

Ultimate Body Transformation

Terms and Conditions of Use and Privacy Policy

Last Updated on May, 6th, 2020.

1. Introduction

This Privacy Policy describes the information and data collection, storage, and use practices and policies of Ultimate Body Transformation with Burg Fitness Inc., Burg Grub LLC., Hybrid Strength LLC., Burg North LLC, and Burg CrossFit. (“Burg CrossFit,” “Burg CrossFit North,” “Burg CrossFit Sunbury,” “Burg CrossFit Secrets,” “we,” “our,” “us”) on the website at BurgCrossfit.com, BurgCrossfitnorth.com, and BurgCrossfitsunbury.com (along with all subdomains, collectively, the “Website”). This Privacy Policy is only applicable to the Website and not to any other websites that you may be able to access from the Website, each of which may have data collection, storage, and use practices and policies that differ materially from this Privacy Policy. When you leave the Website via a link to another website, you are subject to that site’s Privacy Policy, Terms of Use, and other policies (“Third Party website policies”) applicable to that site and you should review the Third Party website policies.

2. Information Collection and Use Practices

i. Types of Information Collected: Burg CrossFit may collect two different types of information, Personally Identifiable Information (“PII”) and Non-Personally Identifiable Information (“Non-PII”). PII and Non-PII may be collected anytime you access or use a Burg CrossFit website, including this Website. PII and Non-PII may also be collected by Burg CrossFit during in-person discussions, telephone conversations, and electronic or other written communications.

Personally Identifiable Information Collected: In order for you to access and use the services offered through the Websites, we may require you to provide information that identifies you as an individual (i.e., “PII”). PII may include the following categories of information: (1) Contact Data (such as your name, mailing address, email address, and phone number(s)); (2) Financial Data (such as your account or credit card number); and (3) Demographic Data (such as your zip code and age). If you communicate with us by email, post messages to any of our chat groups, bulletin boards, or forums, or otherwise complete online forms or surveys, any information provided may be collected as PII.

Non-Personally Identifiable Information Collected: We may automatically track and collect the following categories of information when you visit our Website: (1) IP addresses; (2) domain servers; (3) types of computers accessing the Website; and (4) types of web browsers used to access the Website (collectively “Non-PII”). Non-PII is anonymous information that does not personally identify you but is helpful for improving your experience on the Website.

ii. Uses of Information Collected

Burg CrossFit uses PII to respond to your inquiries, provide you with services you have requested, keep you informed of services and products Burg CrossFit thinks may be of interest to you, and otherwise

personalize your experience with Burg CrossFit, among other reasons. Burg CrossFit does not sell or lease PII about you to others.

iii. *Technology We May Use:* Cookies, Web Beacons, and Clear Gifs Cookies and web beacons are small text files that are stored on your computer when you visit certain web pages. Burg CrossFit collects information through cookies and web beacons about your web browsing's activities such as the address of the page you are visiting, the address of the referrer page you previously visited, the time you are viewing the page, your browsing environment, and your display settings. We may use cookies and web beacons on our Website for the following purposes:

- Understanding traffic patterns and the number of visitors to the Website and other websites that we partner with;
- Understanding how you use and interact with the Website;
- Improving Burg CrossFit's services and products;
- Optimizing your experience on the Website;
- Providing anonymous individual or aggregated auditing, research, modeling, and reporting for our advertisers and other partners;
- Storing your password so you do not have to re-enter it each time you visit the Website;
- Providing you with relevant advertising and content; and
- Managing our Website.

iv. Sharing of Personal Information

Burg CrossFit may share PII with Burg CrossFit affiliates, advertisers, and third parties contracting with Burg CrossFit to provide services to you. The other parties with whom we share PII may send information to you about other products or services. We do not share your Financial Data with these third parties. We may share Financial Data with business partners who assist us by performing core services (such as hosting, billing, fulfillment, or data storage and security) related to our operation of the Website and provision of services. Those business partners agree to uphold the same standards of security and confidentiality described in this Privacy Policy, and they will only use your Financial Data to carry out their specific business obligations to Burg CrossFit.

If you do not want us to share your PII with any third parties, please email us at info@burgcrossfit.com.

If we or some or all of our assets are acquired by another company, including through a sale in connection with a bankruptcy, that company will possess the information collected by us, and it will assume the rights and obligations regarding your PII as described in this Privacy Policy.

We may disclose PII or other data to comply with the law or legal requirements, enforce or apply our Terms

we may disclose your data to comply with the law or legal requirements, enforce or apply our Terms of Use and other agreements, or protect our rights, property, the safety of our users, or others.

Because Non-PII does not personally identify You, Burg CrossFit reserves the right to use and disclose to third parties Non-PII for any purpose.

v. Interest-Based Ads

We may also share Non-PII with advertisers and other third parties who may use it for advertising purposes, including to serve targeted advertising on non-affiliated third party sites. Some of those ads may be personalized, meaning that they are intended to be relevant to you based on information about your online activities on the Website or other websites over time. For example, anonymous information collected across multiple sites may enable the ad network to predict your preferences and show you ads that are likely to be of interest to you. Please note that we do not share any information that identifies you personally with the third-party service providers who serve ads on our behalf. To opt out of these types of ads, please visit the Network Advertising Initiative (“NAI”) for information about how to opt out of interest-based advertising by their members. See <http://www.networkadvertising.org> for general information about the NAI and <http://www.networkadvertising.org> for the opt-out page. You may also visit <http://www.networkadvertising.org> to learn about interest-based advertising and how to opt-out from online behavioral ads served by some or all participating companies.

vi. Email Marketing

By submitting your email address through the Website, you are expressly consenting to receive emails from Burg CrossFit, including from Burg CrossFit’s affiliates, and from third parties concerning offers and advertisements unrelated to Burg CrossFit. To opt out of receiving email messages from us, from our affiliates or from other third parties, click on the “Unsubscribe” link contained in each email. Please allow up to 10 business days for us to process your request. Please note that if you decide not to receive marketing emails from us, you may still receive transactional email messages regarding your account. If you have questions or concerns regarding this provision, please contact us at info@burgcrossfit.com.

3. Confidentiality and Security of Personal Information

i. User Ability to Access, Update, and Correct PII

At any time you may contact Burg CrossFit via email at info@burgcrossfit.com to update your PII or request that your PII no longer is shared by Burg CrossFit. In the case that your user name or password is lost, stolen, or used without permission, promptly contact Burg CrossFit at info@burgcrossfit.com to update the PII we have on file for you.

ii. Your California Privacy Rights

As described in this Privacy Policy, from time to time we may make your personal information available to third parties for their marketing purposes. California law permits individuals who are California residents to request certain information about our disclosure of personal information to third parties for direct marketing purposes. If you are a California resident and would like to make such a request, please submit your request in writing to info@burgcrossfit.com. If you do not want us to share your personal information with third parties, you may opt-out of this information sharing by emailing us at info@burgcrossfit.com. In accordance with California Civil Code Sec. 1789.3, California resident users are entitled to know that they may file grievances and complaints with the California Department of Consumer Affairs, 1625 North Market Blvd., Suite N112, Sacramento, CA 95834; or by phone at 916-445-1254 or 800-952-5210; or by email to dca@dca.ca.gov.

iii. Security

Burg CrossFit maintains reasonable physical, administrative and technical safeguards to protect PII from loss, misuse, or unauthorized access, disclosure, alteration or destruction. However, no system is 100% secure. Burg CrossFit enforces its Privacy Policy via self-assessment.

4. Third-Party Links and Public Information

Except where expressly stated by Burg CrossFit, Burg CrossFit is not affiliated or associated with operators of any third party websites that link to or are linked from any Burg CrossFit maintained website, including this Website. Please review the Third Party website policies of each site you visit.

Burg CrossFit disclaims any responsibility for the accuracy or content of information found on third-party websites that link to or are linked from any Burg CrossFit website, including this Website. Burg CrossFit disclaims any responsibility for the security of any information (including without limitation PII and Financial Data) that you may provide to any third party. We may also make chat rooms, forums, message boards, and news groups available to you. Please understand that any information that is disclosed in these areas becomes accessible to the public. You should exercise caution when deciding to disclose your PII in a public forum.

5. Updates and Changes to Privacy Policy

We reserve the right, at any time and without notice, to update or modify this Privacy Policy, simply by posting such updates or modifications on the Website. Any such change, update, or modification will be effective immediately upon posting on the Website.

You consent to such changes through your continued use of the Website. If you have questions about this Privacy Policy or want to contact us, please send an email to info@burgcrossfit.com or write to us at:

Ultimate Body Transformation

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c/o Paracorp Incorporated

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