

# Privacy Policy

**Flex Appeal Fitness & Nutrition, LLC** ("we," "our," or "us") is committed to protecting the privacy of our clients and users. This Privacy Policy outlines the information we collect, how we use it, and your rights regarding your data.

## **Information We Collect**

Personal data: Full name, email address, phone number, emergency contact (if applicable).

Health and fitness data: Weight, measurements, progress photos, medical disclosures, physical activity logs, dietary preferences, and fitness goals.

Technical data: Device information, IP address, browser type, and access times from our website or connected apps (e.g., FitBudd).

## **How We Use Your Information**

To deliver and personalize coaching and training services.

For communication, scheduling, check-ins, and progress tracking.

To operate and integrate third-party platforms including but not limited to FitBudd, Trainerize, Calendly, Google Meet, WhatsApp, Microsoft Teams, TikTok, Instagram, Facebook, and similar services.

For occasional marketing communications (opt-out available at any time).

## **Data Storage & Security**

All personal data is stored on encrypted, secure platforms compliant with U.S. data protection laws.

We never sell your personal data.

Third-party tools (e.g., FitBudd, Calendly, WhatsApp, Meta platforms, TikTok, etc.) may collect limited information; users are also subject to their individual privacy policies.

## **Your Rights**

You may request to review, correct, or delete your personal information at any time.

You may opt out of marketing communications at any time.

Media & Social Media Usage

Progress photos or client testimonials will only be used for marketing/social media with your express written or digital consent.

We may feature content or metrics on TikTok, Instagram, Facebook, or similar social media platforms. Consent will always be obtained in advance.

Unauthorized reproduction or sharing of client information or coaching materials is strictly prohibited.

Policy Updates

This privacy policy may be updated periodically. All users will be notified of changes via email or app notification.