of visit. We collect information associated with your device using cookies and similar technologies. We also collect information that others make available to us, including information from other OutFit users, information from our affiliates, business partners, service providers, and information from third-party sites. For example, we may receive information about you from third-party platforms when you allow the third-party platform to share this information with us or allow OutFit to obtain this information from the third party.

Each time you access our Services, information is sent to our server by your Internet browser or app and stored in our log files. We collect information about your use of our Services, including your search activity and the content you view. We also collect information that your device provides to us in connection with your use of our Services, such as your browser type, type of device, browser language, and IP address. We will receive your device’s location if you enable this through your browser or mobile device. You may also choose to provide us your location information by inputting this information in our Services, including in your OutFit settings.

### **2. INFORMATION USE**

We use the information we collect to provide and support our Services, including the following:

- to personalize features and to make suggestions based on your activities;
- to provide, operate, personalize and improve our Services;
- to send marketing materials that may be of interest to you;
- to communicate with you about our Services and to respond to your inquiries, including marketing communications and information relating about our policies and terms;
- to comply with the law and to maintain the security of our Services; or

- with your consent, or as otherwise disclosed at the time information is collected.

If you provide us information about your contacts within the OutFit App, we may inform those contacts who have OutFit accounts that you have created an account in order to facilitate a more connected experience. We may use your log-in information, cookie information, device information, IP addresses, and other information to identify you and log your use across devices. We may use this information to personalize your experience on our Services.

### **3. INFORMATION SHARING**

We may share the information we collect with other parties, including the following:

- to send surveys, promotions, and marketing materials that may be of interest to you;
- with third party vendors who process data on our behalf to support our business, such as email service providers, video viewing service providers, or payment processors;
- with our affiliates or as part of a corporate sale, merger, or acquisition, or a bankruptcy proceeding;
- pursuant to a subpoena, court order, governmental inquiry, or other legal process or as otherwise required by law, or to protect our rights or the rights of third parties; or
- with your consent or as otherwise disclosed at the time of data collection or sharing.

We may provide third-party advertisers with information relating to their advertisements and how their advertisements are performing, but we do not share information that personally identifies you unless you give us permission. We may share information that has been de-identified or aggregated without limitation.

### **4. DIGITAL ADVERTISING & ANALYTICS**

We may also work with third parties that collect data about your use of the Services and other sites or apps over time for non-advertising purposes. We may partner with ad networks and other ad serving providers that serve ads on behalf of us and others on non-affiliated platforms. Some of those ads may be personalized, meaning that they are intended to be relevant to you based on information that such advertising providers collect about your use of Services and other sites or apps over time, including information about relationships among different devices.

### **5. THIRD-PARTY LINKS AND TOOLS**

The Services may provide links to third-party websites or apps. We do not control the privacy practices of those websites or apps, and they are not covered by this Privacy Policy. You should review the privacy policies of other websites or apps that you use to learn about their data practices. The Services may also include integrated social media tools or “plug-ins,” such as social networking tools offered by third parties.

If you use these tools to share personal information or you otherwise interact with these features on the Services, those companies may collect information about you and may use and share such information in accordance with your account settings, including by sharing such information with the general public. Your interactions with third-party companies and your use of their features are governed by the privacy policies of the companies that provide those features. We encourage you to carefully read the privacy policies of any accounts you create and use.

### **6. YOUR CHOICES**

You may update or modify your information or change your privacy preferences by changing your preferences within your OutFit account settings. You may opt-out of receiving marketing emails from us by using the unsubscribe link within the email itself, or by updating your email preferences within your account settings menu. If you are a California resident, please see our “California Privacy Notice” for more information about your rights.

## **7. COOKIES & SIMILAR TECHNOLOGIES**

We use cookies and similar technologies in connection with your use of our Services to collect information related to what you see and interact with on our Site and when using our Services. Cookies are small text files that are placed in your browser that help us perform a variety of tasks related to our Services. We use this technology to provide, develop, maintain, and protect our Services, as well as to perform analytics and research about the use of our Services. For example, we use certain cookies to enable functionality, such as loading pages, and other cookies to personalize your experience by remembering who you are, or recognize you after you log in. We may use certain cookies to collect data in order to infer your interests and deliver relevant advertising to you. You can control cookies in your browser through your browser settings, but note that if you block cookies some features may not function properly. Unless required by law, we do not change system behavior within our Services in response to browser requests not to be tracked.

## **8. DATA RETENTION**

We will keep your information only for as long as necessary to fulfill the purposes for which we are processing your information unless the law permits or requires us to retain your information for a longer period. For example, we keep account information for as long as the account is active, and for a reasonable period thereafter to ease reactivation if you choose to reactivate your account. We also will retain de-identified information after your account has been deleted. Information you have shared with others will remain visible after your account has been deactivated or deleted and after the information has been deleted from your own profile or account.

## **9. INTERNATIONAL VISITORS**

This Section applies to those that visit our Services from the European Economic Area (“*EEA*”), United Kingdom, or Switzerland. We process personal information with your consent or when we process personal information submitted to the Services for specified purposes. On other occasions, we may process personal information when we need to do this to fulfill a contract (for example, for billing purposes) or where required to do this by law.

If necessary, we may process personal information when it is in our legitimate interests to do this (*e.g.*, to provide membership services, deliver direct marketing, personalization, or for fraud detection) and when these interests are not overridden by your data protection rights. The personal information we collect may be transferred to and maintained on servers or databases located outside your state, province, country, or jurisdiction, where the privacy laws may not be as protective as those in your location. We enter into standard contractual clauses with data processors who transfer personal information outside of the EEA on its behalf. In other instances, we transfer your personal information because it is necessary to do so to fulfill an agreement with you. If you are located outside of the United States, please be advised that we process and store personal information in the United States.

Depending on the type of information and our purposes for collecting and using it, you have the following rights:

- to request access to the personal information we hold about you;
- to request that we rectify or erase your personal information;
- to request that we restrict or block the processing of your personal information;
- under certain circumstances, to receive personal information about you that we store and transmit to another without hindrance from us, including requesting that we provide your personal information directly to another (*i.e.*, a right to data portability); and
- where we previously obtained your consent, to withdraw consent to processing your personal information.

To exercise these rights, please contact us at [contactus@outfittraining.com](mailto:contactus@outfittraining.com). Please note we may be unable to afford these rights to you under certain circumstances, such as if we are legally prevented from doing so. You have the right to lodge a complaint against us. To do so, contact the supervisory authority in your country of residence.

## **10. CHANGES TO OUR PRIVACY POLICY**

We may change this Privacy Policy from time-to-time. The most current version of our Privacy Policy will govern our use of information about you. If we make any material changes to this Privacy Policy, we will notify you via email or by posting a notice on our Services to offer you an opportunity to review the changes before they become effective. Your continued use of our Services following our posting of any changes to this Privacy Policy means that you accept those changes. We encourage you to review our Privacy Policy whenever you visit the Site or use the OutFit App to stay informed about our information practices and the ways you can help protect your privacy.

## **11. CONTACT US**

If you have questions or comments about this Privacy Policy, please email us at [contactus@outfittraining.com](mailto:contactus@outfittraining.com).

## **12. CALIFORNIA PRIVACY NOTICE TO CALIFORNIA RESIDENTS**

### **YOUR CALIFORNIA PRIVACY RIGHTS- CALIFORNIA CONSUMER PRIVACY ACT (“CCPA”)**

This California Privacy notice supplements our Privacy Policy as required by the CCPA. Terms used in this notice have the same meanings ascribed to such terms in the CCPA and the regulations of the Attorney General implementing the CCPA, unless otherwise designated herein.

If you are a California resident, California law may provide you with additional rights regarding our use of your Personal Information. California Privacy laws require that we provide California residents information about how we use their personal information, whether collected online or offline, and this section is intended to satisfy that requirement.

California’s “Shine the Light” law (Civil Code Section § 1798.83) permits users of our App that are California residents to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to [contactus@outfittraining.com](mailto:contactus@outfittraining.com) or write us at:

MyOutFit, LLC

8958 W State Road 84 #1070

Fort Lauderdale, Florida 33324

### **Categories of Personal Information that We Collect, Disclose, and Sell**

Below we identify the categories of personal information that we collect about California consumers and households, the purposes for which we use each category, and whether we disclose or sell information within each category.

Please note our data collection practices set forth below are not different than those described above; the California Consumer Privacy Act (“CCPA”) specifies particular information that we need to discuss in our Privacy Policy, and, in this section, we have reorganized the discussion above into the categories as outlined by the CCPA.

<b>Categories of Personal Information</b>	<b>Do We Collect?</b>	<b>Do We Disclose for Business Purposes?</b>	<b>Do We Sell or May We Sell?</b>
<b>NAME, CONTACT INFORMATION AND</b>	YES	NO	NO

<b>IDENTIFIERS:</b> Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol (IP) address, email address, account name, or other similar identifiers.			
<b>PROTECTED CLASSIFICATIONS:</b> Characteristics of protected classifications under California or federal law such as sex, age, and disability.  <i>For example, we collect sex and age information from members.</i>	YES	NO	NO
<b>PURCHASE HISTORY AND TENDENCIES:</b> Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.  <i>For example, we collect information about your preferred studios and your workout package purchase history.</i>	YES	NO	NO
<b>BIOMETRIC INFORMATION:</b> Physiological, biological or behavioral characteristics that can be used alone or in combination with each other to establish individual identity, including gait patterns or rhythms, and sleep, health, or exercise data that contain identifying information.  <i>For example, we collect your heartrate information.</i>	YES	NO	NO
<b>USAGE DATA:</b> Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a	YES	NO	NO

<p>resident's interaction with an internet website, application, or advertisement.</p> <p><i>For example, we automatically collect information when you visit our Site, such as the pages you view.</i></p>			
<p><b>GEOLOCATION DATA:</b> Precise geographic location information about a particular individual or device.</p> <p><i>For example, we collect your mobile device's location information to help you find nearby studios.</i></p>	YES	NOE	NO
<p><b>AUDIO/VISUAL:</b> Audio, electronic, visual, or similar information.</p> <p><i>For example, we may video record parlor activity for our own marketing and social media content.</i></p>	YES	NO	NO
<p><b>EMPLOYMENT HISTORY:</b> Professional or employment-related information.</p>	NO	NO	NO
<p><b>PROFILES AND INFERENCES:</b> Inferences drawn from any of the information identified above to create a profile about a resident reflecting the resident's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.</p>	NO	NO	NO

***Right to Opt-Out.*** California residents have the right to opt-out of our “Sale” of their personal information. California defines the term “Sale” broadly, and includes, our selling, renting, releasing, disclosing, disseminating, making available, transferring or otherwise communicating (collectively a “Sale”) California residents’ personal information to another business or third party for monetary or other valuable consideration. Please note that while some of our sharing of personal information may be a “Sale” as defined by CCPA, we do not sell personal information for

monetary compensation. California residents may exercise their right to opt-out the Sale of their personal information by contacting us at [contactus@outfittraining.com](mailto:contactus@outfittraining.com).

***Right to Opt-In.*** We do not sell personal information about residents who we know are younger than 16 years old.

***Notice at Collection.*** We are required to notify California residents, at or before the point of collection of their personal information, the categories of personal information collected and the purposes for which such information is used.

***Verifiable Requests to Delete, and Requests to Know.*** Subject to certain exceptions, California residents have the right to make the following requests, at no charge, up to twice every 12 months:

Right to Deletion: California residents have the right to request deletion of their personal information that we have collected about them, subject to certain exemptions, and to have such personal information deleted, except where necessary for any of a list of exempt purposes.

Right to Know – Right to a Copy: California residents have the right to request a copy of the specific pieces of personal information that we have collected about them in the prior 12 months and to have this delivered, free of charge, either (a) by mail or (b) electronically in a portable and, to the extent technically feasible, readily useable format that allows the individual to transmit this information to another entity without hindrance.

Right to Know – Right to Information: California residents have the right to request that we provide them certain information about how we have handled their personal information in the prior 12 months, including the:

- Categories of personal information collected;
- Categories or sources of personal information;
- Business and/or commercial purposes for collecting or selling their personal information;
- Categories of third parties/with whom we have disclosed or shared their personal information;
- Categories of personal information we have disclosed or shared with a third party for a business purpose;
- Categories of third parties to whom the residents' personal information has been sold and the specific categories of personal information sold to each category of third party.

***Submitting Requests.*** Requests to exercise the Right to Deletion, Right to a Copy, and/or the Right to Information may be submitted by California residents by contacting us at [contactus@outfittraining.com](mailto:contactus@outfittraining.com). We will respond to verifiable requests received from California consumers as required by law.

***Right to Non-Discrimination, and Incentives.*** The CCPA prohibits discrimination against California residents for exercising their rights under the CCPA and imposes requirements on any financial incentives offered to California residents related to their personal information.

Discrimination: Businesses may not discriminate against residents who exercise their rights under CCPA. Discrimination may exist where a business denies or provides a different level or quality of goods or services, or charges (or suggests that it will charge) different prices or rates or impose penalties on residents who exercise their CCPA rights, unless doing so is reasonably related to the value provided to the business by the residents' data.

Disclosure of Incentives: If businesses offer any financial incentives for the collection, sale or deletion of California residents' personal information, residents have the right to be notified of any financial incentives offers and their material terms, the right not to be included in such offers without prior informed opt-in consent, and the right to be able to opt-out of such offers at any time. Businesses may not offer unjust, unreasonable, coercive or usurious financial incentives. We do not offer any financial incentives at this time.

## **ADDITIONAL DISCLOSURES FOR NEVADA RESIDENTS**

Nevada consumers may submit requests directing a business not to sell certain kinds of personal information that the business has collected or will collect about the consumer. A sale under Nevada law is the exchange of personal information for monetary consideration by the business to a third party for the third party to license or sell the personal information to other third parties. If you are a Nevada consumer and wish to submit a request relating to our compliance with Nevada law, please contact us at [contactus@outfittraining.com](mailto:contactus@outfittraining.com).

Legal Entity:

MyOutFit, LLC

8958 W State Road 84 #1070

Fort Lauderdale, Florida 33324