

Privacy Policy | Updated January 2024

Privacy Policy for Ascend Fitness, LLC

Last Updated: 1/18/2024

At Ascend Fitness, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines the types of information we collect, how we use and safeguard your data, and your rights regarding your information.

Please read this Privacy Policy carefully to understand how we handle your personal information. By using our services or visiting our website, you consent to the practices described in this Privacy Policy.

1. Information We Collect

We may collect the following types of personal information from you:

- 1.1. **Contact Information:** When you sign up for our services or create an account, we may collect your name, email address, phone number, and physical address.
- 1.2. **Payment Information:** If you make payments for our services, we may collect your payment card information, billing address, and other relevant payment details.
- 1.3. **Health and Fitness Data:** To provide personalized fitness plans and training, we may collect information related to your health, fitness goals, medical conditions, and workout performance.
- 1.4. **Communications:** We may keep records of any communications you have with us, including email and phone correspondence.
- 1.5. **Usage Information:** We collect data about your interaction with our website and mobile applications, including your IP address, device information, and browser type.

2. How We Use Your Information

We use your personal information for the following purposes:

- 2.1. **Providing Services:** To deliver our fitness and wellness services, including personalized workouts, training plans, and class bookings.
- 2.2. **Communication:** To send you important information about our services, updates, promotions, and respond to your inquiries.
- 2.3. **Payment Processing:** To process payments and maintain financial records.

2.4. Health and Fitness Analysis: To provide you with personalized fitness recommendations, analyze your progress, and tailor our services to your needs.

2.5. Marketing: To send you information about our services, promotions, and offers. Message and data rates may apply and you may reply STOP to opt-out of messaging; reply HELP for additional messaging help. Message frequency may vary based on usage.

3. Data Security

We take data security seriously and implement reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, and destruction.

4. Data Sharing

We do not sell or share your personal information with third parties without your explicit consent, except for the following situations:

4.1. Service Providers: We may share your information with trusted third-party service providers who assist us in delivering our services.

4.2 No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

4.3. Legal Compliance: We may share your information when required by law, regulation, or legal process.

5. Your Rights

You have the right to:

5.1. Access: Request access to the personal information we hold about you.

5.2. Correction: Request correction of inaccurate or incomplete personal information.

5.3. Deletion: Request the deletion of your personal information.

5.4. Objection: Object to the processing of your personal information for marketing purposes.

5.5. Data Portability: Request the transfer of your personal information to another party.

6. Contact Us

If you have any questions or concerns about this Privacy Policy or your personal information, please contact us at:

Ascend Fitness
3514 N Oakland Ave. Shorewood, WI 53207
414-930-0098

7. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal reasons. We will notify you of any significant changes by posting a prominent notice on our website or via email.

By using our services, you agree to the terms of this Privacy Policy.

Thank you for choosing Ascend Fitness for your fitness and wellness journey. We are committed to safeguarding your privacy and providing exceptional services.

Ascend Fitness, LLC.
Amanda Fordyce, Owner