



Privacy Policy for the Rival Fitness Website

Effective July 1, 2012

Note: This website is for Rival Fitness LLC. References in this disclaimer to "we," "our" or "us" are references to Rival Fitness LLC. The privacy practices set forth in this privacy policy are for this website only. If you link to other websites, please review the privacy policies posted at those sites. We reserve the right to make changes to this policy. Any changes to this policy will be posted.

Our Commitment to Privacy

Your privacy is important to us. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used.

The Information We Collect

We collect personally identifiable information, like names, addresses, phone and fax numbers, email addresses, etc., when voluntarily submitted by our visitors. By submitting information on this website with your telephone number you are consenting for us to contact you even if your name is on the Federal "Do-not-call List."

What We Do With the Information We Gather

We use the information we collect to understand your needs and provide you with better service, including for the following reasons:

- We may use the information for internal record keeping.
- We may use the information to improve our overall marketing efforts.
- We may periodically send promotional email about Rival Fitness, including special offers or other information that we think you may find interesting using the email and mailing addresses that you have provided.
- From time to time, we may also use your information to contact you for marketing or research purposes. We may contact you by email, phone, fax or mail.
- We may use the information to customize the website according to your interests.

The website may use cookie and tracking technology to gather information such as browser type and operating system, tracking the number of visitors to the website, and understanding how visitors use the website. Cookies can

also help customize the website for visitors. Personal information cannot be collected via cookies and other tracking technology; however, if you previously provided personally identifiable information, cookies may be tied to such information. You can choose to disable or selectively turn off our cookies or third-party cookies in your browser settings.

Our Commitment to Data Security

Your personally identifiable information is kept secure. Only authorized employees, agents and contractors have access to this information.

Our Commitment to Children's Privacy

Protecting the privacy of the very young is especially important. For that reason, we never collect or maintain information at our website from those we actually know are under 13, and no part of our website is structured to attract anyone under 13.

Controlling Your Personal Information

You may choose to restrict the collection or use of your personal information by writing to or emailing us at info@RivalFitnessSeattle.com. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law. If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.