

Privacy Policy

1. Introduction

Burn & Earn ("we", "us", "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and share your personal information when you use our online fitness web app ("app").

By using our app, you agree to the collection, use, and sharing of your personal information in accordance with this Privacy Policy.

2. Personal Information We Collect

When you use our app, we may collect the following types of personal information:

- **Account information:** Your name, email address, password, and other information you provide when registering for an account.
- **Usage information:** Information about your interactions with the app, such as the features you use and the classes you attend.
- **Technical information:** Information about your device, operating system, IP address, and other technical details related to your use of the app.

We also use Hotjar to track user behavior and gather insights on how to enhance the user experience.

3. How We Use Your Personal Information

We use your personal information to:

- Provide, maintain, and improve our app and its features.
- Communicate with you, including responding to your inquiries and sending notifications.
- Personalize your experience by presenting content and recommendations tailored to your interests.
- Monitor and analyze usage and trends to improve our app and your experience.
- Enforce our terms of service and protect our rights and property.

4. Legal Basis for Processing

We process your personal information based on your consent, the performance of a contract (such as when you subscribe to our service), or our legitimate interests in improving our app and providing you with a better experience.

5. Sharing Your Information

We may share your personal information with third parties such as Hotjar, payment processors, or other service providers, only when necessary for the purposes described in this Privacy Policy. We will not sell, rent, or share your personal information with third parties for marketing purposes without your explicit consent.

6. User Rights and Choices

You have the right to access, rectify, and delete your personal data held by us. You may also have the right to object to or restrict the processing of your data, and to data portability. To exercise any of these rights, please contact us at legal@burnandearn.live.

7. Data Retention and Security

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected or as required by law. We take appropriate measures to protect your personal data from unauthorized access, disclosure, or misuse, including the use of encryption and secure data storage.

8. International Data Transfers

We may transfer your personal information to countries outside your jurisdiction, in compliance with applicable data protection laws. We ensure that appropriate safeguards are in place to protect your data during such transfers.

9. Third-Party Services and Links

Our app may contain links to third-party websites or services. We are not responsible for the privacy practices of these third parties and encourage you to review their privacy policies.

10. Children's Privacy

Our app is not intended for users under the age of 18 (or the applicable age of majority in your jurisdiction), and we do not knowingly collect personal information from children.

11. Changes to the Privacy Policy

We reserve the right to update this Privacy Policy at any time. We will notify you of any significant changes, and your continued use of our app after such changes constitutes your acceptance of the updated policy.

12. California Consumer Privacy Act (CCPA)

If you are a resident of California, you have additional rights under the California Consumer Privacy Act (CCPA). These rights include:

- The right to know the categories and specific pieces of personal information we have collected about you.
- The right to request the deletion of your personal information, subject to certain exceptions.
- The right to know the categories of personal information we have shared with third parties for a business purpose.
- The right to opt-out of the sale of your personal information.
- The right not to be discriminated against for exercising any of these rights.

To exercise any of these rights, please contact us at legal@burnandearn.live.

13. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at:

Email: legal@burnandearn.live

Address: **D1 Performance Science LLC**, 2191 Roosevelt Avenue, Redwood City, CA 94061

Attention: Burn & Earn Legal Department

By using our app, you acknowledge that you have read, understood, and agreed to be bound by this Privacy Policy. If you do not agree with any part of this Privacy Policy, please do not use our app.