

# PRIVACY POLICY OF [www.bravitude.com](http://www.bravitude.com) LAST UPDATED May 1, 2020.

## INTRODUCTION.

The website [www.bravitude.com](http://www.bravitude.com) is owned by Bravitude LLC, a Kansas Limited Liability Company.

Bravitude LLC is committed to protecting your privacy online. This Privacy Policy discloses our policies regarding how we collect and process your personal data.

Your use of our website, and any information that you provide to us is subject to this Privacy Policy. This Privacy Policy applies to all site visitors, customers, and all other users of the site.

By accessing our website, you are using it, and acknowledge that you have read this Privacy Policy and consent to be bound by all of its terms, without modification. IF YOU DO NOT AGREE TO BE BOUND BY THIS PRIVACY POLICY, NAVIGATE AWAY FROM THIS WEBSITE.

## DEFINITIONS.

“Website”= [www.bravitude.com](http://www.bravitude.com) and all content on [bravitude.com](http://www.bravitude.com) and all services offered on [www.bravitude.com](http://www.bravitude.com).

“We,” “us,” and “our” = Bravitude LLC.

“User,” “you,” and “your” = website visitors, customers, and any other users of our website.

“Service” and “Services” = (but are not limited to) informational/promotional materials and newsletters, digital products, physical products, coaching programs and services. blogs.

## PERSONAL INFORMATION.

Our website offers opportunities for you to voluntarily provide us with your personal information. The term “Personal Information” refers to information which may be used to identify you. Personal Information may include, but is not limited to, your name, email address, phone number, billing address, credit card information, photo, comments, images or videos. If you provide us with your Personal Information, we will collect the information you provide and process it according to this Privacy Policy. You acknowledge

and agree that your decision to provide your Personal Information is voluntary and constitutes clear, specific, unambiguous consent for us to collect, process and retain your Personal Information.

## A. COLLECTION OF PERSONAL INFORMATION

We collect your Personal Information in the following ways, for the following reasons:

1. When you enter information into our contact form, blog, social media page, online scheduler, take a survey or quiz, or provide us with other communication details, we may collect your name, email address, phone number and the text of any message you enter. We have the right to process this data based on our legitimate interest in communicating with you and responding to your questions or concerns. We may retain such information for our communication records.
2. When you “opt in” to receive communication from us in exchange for a free resource or training, we will collect your name and email address. We have the right to process this data for the purpose it was collected, based on your clear affirmative consent, and may also send you additional email marketing based on our legitimate interest in marketing to users who have demonstrated an interest in our Services. We may also offer you the opportunity to “opt in” to our email list and will obtain separate consent for that. If you give consent to “opt in” to receive communication from us, you may withdraw your consent at any time, by following the guidelines in section G. of this Privacy Policy.
3. When you “opt in” to our email list, we will collect your name and email address. We have the right to process this data based on either your clear affirmative consent to be added, or through our legitimate interest in direct marketing to you. If you give consent to “opt in” to our email list, you may withdraw your consent at any time, by following the guidelines in section G. of this Privacy Policy. We may use your data to send you social media marketing or to create look alike audiences through our social media platforms. In addition, we may use a tracking feature in our emails to collect information about the opening, clicking and forwarding of our emails to refine our future marketing.
4. When you become a customer, and make a purchase from us, we will collect information necessary to complete your transaction, including your name, email address, phone number, billing address, credit card and payment details. We have the right to process this data based on our contractual obligation to fulfill your purchase. We will not retain such information any longer than necessary. We may use third party data processors to

transact your purchase and in that case, we will not have access to your payment information.

5. When you visit our website, we may use “cookies” to collect information on how you are using our website. The term “cookies” refers to small pieces of data that identify your browser and are sent to, and stored on your computer while you are visiting a certain website. The cookies we collect do not include any personal identifiable information, however they may include an anonymous unique identifier. We may use session cookies which expire when you close your browser, and persistent cookies which remain on your computer until you delete them. You always have the option to disable cookies through your web browser’s settings. However, if you disable cookies, you may not be able to access some areas of our website and some areas of our website may not function as intended. Our website does not respond to “Do Not Track” signals sent by your browser.

6. When you visit our website, we may collect information about your use of our website, via Automatic Data Collection Technology, such as Google Analytics and Facebook Pixels. We may collect your computer’s Internet Protocol address, browser type, browser version, the time and date of your visit, the pages of our website that you visit, the time spent on each of those pages, the referring URL and other statistics in order to administer our website, diagnose technical problems, measure interest in and use of the various areas of our website and provide the highest possible level of service to our users. If we utilize third party Automatic Data Collection Technology, we will do so in compliance with their company policies. We may also receive data from third parties such as payment processing companies, social media platforms, advertising companies, search engines and other technical services. We strive to use only the services of third party companies who we have researched and determined are in compliance with the European Union’s General Data Protection Regulation (“GDPR”).

In all of these instances, we will only collect Personal Information from you if you voluntarily submit the information to us. We have the lawful grounds for processing the information we collect from you, as outlined above, in compliance with the European Union’s General Data Protection Regulation (“GDPR”).

By visiting and using our website, you acknowledge and agree that you have done so by your own free will and we may collect your Personal Information in these ways, consistent with the terms of this Privacy Policy.

## B. USE OF PERSONAL INFORMATION

You have the right to be informed about how your information is being used.

1. When you contact us, through an online form, social media, blog, or other communication, we will use the Personal Information you voluntarily provide to us to communicate with you and respond to your contact.
2. When you request a program or product from us, whether free or paid, or “opt in” to receive communication from us, we will use the Personal Information you voluntarily provide to us to deliver such program, product or communication, including resources, emails, newsletters, marketing or promotional materials, and notifications of updates to our business. We may also use your Personal Information for marketing purposes by uploading it to our social media platforms to create look alike audiences and using your comments and feedback in other marketing efforts.
3. When you purchase a program or product from us, we will use the Personal Information you voluntarily provide to us, including credit card details and billing address to complete your transaction. We will not store or share this financial Personal Information. We will also use your Personal Information to communicate with you about the program or product you purchased and to keep you updated on necessary information regarding our Services.
4. When you visit our website, we will use the (Non-Personally Identifiable) Information we collect to administer our website, diagnose technical problems, measure interest in and use of the various areas of our website, create a better user experience and provide the highest possible level of service to our users. Our website does not use any information to make automatic decisions.

By collecting and using your Personal Information, we are acting as a Data Controller with discretion to decide what information we collect, how we use it and store it. We may use a third party to act as a Data Processor to store and process your Personal Information. We strive to use only Data Processors who we have researched and determined are in compliance with the European Union’s General Data Protection Regulation (“GDPR”).

By visiting and using our website, you acknowledge and agree that we may use your Personal Information in these ways, consistent with the terms of this Privacy Policy.

### C. SHARING OF PERSONAL INFORMATION

You have the right to be informed about how your information is being shared. We take appropriate actions to protect and maintain the confidentiality of your Personal Information.

1. We will share your Personal Information in limited circumstances for specific, limited purposes with trusted third parties, including our email management service and other members of our team who assist us in operating our website, managing our business, or providing legal or accounting services for us.
2. We will share the Personal Information that you provide to us when making a purchase with additional trusted third parties, including our payment processor and financial gateway to assist in completing the financial transaction.
3. We may share your Personal Information in the event of a sale of our company or with a joint venture or affiliate partner if necessary.

Your Personal Information will only be shared and processed for the specific, limited purpose as necessary. Your Personal Information will never be sold or given to any other entity without your consent, beyond what is required to complete a purchase or request. To the best of our abilities, trusted third parties with whom we share your Personal Information will keep such information confidential and will not disclose it to any other party, unless required to do so by law.

Although we aim to keep your Personal Information confidential, we may share your Personal Information if we are required to do so by law. We may also share your Personal Information if there is an attempted breach of security of our website, a perceived violation of this Privacy Policy or other agreements governing the use of our website or business, a threat to personal safety, property or rights of persons, including users of this website and others, or on the good faith belief that disclosure is necessary to identify or prevent an injury to our users, our property or the general public.

By visiting and using our website, you acknowledge and agree that we may share your Personal Information in these ways, consistent with the terms of this Privacy Policy.

#### D. STORAGE OF PERSONAL INFORMATION

You have the right to be informed about how your information is being stored.

Personal Information collected from you is stored through a data management system. This information may be accessed by third parties who help us obtain, manage or store that Information. Our website and servers are located in the United States and are governed by the laws of the United States, the state of Kansas and the General Data Protection Regulation ("GDPR") as it applies to information collected in the European Union. All information collected by us will be processed in the United States. If information is collected by us outside the United States, it will be transferred to the United States for processing and storing, and

may be transferred back out of the United States for further processing. If your Personal Information is transferred to a country that has less protective laws than the country of your residence, it will be governed by this Privacy Policy.

By visiting and using our website, you acknowledge and agree that we may store and transfer your Personal Information in these ways, consistent with the terms of this Privacy Policy.

#### E. PROTECTION AND SECURITY OF PERSONAL INFORMATION

The security of your Personal Information, including information you voluntarily provide to us and that which we collect automatically, is important to us and we use our best efforts to protect it. We strive to use industry standard commercially acceptable online security measures, including a Secure Sockets Layer ("SSL") on our website and only share your information with third parties who we have researched and determined to be compliant with current safety standards. However, no transmission over the internet or methods of electronic storage is 100% secure.

While we strive to protect your Personal Information, we are not responsible should an unauthorized third party gain access to your information, without our consent. In the event that [www.bravitude.com](http://www.bravitude.com) is tampered with, your information may be inadvertently intercepted. If we become aware that a data breach has occurred, we will notify the appropriate authorities within a timely manner. You acknowledge and agree that we are not responsible for these actions and any damages that result from the unauthorized use of your Personal Information. You expressly agree to hold us harmless from any and all claims which may arise from the unauthorized use of your Personal Information.

Please note, when you voluntarily give out your Personal Information online through our website or on our social media page, in a way that makes it viewable by others, whether through a comment on a blog, a posting on a message board, or by any other means, it can be viewed by the public and can potentially be collected and used by others. You acknowledge and agree that we cannot guarantee the security of the information you share in this manner. You expressly agree that you disclose such information at your own risk and you assume all responsibility for its unauthorized use.

Because our core activities do not consist of processing operations which require regular and systematic processing of data subjects on a large scale, nor do we process sensitive data on a large scale, we have determined that Bravitude LLC is not required to appoint a Data Protection Officer.

#### F. RETENTION OF PERSONAL INFORMATION

We only retain the minimum Personal Information necessary to fulfill the specific, limited purpose for which it was collected. We also retain and process Personal

Information for reasonable business purposes, including legal compliance, financial record keeping and dispute resolution.

## G. RIGHT TO CONTROL PERSONAL INFORMATION

You have the right to control your Personal Information including the right to access, receive a copy of, update, edit, delete, erase or restrict the processing of your Personal Information.

You may request information on how your Personal Information is being used and processed, request access to, request a copy of, restrict our use and processing of, or request to update, edit, delete or erase your Personal Information at any time, free of charge, by writing to us at:

Bravitude LLC  
12345 W 95<sup>th</sup> Street  
Suite 200  
Lenexa, KS 66215

You also have the right to be forgotten, and may withdraw your consent previously given to us, by “opting-out” or unsubscribing from our email list through an online automated process at your own discretion, at any time. To “opt-out” or unsubscribe from our list, you may click the unsubscribe button visible at the bottom of every email we send to you as a subscriber through this list, or you may email us directly at [support@bravitude.com](mailto:support@bravitude.com). Once you “opt-out” or unsubscribe from our email list, we will remove you and you should not receive additional emails from us, except in the case of a technical glitch.

## EXTERNAL WEBSITES AND SOCIAL MEDIA.

We may include links to external third-party websites on our website. You acknowledge and agree that this Privacy Policy only governs and applies to [www.bravitude.com](http://www.bravitude.com) and you expressly agree that if you choose to click on any external link, it is entirely at your own risk. You acknowledge and agree that it is your responsibility to review the Privacy Policy of any external websites you visit, even if you were redirected there by clicking on a link located on our website.

You acknowledge and agree that we make no warranties, whether express or implied, regarding the terms and policies of these external websites and we are in no way responsible for any damages arising from any interactions with these external websites.

In addition, all use of external social media platforms that we participate in are governed by the Privacy Policy and terms of those platforms. You acknowledge and agree that your use of any social media platforms, even if linked to our website is entirely at your own risk. You acknowledge and agree that we make no warranties, whether express or implied, regarding the terms and policies of these social media platforms and we are in

no way responsible for any damages arising from any interactions with these social media platforms.

## PASSWORDS.

To access certain Services on our website, you may be prompted to set up a user name and password. You acknowledge and agree that you are responsible for maintaining the security of such information and for any and all acts, losses or damages that result as a failure to keep this information secure. You agree to notify us immediately of any suspected unauthorized use of your account by emailing us at [support@bravitude.com](mailto:support@bravitude.com).

## CALIFORNIA RESIDENTS: CALIFORNIA PRIVACY RIGHTS.

California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits our customers who are California residents to request and obtain from us once a year, free of charge, information about the Personal Information we disclosed to third parties for direct marketing purposes in the preceding calendar year. If you are a California resident and would like a copy of this notice, please contact us at [support@bravitude.com](mailto:support@bravitude.com) or write to us at 12345 West 95<sup>th</sup> Street, Suite 200, Lenexa, KS 66215. Not all information sharing is covered by the “Shine The Light” requirements and only information on covered sharing will be included in our response. Under California law, businesses are only required to respond to a request once during any calendar year.

If you are a California resident, then you also have certain rights under the California Consumer Privacy Act (“CCPA”) regarding your Personal Information:

### *Right to Know*

You have the right to know and see what data we have collected about you over the past 12 months, including:

1. The categories of Personal Information we have collected about you;
2. The categories of sources from which the Personal Information is collected;
3. The business or commercial purpose for collecting your Personal Information;
4. The categories of third parties with whom we have shared your Personal Information; and
5. The specific pieces of Personal Information we have collected about you.

### *Right to Delete*

You have the right to request that we delete the Personal Information we have collected from you (and direct our Service Providers to do the same). There are a number of exceptions, however, that include, but are not limited to, when the information is necessary for us or a third party to do any of the following:

1. Complete your transaction;
2. Provide you a good or service;
3. Perform a contract between us and you;
4. Protect your security and prosecute those responsible for breaching it;



5. Fix our system in the case of a bug;
6. Protect the free speech rights of you or other users;
7. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et seq.);
8. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interests that adheres to all other applicable ethics and privacy laws;
9. Comply with a legal obligation; or
10. Make other internal and lawful uses of the information that are compatible with the context in which you provided it.

### *Exercising Your Rights*

To exercise your right to know or your right to delete, please submit a verifiable consumer request to us as indicated in the “Contact Us” section of this Privacy Policy. Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your Personal Information. You may only make a verifiable consumer request to exercise your right to know twice within a 12-month period. The verifiable consumer request must:

1. Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative.
2. Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you.

We will not discriminate against you for exercising any of your CCPA rights described above. Unless permitted by the CCPA, we will not deny you goods or services; charge you different prices or rates for goods or services; provide you a different level or quality of goods or services; or suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

## CHILDREN.

To access or use [www.bravitude.com](http://www.bravitude.com), you must be 18 years of age or older and have the proper power and authority to enter into this Privacy Policy. This Site is not intended for users under the age of 18 and, in compliance with COPPA (Children’s Online Privacy Protection Act) we do not knowingly collect or request any information from children under the age of 18.

## GOVERNANCE.

This Privacy Policy and all matters relating to our website are governed by the laws of the United States and the State of Kansas.

## CHANGES TO THIS PRIVACY POLICY.

This privacy policy is effective as of May 1, 2020 and will remain in effect until further notice. We reserve the right, in our sole discretion to change, modify or otherwise alter this Privacy Policy at any time. Such changes will be in effect immediately after being posted on this page. Your continued use of this website after we post any modifications to this Privacy Policy, will establish your acknowledgment of the modifications and your consent to them. We will notify you of any changes by posting them on this page. Please review this Privacy Policy periodically to keep informed of its terms.

If you have any questions regarding this Privacy Policy, any of your rights under this Privacy Policy, or to access, update or delete your information, please contact us at [support@bravitude.com](mailto:support@bravitude.com).