



VeriFit Privacy Policy

Please note that our Privacy Policy has modified as of 12/8/2022.

Overview

At VeriFit LLC, protecting our user's privacy and security is a top priority. This privacy policy tells you how we use personal information collected at www.getverifit.com (the "Site"). Please read this privacy policy before using the Site or submitting any personal information through the Site. **BY USING THE SITE, YOU ARE ACCEPTING THE PRACTICES DESCRIBED IN THIS PRIVACY POLICY AND THE TERMS OF USE AGREEMENT AND OTHER AGREEMENTS POSTED ELSEWHERE ON THE SITE.** These practices may be changed, but any changes will be posted and changes will only apply to activities and information on a going forward, not retroactive basis. You are encouraged to review the privacy policy whenever you visit the Site to make sure that you understand how any personal information you provide will be used.

Note: the privacy practices set forth in this privacy policy are for the Site only. If you link to other websites, please review the privacy policies posted at those websites.

Aggregate Data

We gather certain generic information with respect to user's use of the Site, such as the number of unique visitors, the frequency with which they visit, and the areas on the Site that they favor. These statistics are very much like television ratings that tell the networks how many people tuned in to a program. We only use this type of data in aggregate, that is we look at the data on a collective basis, in summary form, rather than on an individual basis. This data helps us determine the extent to which our users use certain parts of the Site, which, in turn, enables us to make it as appealing as possible. We may also provide statistical "ratings" about how our users collectively use the Site to advertisers, sponsors, and other companies with which we do business ("Partners"). We do this so they, too, can understand how often people use their areas of the Site in order for them to provide you with the best possible experience. These statistical ratings do not contain any personally identifiable information about you or any of our users.

Cookies

We use a technology nicknamed "cookies" on the Site. Cookies are pieces of information or data sent to your browser from a web server and stored on your computer's hard drive for record-keeping purposes. We use cookies to make your visit to the Site easier. For example, cookies allow us to recognize you when you re-enter the Site so that you will not have to sign-in each time you visit. Cookies also allow us to count the number of unique and return visitors who use the Site. Most browsers are initially set up to accept cookies. If you prefer, you can reset your browser to notify you when you've received a cookie or, alternatively, to refuse to accept cookies. It is important to note that you may not be able to use certain features on the Site if you choose not to accept cookies. Cookies can also enable us to track and target the interests of our members to enhance their experience on the Site.

Third Party Advertiser Cookies

We use third-party advertising companies to provide and service our advertisements on the Internet. These third-party advertising companies may employ cookie and clear gif technology (also known as pixel gifs, clear tags, web bugs or web beacons) to measure and improve the effectiveness of advertisements for their clients. To do so, these companies may use anonymous information about your visits to the Site and other Sites. This information may include date/time of banner ad shown, the banner ad that was shown, their cookie, the IP address. This information can also be used for online preference marketing purposes. VeriFit LLC does not use or have access to this information.

If you want to prevent a third-party advertiser from setting and/or reading cookies on your computer, currently you may either visit each ad network's Site individually and opt out or visit the Site of the Network Advertising Initiative ("NAI") to opt-out of all network-advertising cookies. [Click here](#) for the NAI gateway opt-out site. This Site will also allow you to review the third-party advertising companies' privacy policies.

IP Addresses

We collect and analyze traffic on the Site by keeping track of the IP addresses of our visitors. IP addresses are unique numeric identifiers that are assigned to each computer browser accessing the Internet. An IP address, by itself, cannot identify you personally. However, when combined with other information provided by your Internet Service Provider (ISP), your IP address can be used to identify the computer originating a message.

Collection and Distribution of Information

We collect personally identifiable information, including, but not limited to, names, postal addresses, email addresses, and information necessary to provide Service (as defined in the Terms of Use Agreement posted elsewhere on the Site), when voluntarily submitted. If you elect to engage with Trainers or Clients, depending on whether you are a Trainer or a Client, you will be required to provide us with certain personal information, including your name, e-mail address, credit card number, expiration date, and billing address (this required information is subject to change from time to time), and banking information. There will also be opportunities for you to provide us with additional information regarding your preferences and interests; this information, however, is not required and is completely optional on your part.

If you have provided us your consent, we will use the information we have collected about you:

- To send personalized, targeted information that we think Clients or Trainers will find relevant, either from VeriFit LLC;
- To include targeted advertising within such messages;
- To send promotions or coupons based upon the members interests;
- To contact the user for feedback and surveys; and
- To send the user other information about VeriFit LLC.

If you do not wish to receive such communications, you can send an e-mail to info@GetVeriFit.com and you will be removed from the list. In addition, e-mails and newsletters from the Site will allow you to opt out of future mailings.

Distribution of Information

We may share information with governmental agencies or other companies assisting us in fraud prevention or investigation. We may do so as described in the Terms of Use Agreement, and:

- To comply with legal process such as a search warrant, subpoena or court order;
- To protect the company's rights and property;
- To investigate reports of members sending material using a false e-mail address or members sending harassing, threatening, or abusive messages;
- To protect against misuse or unauthorized use of the Site and/or the VeriFit LLC service; or
- During emergencies, such as when we believe someone's physical safety is at risk.

The information is not provided to these companies for marketing purposes.

Commitment to Data Security

Your personally identifiable information is kept secure. We will use commercially reasonable efforts to permit only authorized employees, agents and contractors (who have agreed to keep information secure and confidential) to have access to your information, and to help safeguard personal information from unauthorized access, alteration or disclosure.

Mandatory Communications

VeriFit LLC reserves the right to communicate with you from time to time about important administrative, policy, legal, credit card, billing matters, which will affect your use of the Services, including without limitation any alleged violations of our Terms of Use Agreement; these communications are mandatory.

Sale of Assets

In the event that VeriFit LLC and/or its units or subsidiaries are ever sold, acquired, merged, liquidated, reorganized, or otherwise transferred, we reserve the right to transfer our user databases together with any personally identifiable information contained therein, to the party acquiring VeriFit LLC's assets. In the event we do so, we will place a prominent notice of the sale on the homepage of the Site, with links to information as to how you can change your privacy preferences.

Use Common Sense in All Your Online Activities

Even the best policy can't protect your online privacy and security in all circumstances. Unscrupulous advertisers, hackers, and scam artists are constantly searching the Internet looking for new targets. Your best protection is to understand the limits to privacy on the Internet and use common sense in all of your on-line activities.

Be aware that e-mail is an inherently unsecure form of communication. Remember that third parties are sometimes able to illegally intercept your unencrypted messages.

Anytime you visit a chat room or post a message to an on-line bulletin board, your e-mail address can be accessed by advertisers looking to compile lists for unsolicited commercial e-mail (also known as spam). Be sure that you only disclose your e-mail address in circumstances in which it is safe to do so.

Beware of scams in which persons unknown to you request your screen name, password, or credit card information. Make sure you verify the identity of anyone asking for personal information. Always monitor your children's on-line activities and educate them as to the rules for safe Internet use.

Children's privacy

Although the Site is available to general audiences, the Site is not directed to children, and we restrict the use of Services available through the Site to individuals age 18 and above. As per the Children's Online Privacy Protection Act (15 U.S.C. 6501, *et seq.*), we do not knowingly collect or maintain personal information from persons under the age of 13.

Privacy Contact Information

If you have any questions, concerns, or comments about our privacy policy you may contact us using the information below:

By e-mail: info@GetVeriFit.com

By Phone: 678.250.0136

We reserve the right to make changes to this policy. Any changes to this policy will be posted.

Special Rules for Certain United States Jurisdictions:

Certain US States have enacted laws pertaining to personal information in order to protect citizens rights to privacy and the use of such information. This is a rapidly changing landscape and legislation is pending in several different States. It is also possible that Congress will enact national standards dealing with the matter, and such national standards may supersede state laws. In any event, it is the Company's intent to comply with all applicable laws regarding data privacy.

If you are a consumer in [California](#), certain information may be protected by the California Consumer Privacy Act of 2018, Civil Code sections 1798.100 *et seq.* and regulations thereunder, and the California Privacy Rights Act of 2020 (also known as "Proposition 24"). Under those

laws, You have the right to know what personal information the Company has, whether that information is sold or disclosed to third parties, and certain additional information. You also have the right to request deletion of your information, or to opt-out of the Company's sale of such information.

If you are a consumer in Colorado, certain information may be protected by the Colorado Privacy Act, Colorado Statutes 6-1-1301, *et seq.* Under that law, You have the right to know what personal information the Company has, to correct any such information which is erroneous, to know whether that information is sold or disclosed to third parties, and certain additional information. You also have the right to request deletion of your information, or to opt-out of the Company's sale of such information.

If you are a consumer in Virginia, certain information may be protected by the Virginia Consumer Data Protection Act, Code Section 59.1-571, *et seq.* Under that law, You have the right to know what personal information the Company has, to correct any such information which is erroneous, to know whether that information is sold or disclosed to third parties, to delete such information, and certain additional information. You also have the right to request deletion of your information, or to opt-out of the Company's sale of such information.