

## Privacy Policy

Last Modified November 8, 2013.

PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE USING THE SHAUNTFITNESS.COM WEBSITE, THE SHAUNTERVENTION.COM OR RELATED CONTENT OR SERVICES (INDIVIDUALLY AND COLLECTIVELY, THE "SITE"). BY ACCESSING OR USING THE SITE, YOU AGREE TO THIS PRIVACY POLICY. WE MAY AMEND THIS POLICY FROM TIME TO TIME BY POSTING A REVISED POLICY TO THE SITE.

### INTRODUCTION

This Privacy Policy provides information about how Shaun T, Inc. ("we," "us" or "our") may collect and use information about you when you use the Site. This Privacy Policy applies only to us and the Site, and not to third party websites, products, services or applications (collectively, "Third Party Sites or Services") to which we may provide links. The collection and use of your information by Third Party Sites or Services is governed by the applicable third party privacy policies. If you link to, enter, download, or provide information to or through any Third Party Sites or Services, such as by visiting third party websites that are linked to the Site, purchasing products from third party websites, or entering contests offered by third parties, the use and collection of your information by the applicable third party will not be governed by this Privacy Policy but rather by the privacy policy published by that third party. For example, we may provide links to third party websites such as facebook.com, disqus.com or twitter.com through which you may submit or share comments on third party websites and the Site; these third party websites are created and maintained by other businesses and developers who are not part of, or controlled by, us, so you should always make sure to read their terms of service and privacy policies to understand how they treat your data.

### 1. INFORMATION COLLECTION

We collect two kinds of information related to you: (a) Personally Identifiable Information ("PII"); and (b) Non-Personally Identifiable Information ("Non-PII").

- (a) **Personally Identifiable Information:** PII includes any information that identifies or could be used to uniquely identify, contact or locate you. We collect your PII when you choose to register with us or when you choose to participate in a current or future interactive feature of the Site such as by providing or participating in reviews, comments, surveys, promotions, checkout for purchases, uploading photographs, or correspondence with us. For example, you may: provide contact information when registering with the Site, certain demographic information about you (e.g., age, gender, shopping interests and preferences, etc.) when participating in a survey or poll, or general comment and/or recommendation when posting on the Site. You may choose to provide us with access to certain personal information stored by third parties such as social media websites (e.g., Facebook and Twitter). The information we may receive varies by website and is controlled by that website. By associating an account managed by

a third party with the Site, you authorize us to have access to this information and you agree that we may collect, store and use this information in accordance with this Privacy Policy.

- (b) **Non-Personally Identifiable Information:** Non-PII is any information that does not uniquely identify you as a person including PII which has been rendered anonymous. We may obtain non-PII either separately or together with your PII as described above. We may collect certain non-PII from you when you access the Site including IP addresses and information relating to your browser, operating system, Internet Service Provider, the third party website from which your visit originated, how you use the Site such as the web pages you visit, and the duration of your visits.

## 2. USE OF INFORMATION COLLECTED

We may use PII and Non-PII to provide, or improve, the Site to you and to carry out your requests, respond to your inquiries, better serve you and understand your needs, or use such information in other ways naturally associated with the circumstances in which you provided the information.

We may disclose PII and Non-PII to:

- (1) our third party service providers who perform functions on our behalf in connection with the operation of the Site, including, but not limited to, processing payment and order information and delivering any services or products, providers who host and manage data (they have access to personal information needed to perform their functions, but should not use it for other purposes and should comply with this Privacy Policy) (e.g., you may submit comments to our blog and the comments may be hosted and managed by a third party discussion-management system such as Disqus, which means that all comment-related traffic may be off-loaded to the third-party servers, managed with the third-party tools, and spam-screened by the third-party's spam-detection systems);
- (2) credit bureaus and collection agencies to report account information, as permitted by law;
- (3) the general public where you choose to publicly post reviews, comments or other information relating to products or services, communicate with other users via public forums (e.g., forums, message boards, bulletin boards, etc.); and
- (4) any party with your consent.

In addition, we use non-PII to help analyze Site traffic and understand customer needs and trends.

### 3. COOKIES

We and the third parties we authorize, including advertising networks and website analysis firms, automatically receive and store certain types of non-PII whenever you interact with the Site by using “cookies” and analogous technology. “Cookies” are small files that are placed on your computer or your internet browser memory to enable the owner of the cookie to recognize your browser and to provide convenience and other features to you. So, for example, our cookies may allow us to show you the past products you have searched for on the Site.

You may be able to direct your internet browser not to allow cookies and you can typically delete existing cookies from your computer at any time. Please note, however, some elements of the Site may not function properly or be available to you if you disable or limit cookie functionality.

### 4. SALE OF BUSINESS AND DISCLOSURE BY LAW

- (a) **Business Transactions:** We may disclose PII and Non-PII held by us: (a) to a prospective seller or actual seller of any business or assets we acquire; (b) if all or any of our assets are acquired by a third party, in which case, PII and Non-PII may be one of the transferred assets.
- (b) **Required disclosures:** We may disclose and use any PII or non-PII if we are required to do so by law, with respect to copyright and other intellectual property infringement claims, or if we believe that such action is necessary to: (a) fulfill a government request; (b) conform with the requirements of the law or legal process; (c) protect or defend our legal rights or property, the Site, or other users; or (d) in an emergency to protect the health or safety of the Site’s users or the general public.

### 5. SECURITY OF INFORMATION

We work to protect the security of your information during transmission while using shaunfitness.com by using Secure Sockets Layer (SSL) software, which encrypts information you input. We also use a secure server hosting location in the US, firewall protection, controlled access and encryption technology to protect your data on shaunfitness.com. Please be advised, however, that while we strive to protect your PII, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and are not responsible for the theft, destruction, or inadvertent disclosure of your PII. In the unfortunate event we learn that your PII has been compromised, we will notify you by e-mail to the last e-mail address you have provided us as soon as feasible under the circumstances (delays in notification may occur while we take necessary measures to determine the scope of the breach and restore reasonable integrity to the system, as well as for the legitimate needs of law enforcement if notification would impede a criminal investigation).

## 6. YOUR OPTIONS & OPT-OUTS

- (a) **What Information Can I Access?** If you register as a member on the Site, if available, you will typically have access to an account section that includes the registration information you previously provided which you can update or correct at any time. If there is any inaccurate information that you are not able to correct, just let us know by clicking [here](#). Also, if you wish, you can delete your membership account entirely although we may retain certain information in limited circumstances – e.g., to resolve disputes, troubleshoot problems and enforce our [Terms of Use](#). Furthermore, some information is never completely removed from our databases due to technical (e.g., information that is stored in our “back-up” systems) and certain legal constraints.
- (b) **What Choices Do I Have (Opt-Out)?** You have choices regarding how we use information about you, including: (1) to stop our emails, click [here](#); and (2) the choices we offer you anytime you submit information through the Site.
- (c) **You May Contact Us With Questions:** If you have any questions or concerns about privacy at the Site, please contact us at [privacy@shaunfitness.com](mailto:privacy@shaunfitness.com).

## 7. CHILDREN

This Site is not intended for use by children under 13. If you are under the age of 13 please do not use the Site and do not submit any personally identifiable information to us. We do not: (a) knowingly request or collect personally identifiable information online or offline contact information from users under 13 years of age; or (b) knowingly use or share personal information from users under 13 years of age with third parties. If we are notified of this, as soon as we verify the information, we will immediately delete the information from our servers. Also, if you are 13 or older but under 18, you should review this Privacy Policy and our [Terms of Use](#) with your parent or guardian, to make sure that you and your parent or guardian understand and agree to the Privacy Policy and Terms of Use. Accordingly, by using the site, you represent that you are at least 13 years old and that, if you are under 18 years old, you possess legal guardian or parental consent and are fully able and competent to enter into this Privacy Policy and our Terms of Use.

## 8. REVISIONS

This Privacy Policy may change from time to time to reflect our changing business practices. We will provide you notice of any such changes by posting the new policy on the Site and providing an updated effective policy date so that you are always aware of our information collection and use practices.

## **9. SOLE STATEMENT**

This Privacy Policy and our [Terms of Use](#), contain all of the material terms regarding your use of the Site and constitute the entire agreement between us, and supersede any previous written or oral agreements, between you and us in connection with the Site. You agree to review this Privacy Policy and our Terms of Use and you agree to be bound by this Privacy Policy and our Terms of Use if you continue to use the Site.