

# PRIVACY POLICY

**Last updated on: November 26, 2025**

ENLIGHTENED ATHLETICS INC.

# Privacy Policy

Last updated on: November 26, 2025

By using this website as a user (hereinafter “You”), You agree to the following Privacy Policy. Please read this Policy carefully before using this website.

This website is owned and operated by **Enlightened Athletics, Inc.** (“Our,” “We,” “Us,” or “Company”). Our principal place of business is located in **Broomfield, CO**.

Our mailing address is:

**11350 Bella Vita Drive  
Broomfield, CO 80020**

For any privacy-related questions, You can reach Us at: **admin@eathletics.fit**

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## General

We at Enlightened Athletics, Inc. respect Your privacy. This Privacy Policy is designed to explain how We collect, use, share, and protect the personal information You provide to Us when You access Our website, purchase Our goods or services, or engage with Us on social media, as well as Your rights concerning the information We collect.

Please read this Privacy Policy carefully. We may change Our Privacy Policy from time to time at Our sole discretion. We will alert You to any changes by updating the “last updated” date at the top of this Policy and/or via email notification. Any changes become effective immediately upon publication on Our website, and You waive specific notice of any changes by continuing to use and access Our site(s).

We will not reduce Your rights under this Privacy Policy without Your consent in accordance with applicable law. We encourage You to review this Privacy Policy periodically when You use Our website or engage with Us on social media. You are deemed to have accepted any changes by Your continued use of Our website after the revised Policy is posted.

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## Information Collected

We collect a variety of information from You when You visit Our website, make purchases, subscribe to emails, subscribe to mobile or SMS messaging, or interact with Us on social media. By accepting this Privacy Policy, You consent to Our collection of this data, to its use, to its processing, and to sharing it with third-party processors as needed for Our legitimate business interests.

The information We collect may include:

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## Personal Data

Personal Data is information that can be used to identify You specifically, including Your name, shipping address, email address, telephone number, or demographic information such as Your age, gender, or hometown.

You consent to giving Us this information by providing it voluntarily on Our website or mobile application. This may occur when You register or make purchases from Our website, respond to blogs, contact Us, participate in trainings, and more.

You are under no obligation to provide this information, but refusal may limit Your ability to use certain parts of the website or make purchases.

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## Derivative Data

Derivative Data is information automatically collected by Our servers when You access Our website, such as:

- IP address
- Browser type
- Dates/times of access
- Pages viewed

When using a mobile application, We may also collect:

- Device name and type
  - Phone number
  - Country of origin
  - App interactions
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## Financial Data

Financial Data includes information related to Your payment method (credit card, bank transfer, etc.).

Most financial data is collected and stored by third-party payment processors including **Shopify, SamCart, Stripe, PayPal, Apple Pay, Google Pay**.

Please review their Privacy Policies to learn how They use and protect Your financial information.

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## Social Networking Data

We may access information from social networking sites or apps (Facebook, Instagram, TikTok, LinkedIn, X, Snapchat, etc.), including:

- Name
- Username(s)
- Location
- Email
- Phone number
- Age
- Gender
- Profile picture
- Any other public information

If You do not want Us to access this information, modify Your social network privacy settings.

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### **Mobile Device Data**

If You use Our website on a mobile device, We may collect:

- Device ID
  - Model
  - Manufacturer
  - Location data
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### **Other Data**

You may provide additional data when entering contests, giveaways, or surveys. Participation is voluntary.

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### **Use of Information**

Your information allows Us to offer products and services, fulfill obligations, customize Your experience, and recommend items that may interest You.

Specifically, We may use Your information to:

- Create and administer Your account
- Deliver any products or services purchased by You
- Correspond with You

- Process payments or refunds
  - Contact You about new offerings
  - Interact with You via social media
  - Send newsletters or updates
  - Deliver targeted advertising
  - Request feedback
  - Notify You of updates to Our offerings
  - Resolve disputes and troubleshoot issues
  - Administer contests or giveaways
  - Generate a personalized profile
  - Compile anonymous statistical data
  - Assist law enforcement as necessary
  - Prevent fraudulent activity
  - Analyze trends to improve Our offerings
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## **Disclosure of Information**

We may share Your information with third parties when necessary for Our legitimate business interests, including website administration, communication, order processing, security, marketing, or fulfilling contracts.

We may disclose Your information:

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### **1. To Third-Party Processors**

Including payment processors, hosting services, email delivery services, mobile messaging providers, and customer service systems.

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### **2. By Law**

To comply with legal obligations, subpoenas, or to protect rights, property, and safety.

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### **3. To Protect Our Company**

To investigate violations, secure insurance, manage risks, obtain legal advice, or defend legal claims.

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#### **4. Affiliates**

We may share data with business affiliates who promote Our products for a commission. They must comply with this Privacy Policy.

❖ *Delete this section if you do not use affiliates.*

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#### **5. Advertisers**

Third-party advertisers may use cookies to display personalized ads. We recommend reviewing their Privacy Policies for opt-out instructions.

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#### **6. Other Third Parties**

We may share information with investors or other parties for business analysis.

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#### **7. Sale or Bankruptcy**

If Company is sold, reorganized, or enters bankruptcy, Your data may be transferred to a successor entity.

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#### **8. Interaction With Others**

If You participate in group interactions (courses, chats), other users may see Your:

- Name
  - Profile picture
  - Comments/posts
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#### **9. Online Postings**

Posts, reviews, photos, and comments may be viewed publicly and shared outside the website.

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#### **10. External Links**

We are not responsible for third-party websites linked from Our site. Review their privacy policies before use.

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## 11. With Your Consent

We may disclose Your information for any purpose with Your explicit consent.

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## 12. Other Necessary Purposes

Such as protecting vital interests or the interests of others.

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### Tracking Technologies

We use **cookies, log files, and web beacons** to:

- Analyze trends
- Administer the site
- Track movement
- Gather demographics
- Authenticate identity
- Personalize experience
- Improve performance

You may disable cookies through Your browser, but doing so may affect website functionality.

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### Website Analytics

We may partner with third-party analytics tools (e.g., **Google Analytics**) that use cookies and trackers to evaluate website usage. We do not transfer personally identifiable information to these vendors.

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### Processing Your Information

In most cases, data is processed by third-party providers.

We may also process data internally for:

- Website maintenance
- Fulfilling contracts
- Recordkeeping
- Improving services
- Legal compliance

- Protecting rights
- Preventing illegal activity

Data we may process includes:

- Account information
  - Website usage
  - Personal profile data
  - Service-related data
  - Comments or posted content
  - Inquiry submissions
  - Transaction records
  - Email subscription data
  - Correspondence
  - Any other data identified in this Policy
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### **Data Retention**

We retain personal data as long as necessary for:

- Business purposes
- Compliance with law
- Account maintenance

You may request deletion at any time, though third-party retention is outside Our control.

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### **Minors**

This website is intended only for users of legal majority age.

We do not knowingly collect data from children under 13.

If such data is discovered, contact Us for deletion.

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### **Your Rights**

You have the right to:

- Update or change account information
  - Confirm what data We hold
  - Confirm whether We process or share data
  - Change consent
  - Opt out of communications
  - Request a copy of Your data
  - Transfer Your data
  - Request deletion of Your data
  - Opt out of processing
  - File complaints with a supervisory authority
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### **Newsletters and Email Marketing**

You may unsubscribe at any time.

We may retain a database of past subscribers as allowed by law.

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### **Data Breach Procedures**

While We take reasonable measures to secure Your data, no system is entirely secure.

If data is lost, stolen, or compromised, We will:

- Notify affected users within 72 hours
- Report to authorities if required
- Assist with next steps

You acknowledge that internet transmission may expose data worldwide.

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### **Notice to California Residents**

CPRA/CCPA rights may apply.

Requests for information may be sent to:

**admin@eathletics.fit**

❖ A more robust clause may be required if Your business meets CCPA thresholds.

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## International Privacy and GDPR Disclaimer

Data sent to Our website from outside the U.S. is transferred to servers located in the United States. We comply with GDPR when applicable.

You may request:

- Access
- Correction
- Deletion
- Change in marketing preferences

Requests may be sent to: **admin@eathletics.fit**

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## How to Contact Us

For questions regarding this Privacy Policy or Our use of personal data, contact Us at:

 **admin@eathletics.fit**