

# Build Believe Fit LLC

Privacy Policy · Effective Date: January 1, 2024

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## 1. Introduction

Build Believe Fit LLC ("Company," "we," "us," or "our") operates the website [buildbelievefit.fitness](https://buildbelievefit.fitness) and the BBF Client App (collectively, the "Services"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our Services. Please read this policy carefully. If you disagree with its terms, please discontinue use of our Services.

## 2. Information We Collect

We may collect personal information that you voluntarily provide to us, including but not limited to: your name, email address, phone number, physical measurements, health and fitness goals, workout performance data, and payment information. We also collect technical information such as IP addresses, browser type, device identifiers, and usage data through cookies and similar technologies.

## 3. How We Use Your Information

We use the information we collect to: (a) provide, operate, and maintain our Services; (b) create and manage your client account; (c) personalize your training program and coaching recommendations; (d) communicate with you regarding your program, progress, and account updates; (e) process payments and prevent fraud; (f) comply with legal obligations; and (g) improve our Services through aggregated analytics.

## 4. Disclosure of Your Information

We do not sell, rent, or trade your personal information to third parties. We may share information with trusted service providers who assist us in operating our Services (e.g., payment processors, email platforms), provided those parties agree to keep this information confidential. We may also disclose information when required by law or to protect the rights and safety of our clients and the public.

## 5. Data Security

We implement commercially reasonable technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the Internet or electronic storage is 100% secure. We cannot guarantee absolute security.

## 6. Your Rights

You have the right to access, update, or delete the personal information we hold about you. You may also opt out of marketing communications at any time. To exercise these rights, please contact us at [privacy@buildbelievefit.fitness](mailto:privacy@buildbelievefit.fitness). We will respond to requests within 30 days.

## 7. Children's Privacy

Our Services are not directed to individuals under the age of 18. We do not knowingly collect personal information from minors. If we learn that we have inadvertently collected such information, we will take steps to delete it promptly.

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

We reserve the right to update this Privacy Policy at any time. We will notify you of material changes by posting the updated policy on our website and updating the effective date above. Continued use of our Services after changes constitute your acceptance of the revised policy.

## **9. Contact Us**

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

Build Believe Fit LLC

Email: [privacy@buildbelievefit.fitness](mailto:privacy@buildbelievefit.fitness)

Website: [buildbelievefit.fitness](http://buildbelievefit.fitness)