



**FITNESS FOR FIFTY+**  
REDEFINING FITNESS AFTER FIFTY

## Privacy Policy

Effective Date: March 1, 2025

### 1. Introduction

Welcome to **Fitness for Fifty Plus**. Your privacy is important to us, and we are committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, use, and safeguard your data when you visit our website.

### 2. Information We Collect

- **Personal Information:** Name, email address, phone number, and payment details when you register for programs or purchase products.
- **Health and Fitness Data:** Information voluntarily provided related to your fitness goals and progress.
- **Automatically Collected Data:** IP address, browser type, device information, and website usage data through cookies and similar tracking technologies.

### 3. How We Use Your Information

- To provide and personalize fitness programs and services.
- To communicate with you regarding updates, promotions, and customer support.
- To improve our website and services.
- To process payments and manage subscriptions.
- To comply with legal obligations.

### 4. How We Share Your Information

We do not sell your personal information. However, we may share your data with:

- Trusted third-party service providers who assist with payment processing, website hosting, and marketing.
- Legal authorities if required by law.
- Business partners with your explicit consent.

### 5. Data Security

We implement industry-standard security measures to protect your information. However, no online transmission is entirely secure, and we encourage users to take necessary precautions.

### 6. Your Rights

- Access, update, or delete your personal information.



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- Opt-out of marketing communications.
- Restrict or object to certain data processing activities.
- Request a copy of the data we hold about you.

To exercise these rights, contact us at [FitnessForFiftyPlus@gmail.com](mailto:FitnessForFiftyPlus@gmail.com).

### **7. Third-Party Links**

Our website may contain links to third-party sites. We are not responsible for their privacy practices and encourage you to review their policies.

### **8. Changes to This Policy**

We may update this Privacy Policy periodically. Continued use of our services constitutes acceptance of these changes.