

PRIVACY POLICY

Effective Date: January 2025

1. DESCRIPTION OF SERVICE: This Privacy Policy is intended to inform You, the user and client, about the information and data gathered by Revive and Thrive Studio, LLC (“Revive and Thrive Studio,” “Us” or “We” interchangeably) when you use Revive and Thrive Studio website, mobile applications, podcast, services and other distribution platforms (the “Sites”), how We collect your information, what information We collect, how We store your information, and to the degree your information may be used. Revive and Thrive Studio takes your privacy seriously. We do not rent, sell, or share your personal information with third parties, except as listed and described below.

1.1 CONSENT: By visiting our Sites, You are consenting to the information collection, use, and sharing practices described in this Privacy Policy, as modified from time to time by us. If, for any reason, You do not agree with the content of this Privacy Policy, please stop using the Services and Sites. To access certain functionalities of the Sites, You will be required to register by providing certain information.

1.2 THIRD-PARTY PLATFORM: Part of the Revive and Thrive Studio Sites, and some associated communications are hosted in partnerships with third-party platforms. We recommend that You read the Terms of Service and Privacy Policies of any such sites that you visit.

1.3 WHAT THIS PRIVACY POLICY DOES NOT ADDRESS: This Privacy Policy does not address the data management process and policies of, and information usage policies of, other sites and/or integrations of which the Sites may be linked to, or on which a Revive and Thrive Studio service utilizes. Furthermore, this Privacy Policy does not address the data management practices and policies of, and information usage policies of other sites to which the Site may link or integrate with, as it relates to those third-party site’s compliance with federal laws and regulations.

2. DATA COLLECTION & USE: We only collect the personal data that You choose to provide during your registration process. As part of the registration process to use Revive and Thrive Studio services You need to provide Us with your full name, billing and mailing addresses, email address, phone number, and billing information, including payment processing data, and account information. You may elect to not provide any of the above information, but You may not be able to access and/or use Revive and Thrive Studio Sites, services, or certain features.

2.1 CHILDREN’S DATA: The Services are not intended to be used by children, as defined by those younger than 18 years old, and we do not knowingly collect any personal information about children. If You are the parent or guardian of a child who has provided us with their personal information, You may contact us using the contact details set out below to request that it be deleted. As of the Effective Date of this Privacy Policy, we do not have actual knowledge that we “share” or “sell” (as those terms are defined in applicable law) personal information of individuals under 16 years of age.

3. INFORMATION AND ANALYTICS WE COLLECT: The information We collect from visitors to our Sites depends on how You chose to interact with us through the Sites. For purposes of this Privacy Policy, “Personal Information” is information that can be used to identify You, such as your name, address, email address, or billing information. When You register with Us and sign into our Sites, You are not anonymous to Us.

We collect and store certain information about your interaction with Revive and Thrive Studio website and services, including cookies, IP Addresses, browser type, device type, location, Internet service provider (ISP), entry and exit pages, operating systems, time/date stamps, and other related data. Revive and Thrive Studio uses this information to improve the quality of our services only.

The following is a list of types of information we may collect and ways in which it is collected:

- **Identity Data You Provide.** When You sign up for a service that requires registration or payment, We ask you for Personal Information including your name, birth date, gender, email address, and billing address You chose to share with Us. We also collect information You provide when requesting a service, and this information may, among other things, include personal information or reveal details about your preferences. We typically store and maintain the information collected
- **User Communications.** When You send email or other communications to Revive and Thrive Studio, including customer support. We retain those communications to process your request and improve our service.
- **Logged Information:** We automatically collect and store some information that You do not actively provide, such as your internet protocol (IP) address, software, and hardware attributes such as your browser type, the date and time of your visit, and the last website you visited prior to visiting the Sites. This information is used to enhance the services We provide to You.
- **Cookies.** When You visit the Sites, We send one or more cookies (small text files providing information about your interactions with the Services) to your computer that uniquely identifies your browser. Most browsers are initially set up to accept cookies, but You can change your browser's settings to refuse all cookies or to indicate when a cookie is being sent. Cookies may contain account information such, but not limited to information about how you access and use our Site and your account, including device information, browser information, information about your network connection, your IP address and other information regarding your interaction with the Services, and your username and password if You opt in to the automatic login option. Note that if You choose to decline cookies via your browser, You will have some limitations in using Revive and Thrive Studio services. Additionally blocking Cookies may not completely prevent how we share information with third parties such as our advertising partners.

4. HOW WE USE THE INFORMATION WE COLLECT: In general, Revive and Thrive Studio uses personal and other information collected through the Sites to fulfill your requests for services, contact You, customize content, and improve our services. More specifically, We use personal and other information as follows:

- **Provide Services.** Personal and other information is anonymously shared with our selected suppliers, service providers and partner sites in connection with providing services to you. For example, We may provide such information to third parties in connection with operating and maintaining the Sites, fulfilling your requests for services, *processing credit card payments*, performing business and sales analysis, and offering contests or conducting surveys.
- **Communicate.** We use your personal information to communicate with You generally, for example to respond to a query from You, or to provide You with updates or information concerning our services or the services of other companies that We believe You may be interested in. For information regarding opting out of some of these communications, please see "Your Choices" below.

- **Improve Usability.** We use cookies to improve the quality of our service by storing user preferences and tracking user trends, such as how people use the Sites. We also use other Internet technology, as described above under “Information We Collect.”
- **Complying with the Law:** We disclose personal and other information if We have a good-faith belief that the disclosure is reasonably necessary to comply with the law, legal process or an enforceable government request; to enforce applicable terms of use for our services; to detect, prevent or otherwise address illegal activity, fraud, or security issues; or to protect the property or safety of our users, Revive and Thrive Studio, or the public as required or permitted by law.
- **Business Transaction:** We may disclose your personal data to third parties in the event We sell or buy business assets, at which point We may disclose your personal data to the prospective seller or buyer as part of the transaction.
- **Marketing:** We may use your personal data to contact You about our latest news, our products, and/or our Services (as further defined in the Terms of Service). You will receive marketing communications from Us if You have subscribed to receive marketing communications from Us, and You have not opted out of receiving that marketing when You provide us with your email address.

5. HOW LONG WE KEEP YOUR PERSONAL DATA: We will hold your personal information on our systems only for as long as required to provide You with the services you have requested, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if We reasonably believe there is a prospect of litigation in respect to Our relationship with You. In some circumstances (1) You can ask us to delete your data: see ‘Your Choices below for further information; or (2) We may anonymize your personal data (so that it can no longer be associated with You) for research or statistical purposes, in which case We may use this information indefinitely without further notice to You.

6. YOUR RIGHTS AND CHOICES: As a user of the Sites, You have the following options:

- **Account Review.** If you have an account with Us, You can review, update, and/or correct your account information (such as your name and contact information) online by making the appropriate selections or changes. We make good faith efforts to provide You with access to your personal information and the ability to correct the information if it is inaccurate or to delete it at your request (if it is not required to be retained by law or for legitimate business purposes). We require users to reliably identify themselves and the information they wish to access, correct, or remove before processing these requests, and We may decline to process requests that We believe in good faith are unreasonable or unduly burdensome (such as requests that are repetitive, require disproportionate technical effort, jeopardize the privacy of others, or would be impractical to satisfy).
- **Service Review.** You can add, edit, pause, or remove services that You have subscribed to by logging into the Sites.
- **Deactivate Account.** You can deactivate your account with Us at any time by making the appropriate selections. If You deactivate your account and later wish to reopen it and again receive services from Us, You may be required to re-enter your account information and re-subscribe to any services you wish to receive. However, if You deactivate your account, We may retain certain information associated with your account for record keeping. Further, We generally do not remove information that You have made publicly available, and information that has already been provided to third parties as described in this Privacy Policy may be retained by those third parties and will be subject to their policies, and not this Privacy Policy.

- **Delete Information.** You have the right to request that we delete personal information we maintained about You.
- **Opt-Out.** If We propose to use personal information for any purposes other than those described in this Privacy Policy, We will offer You an effective way to opt out of the use of personal information for those other purposes. We do reserve the right to contact you on matters that We believe in good faith to be urgent or of particular importance even if You opt out from other communications, but these would not include marketing communications. You can exercise that right by contacting us at Hello@ReviveandThrivePilates.com

7. EMAIL NOTICE: When You register to use Revive and Thrive Studio services or by purchasing any products from a vendor using Revive and Thrive Studio services, your email will automatically be listed in Revive and Thrive Studio mailing list. You will receive welcome information, account information, and other marketing related information related to Revive and Thrive Studio services you viewed and purchased.

You may choose to opt out of receiving emails from Revive and Thrive Studio, but if You choose to do so, You may not receive technical support requests, account updates and notifications, product updates, security updates or updates to the Terms of Services of Revive and Thrive Studio as well as updates to Privacy Policy of Revive and Thrive Studio.

8. SECURITY: We employ and protect all data with SSL encryption and other security measures to ensure You that your data is protected and safe. However please be advised that while we take extra measures to protect your data and integrity of your information, We cannot guarantee that our security measures will prevent unauthorized access from occurring on either the user end, or the hosting platform end. We strongly suggest You take the proper steps to maintain the security of your account information. We highly recommend that you set a secure password for your registered account with Revive and Thrive Studio to ensure others from easily guessing your password.

At any time if You forget your account information, You may log back onto Revive and Thrive Studio website and click forgot login on the login area screen, a password reset link will be emailed to You with further steps to reset your account info.

9. CHANGES TO OUR PRIVACY POLICY: We may update this Privacy Policy from time to time. As You are a registered Revive and Thrive Studio user, We will attempt to inform You of any material changes by email. Otherwise, please check back frequently on the website for the latest and most updated privacy policy posted.

10. CHILDREN ONLINE PRIVACY PROTECTION ACT (COPPA): Revive and Thrive Studio complies with Children's Online Privacy Protection Act. We do not specifically market to children under the age of 13 years old, but We do offer certain material that can be intended for children and teens under the age of 18. If you are under the age of 18, you can use the Sites only in conjunction with, and under the supervision of, your parent or guardian who has agreed to the Terms of Use.

BY REGISTERING AS A USER OR VISITING THE SITES, YOU REPRESENT TO Revive and Thrive Studio THAT YOU WILL USE THE WEBSITE ONLY IN CONJUNCTION WITH, AND UNDER THE SUPERVISION OF, YOUR PARENT OR GUARDIAN WHO HAS AGREED TO THE TERMS OF USE. If you do not meet the requirements above you may not use the Website. You represent that the information that you provide about yourself (including your age) as requested in any account information is accurate and complete.

The Site offers many features that do not require a child to provide any personal information. Revive and Thrive Studio will not collect more detailed information from a child under the age of 13, such as a street address or telephone number, without the express consent of a parent or legal guardian. At times We may ask a child to provide an e-mail address of a parent or legal guardian so we can notify the parent of the child's participation in certain Revive and Thrive Studio features, or to seek parental consent for the child to provide personal information to Revive and Thrive Studio.

Personal information collected from children with parental consent is used solely by Revive and Thrive Studio, or other related entities that provide technical or other services to Revive and Thrive Studio. Personal information collected from children with parental consent is not shared with, sold, or transferred to third parties other than those entities.

Parents or guardians of children under the age of 13 who provide personal information to Revive and Thrive Studio can correct, update and delete personal information from our database at any time by sending an email to **EMAIL** or by visiting the Web site and editing your account in the "my Account" sections of the site.

10.1 NOTE TO PARENTS: Pursuant to 47 U.S.C. Section 230(d), as amended, We hereby notify you that parental control protections (such as computer hardware, software or filtering services) are commercially available that may assist in limiting access to material that is harmful to minors. Information identifying current providers of such protections is available through the Federal Trade Commission [HERE](#)

11. FAIR INFORMATION PRACTICES: To be compliant with the Fair Information Practices we will take the following responsive action, should a data breach occur: We will notify the users via in-site notification within seven (7) business days.

12. CAN SPAM ACT: The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions
- Process orders and to send information and updates pertaining to orders.
- Send you additional information related to your product and/or service
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with CANSPAM, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

13. CONTACT INFORMATION: If You have any questions or concerns about this policy or any Revive and Thrive Studio services products, services, or features, please don't hesitate to contact us at [Hello@ReviveandThrivePilates.com](mailto>Hello@ReviveandThrivePilates.com)

