

LION AND LAMB FITNESS

WEBSITE PRIVACY POLICY

Section 1. INTRODUCTION

This Website Privacy Policy (“**Privacy Policy**”) outlines Lion and Lamb Fitness (“**Lion and Lamb Fitness**”, “**we**”, “**us**”, or “**our**”) privacy practices that apply to the services (collectively, the “**Services**”) we provide through its website, other related websites, and mobile applications (collectively, the “**Site**”).

By using Lion and Lamb Fitness’s Services, Sites, apps, products, features, tools or resources, you agree to the terms of this Privacy Policy and our Terms and Conditions. You may refuse or withdraw your consent at any time; however, we may not then be able to provide you with our full range of products and services. You may not use the Sites, apps, or our Services if you do not agree to the Privacy Policy.

Section 2. INFORMATION COLLECTED

Lion and Lamb Fitness collects information about you in the following ways: (1) information automatically collected when you use the Site and Services; (2) information you voluntarily provide to us; and (3) information collected from third parties.

The information we collect through your use of the Site may include, but is not limited to:

- Personally identifiable information, such as name, age, telephone number, email address, address, zip code, username, password, billing information, and other demographic information;
- Your transaction history relating to the purchase of certain products or other information you wish to share with us and integrate with the Site;
- Fitness-related information provided in the membership process, such as your height, weight, general fitness-related goals or other information helpful to achieving your fitness goal;
- Information regarding training sessions, classes, or other information regarding your utilization of services;
- Information provided by you when you participate in a survey or communication to you regarding your use of the Site, or utilizing Services;
- Information provided by you to participate in advertising contests or sweepstakes;
- Various account information related to your membership to allow you to update credit card, bank account, other payment information, or any other information regarding your profile;
- If we offer alternative sign ins, we may collect certain sign on information you have provided to third parties, such as Facebook or Twitter, when you sign on to use our Site or Apps through these third parties;
- Computer data or files, often called “cookies,” which may be sent by your web browser and stored on an individual computer to allow our server to “recognize” you through the navigation of the Site;

LION AND LAMB FITNESS

- Computer data files, often called “web beacons” that are collected from emails or links on third-party sites that allow our server to evaluate the popularity of those links or the information contained in emails or on third-party sites; and
- Your IP address to measure our website traffic and to help provide a more personalized experience.

Lion and Lamb Fitness may also collect non-personally identifiable information that is made available by web browsers and servers, such as the browser type, referring site, date and time of access, the kind of computer or mobile device you use, your IP address, web pages you view, geographic location and other information about how you use the Site. This information allows Lion and Lamb Fitness to understand how visitors use its Site.

By using the Site and Services, you are giving us permission to use and store such information consistent with this Privacy Policy.

Section 3. HOW WE USE YOUR INFORMATION

Lion and Lamb Fitness may de-identify information for the purposes of monitoring and improving products and services, to provide customized services or technologies, and for any other purpose referenced in this Privacy Policy.

We may use your information for the following purposes (subject to applicable legal restrictions):

- To provide you with access to the Services
- To send you promotional materials about the Site and Services
- To conduct quality reviews of the Site and Services
- To create non-personally identifiable information, such as aggregate statistics relating to the use of the Service
- To notify you when Site updates are available
- To better understand how users access and use the Site and Services, on an aggregated and individualized basis, in order to improve the Site
- For research and analytical purposes
- For any other purpose for which you give us authorization

Section 4. HOW WE SHARE INFORMATION

Third-Party vendors: We employ other companies and individuals to perform functions on our behalf. We may disclose your information to third parties for the following purposes, including tracking purposes, to charge your credit card (or process your check or money order, as appropriate), fill your order, improve the functionality of our site, perform statistical and data analyses, deliver your order and deliver promotional emails to you from us, removing repetitive information from customer lists, providing marketing assistance and targeted advertising, and providing customer service. For example, we must release your credit card number to confirm payment; and release your mailing address information to the delivery service to deliver products that you ordered. They have access to personal information needed to perform their functions, but may not use it for other purposes.

LION AND LAMB FITNESS

Business Transfers: If Lion and Lamb Fitness is acquired by or merged with another company, if substantially all of our assets are transferred to another company, or if we are a part of a bankruptcy proceeding, we may transfer the information that we have collected from you to the other company.

Legal Proceedings: We may disclose information we collect from you in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a subpoena in compliance with applicable privacy laws.

To Protect Lion and Lamb Fitness and Others: Lion and Lamb Fitness will disclose Personal information when it believes in good faith that such disclosures will help to enforce any of our Terms and Conditions, protect your safety or security, including the safety and security of property that belongs to you, and/or protect the safety and security of our Site, or Lion and Lamb Fitness, and/or third parties, including the safety and security of property that belongs to affiliated providers rendering services related to the Site or third parties.

Aggregate and De-Identified Information: Lion and Lamb Fitness may combine demographic and other information about our users, obtained from registration forms and/or user profiles, to create “aggregate data.” All personally identifiable information will be removed from this data before disclosing such data to third parties. Aggregate data disclosed to third parties will not contain any information that can be used to identify or contact our users.

Section 5. COLLECTING DATA

Lion and Lamb Fitness may use cookies and other tracking mechanisms or contract with a third party to help manage and optimize our Internet business and communications. Website tracking services help websites to measure the effectiveness of advertising and how visitors use a website through the use of web beacons and cookies provided by such company. The type of information we may collect includes, but is not limited to, the pages visited and links clicked by users. By supplementing our records, this information would help us to learn things such as what pages are most useful and attractive to our visitors and which of our tools and information most interest our visitors.

Cookies involve a string of information that the Site stores on a visitor’s computer hard drive, and that the visitor’s browsers provides to the Site each time the visitor returns. Lion and Lamb Fitness uses cookies to identify and track visitors and usage of the Site, track preferences, for promotional campaigns, and in certain other cases. You may configure your browser to accept or reject cookies, or to notify you when a cookie is being used. If cookies are rejected, certain features of the Site may not function properly without the aid of cookies.

Lion and Lamb Fitness may also utilize automated devices and applications, such as Google Analytics, to understand how visitors interact with the Site. Non-personally identifiable data may be shared with these applications.

LION AND LAMB FITNESS

Section 6. HOW YOU CAN CONTROL THE INFORMATION WE COLLECT AND SHARE

You may choose whether to disclose personal information or other information to Lion and Lamb Fitness, however, access to the Site or to the Services may be limited under those circumstances.

You may contact us via e-mail or telephone to:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

You may always direct us not to share your personal information with third parties, not to use your personal information to provide you with information or offers, or not to send you newsletters or promotional e-mails by contacting us as provided for below. It may take up to ninety (90) days from the date we received your request for your opt-out choices to be fully effective.

Certain information may be retained as required by law or for necessary business purposes.

Section 7. SAFEGUARDING INFORMATION

Lion and Lamb Fitness makes every reasonable effort to protect your information. All employees, agents or representatives that act on our behalf are contractually obligated to keep all information deserving legal protection confidential and private. You provide your personal information to us at your own risk. You acknowledge that: (1) there are security and privacy limitations in computer systems and on the Internet which are beyond our control; (2) the security, integrity, and privacy of any and all information and data exchanged between you and us through the Sites, including personal information, cannot be guaranteed; and (3) any such information and data, including personal information, may be viewed or tampered with by a third party while such information or data is being used, transmitted, processed, or stored. We collect, maintain, utilize and disclose your information only as required by law and as described in this Privacy Policy.

Section 8. THIRD PARTY SITES

This site may contain links to third-party website. Lion and Lamb Fitness is not responsible for the content of linked third-party websites and does not make any representations regarding the privacy practices of, or any information or product or accuracy of materials found on such third-party websites. If you decide to access any of the third-party websites linked to this Site, you do so entirely at your own risk.

Section 9. A SPECIAL NOTE ABOUT CHILDREN AND MINORS

We are committed to protecting the privacy of children. The parent or guardian is solely responsible for providing supervision of the minor's use of the Site. The parent or guardian assumes full responsibility for ensuring that any registration information is kept secure and that the information submitted is accurate. The parent or guardian also assumes full responsibility for

LION AND LAMB FITNESS

the interpretation and use of any information or suggestions provided through Lion and Lamb Fitness or its Site for the minor.

Section 10. CHANGES TO OUR PRIVACY STATEMENT

We reserve the right to modify this Privacy Policy at any time, effective upon posting. Your continued use of this Site following such changes will be deemed to be an acceptance of and acknowledgement to be bound by any changes. By using the Site, you are agreeing to our collection, use and disposal of Personal information and other data as described in this Privacy Policy, both as it exists now and as it is changed from time to time.

Section 11. QUESTIONS AND HOW TO CONTACT US

If you have any questions, concerns, complaints or suggestions regarding our Privacy Policy or otherwise need to contact us, you may contact us through any of the following:

Address	Telephone	E-Mail
Lion and Lamb Fitness LLC		