

# Privacy Policy

Last updated: August 01, 2014

This Privacy Policy explains how information about you is collected, used and disclosed by LockOnFitness.com (Lock On Fitness). This Privacy Policy applies to information we collect when you use our websites, mobile applications and other products and services (collectively, the "Services") or when you otherwise interact with us.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the "Last Updated" date at the top of this policy and, in some cases, we may provide you with additional notice (such as by adding a statement to our homepage or by sending you a notification). We encourage you to review our Privacy Policy whenever you access the Services to stay informed about our information practices and the ways you can help protect your privacy.

## COLLECTION OF INFORMATION

### Information You Provide to Us

We collect information you provide directly to us. For example, we collect information when you create an account, participate in any interactive features of the Services, participate in a survey, contest or promotion, subscribe to a newsletter or email list, purchase or access content through the Services, refer others to the Services, apply for a job, interact with us via third party social media sites, request customer support or otherwise communicate with us.

The types of information we may collect include your name, email address, username, password, postal address, phone number, payment information (such as your credit or debit card), and any other information you choose to provide.

In some cases, we also may collect information you provide about others. For example, if you refer a friend or family member to the Services, we may collect certain information such as the email address of the recipient.

### Information We Collect Automatically When You Use the Services

When you access or use our Services, we automatically collect information about you, including:

- **Log Information:** We log information about your use of the Services, including your Internet Protocol ("IP") address, web request, access times, pages viewed, content you purchase, access, web browser, links clicked, and the page you visited before navigating to the Services.
- **Information Collected by Cookies and Other Tracking Technologies:** We use various technologies to collect information. This may include sending cookies to your computer or mobile device. Cookies are small data files stored on your hard drive or in device memory that help us to improve our Services and your experience, see which areas and features of our Services are popular, and count visits. We may also collect information using web beacons (also known as "tracking pixels"). Web beacons are electronic images that may be used in our Services or emails and help deliver cookies, count visits, understand usage and campaign effectiveness, and determine whether an email has been opened and acted upon.

## USE OF INFORMATION

We may use information about you for various purposes, including to:

- Provide, maintain, and improve our Services;
- Provide and deliver the services you request, process transactions and send you related information, including confirmations and invoices;
- Send you technical notices, updates, security alerts, and support and administrative messages;
- Respond to your comments, questions and requests, and provide customer service;
- Communicate with you about products, services, offers, promotions, and events offered by Lock On Fitness and others, and provide news and other information we think will be of interest to you;

- Monitor and analyze trends, usage, and activities in connection with our Services;
- Personalize and improve the Services, and provide advertisements, content or features that match your interests and preferences;
- Process and deliver contest or promotion entries and rewards;
- Link or combine with information we receive from others to help understand your needs and to provide you with better service; and
- Carry out any other purpose for which the information was collected.

We also may share aggregated or de-identified information, which cannot reasonably be used to identify you. We **WILL NOT** sell your contact information (email address, postal address, phone number, etc.) to third parties.

## **ADVERTISING AND ANALYTICS SERVICES PROVIDED BY OTHERS**

We may allow others to serve advertisements on our behalf across the Internet and to provide analytics services. These entities may use cookies, web beacons and other technologies to collect information about your use of the Services and other websites, including your IP address, web browser, pages viewed, time spent on pages, links clicked and conversion information. This information may be used by Lock On Fitness and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our Services and other websites and better understand your online activity.

For example, we may use Remarketing with Google Analytics to advertise online. This enables third-party vendors, including Google, to show our ads on sites across the Internet. Such third-party vendors, including Google, may use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on your past visits to our website. We also may use Google Display Network Impression Reporting to determine the effectiveness of certain advertising and content, and Google Analytics Demographic and Interest Reporting to better understand the demographics and interests of our users. For information about how you can opt out of Google's use of cookies for interest-based advertising, please visit [Google's Ads Settings](#).

## **SECURITY**

Lock On Fitness takes reasonable measures to help protect information about you from loss, theft, misuse, and unauthorized access, disclosure, alteration and destruction.

## **YOUR CHOICES**

### **Account Information**

You may update, correct or delete your account information at any time by logging into your online account and selecting the Manage Account option under the Membership Menu. Please note, however, that we may retain certain information as required by law or for legitimate business purposes. We also may retain cached or archived copies of information about you for a certain period of time.

### **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Removing or rejecting browser cookies does not necessarily affect third-party flash cookies used in connection with our Services. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Services.

## **CONTACT US**

If you have any questions about this Privacy Policy, please contact us through the [Contact Us](#) page on the website.