



## **Flaman Fitness Privacy Policy**

This statement discloses the privacy practices and policies for the Flaman Fitness website. If you have any questions about these practices and policies, please email us at [privacy@flamanfitness.com](mailto:privacy@flamanfitness.com)

Flaman Fitness respects your personal privacy. We believe ensuring the security of your personal information is an important part of our job, and we strive to protect any personal information you may provide us. If we ask you to provide any personal information, we will tell you the purposes for which we intend to use that information. Your personal information is not lent or sold to anyone for any purpose.

Flaman Fitness will continue to implement new technologies from time to time. As a result, this policy is subject to change without prior notice. We encourage you to review our privacy policy periodically.

Flaman Fitness is committed to ensuring that the appropriate security measures are employed in the transfer of sensitive information. However, when using email or wireless communication, Flaman advises customers that complete confidentiality and security are not assured. We are not accountable for any damages suffered when a customer transmits personal information through email or wireless communication or when Flaman transmits information at the request of the customer.

## **Types of Information Collected**

*Information You Give Us:* We receive and store any information you enter on our website or give us in any other way, such as personal information provided when you place an order. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We use the information that you provide for such purposes as responding to your requests, customizing future shopping for you, improving our site and communicating with you.

*Automatic Information:* We receive and store certain types of information whenever you interact with us. For example, like many websites, we use “cookies” and we obtain certain types of information when your web browser accesses flamanfitness.com. This may include, but is not limited to: the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information, browser plug-in types and versions, operating system and platform; purchase history, which we sometimes aggregate with similar information from other customers to create features such as Top Sellers or Recommendations; cookie number; products you viewed or searched for; and the phone number you used to call our 800 number.

We may also use browser data such as cookies or similar data on certain parts of our website for fraud prevention and other purposes. During some visits we may use software tools such as JavaScript to measure and collect session information, including page response times, download errors, length of visits to certain pages, page interaction information and methods used to browse away from the page.

Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your web browser to enable our systems to recognize your browser, to provide features and to store items in your Shopping Cart between visits. The Help portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a

new cookie or how to disable cookies altogether. However, because cookies allow you to take advantage of some of our website's essential features, we recommend that you leave them turned on.

*Email Communications:* To help us make emails more useful and interesting, we often receive a confirmation when you open email from us if your computer supports such capabilities.

*Information from Other Sources:* We might receive information about you from other sources and add it to our account information. This could include updated delivery and address information from our carriers, which we use to correct our records and deliver your next purchase or communication more easily; or credit history information from credit bureaus, which we use to help prevent and detect fraud and to offer certain credit or financial services to some customers.

## **Identifying the Purposes of Personal Information**

Flaman Fitness will communicate the purposes for which information is being collected, either orally or in writing. We will not sell, rent, share, or loan our customer list. Flaman Fitness collects member personal information for the following reasons:

- To provide retail services and process purchases;
- To understand the product and service needs of our customers;
- To develop and manage products and services to meet the needs of our customers;
- To contact our customers directly for products and services that may be of interest;
- To meet regulatory requirements;
- To ensure a high standard of service to our customers;
- To verify a customer's identity.

We may share our customers' personal information with outside shipping companies and credit card processing companies in order to bill and ship orders, but we do not provide any more information than necessary for these purposes.

We may use information on purchases to compile statistics and reports for Flaman Fitness' use. However, the information in this format does not include any information that is personally identifiable.

## **Customer Consent**

Flaman Fitness will obtain customer consent to collect, use or disclose any personal information except where detailed in this code. Flaman will make reasonable efforts to ensure that customers understand how their personal information will be used and disclosed.

A customer's consent can be express or implied, or given through an authorized representative such as a lawyer or agent. A customer can withdraw consent at anytime, with certain exceptions. Only under the following exceptional circumstances will Flaman collect, use or disclose personal information without the customer's knowledge or consent:

- When such collection, use or disclosure is permitted or required by law;\*
- When use of information is for acting in an emergency that threatens an individual's life, health, or personal security;
- When certain information is publicly available;
- When we require legal advice from a lawyer;
- When we need to deal with an anticipated breach of law.

## **\*Fraud Prevention**

Flaman Fitness reserves the right to cooperate with local, national or international law enforcement or other authorities in the investigation of improper or unlawful activities and this may require the disclosure of personal information. If such an investigation requires disclosure of personal information kept in our records, we may be required by law to cooperate. We also reserve the right to report improper or unlawful user activities on our website, which may require the disclosure of personal information relating to those individuals conducting such improper or unlawful activities.

Subject to contractual or legal arrangements, customers may withdraw or refuse consent provided that Flaman Fitness is given reasonable notice. Refusal or withdrawal of consent may prevent Flaman from providing a product or service to the customer. We will not unreasonably withhold products or services from customers who refuse or withdraw consent, but if information is required by law, we may decline to deal with a customer who will not consent to the use of such information.

## **Limits for Using, Disclosing and Keeping Personal Information**

Personal information will only be used or disclosed for the purpose for which it was collected. Flaman Fitness will not use personal information for any additional purpose unless we seek customer consent to do so.

Flaman Fitness will not sell customer lists or personal information to Third Parties, nor share its customer list with Third Parties.

Flaman Fitness may periodically use personal information to conduct surveys in order to enhance our provision of services. If an outside body is employed to conduct research on behalf of Flaman, or provide other services that require access to customer information, we will ensure that appropriate security undertakings, such as confidentiality clauses in contractual arrangements, are employed to protect the transfer and use of personal information.

Flaman Fitness will retain personal information only as long as necessary or expected to be necessary for the identified purposes, or as required by legislation.

## **Safeguarding Personal Information**

Depending on the sensitivity of the information, Flaman Fitness will employ appropriate security measures to protect personal information. This may include, for example, electronic security measures such as passwords and encryption. Flaman will use appropriate security measures when disposing of member personal information.

## **Providing Customer Access to Personal Information**

Customers have a right to access their personal information held by Flaman Fitness. Upon request, Flaman Fitness will, within a reasonable time period, tell the customer what personal information it has, what it is being used for, and to whom it has been disclosed if applicable and within the time period for which records are available.

Customers will be required to provide personal information to identify themselves to enable Flaman to provide an account of the existence, use and disclosure of personal information.

The information will be made available at a cost that will vary with the type and amount of information requested. Where a cost will be incurred by the customer, Flaman Fitness will inform the customer of the cost and request further direction from the customer on whether or not Flaman should proceed with the request.

When reporting to customers to whom their information has been disclosed, Flaman Fitness will not document information transfers necessary for the daily provision of products and services to customers. For example, transfers to organizations that process debit card purchases, cheque clearing, credit card transactions, and automated banking transactions will not be documented. Upon request, Flaman will provide a list of organizations where personal information may have been sent.

If a request is refused, Flaman Fitness will notify the member in writing, documenting the reasons for refusal and resources for redress available to the customer. In certain situations, Flaman may not be able to provide access to any or all personal information about a customer.

In such cases, Flaman will explain the reasons it will not provide the requested information, and identify resources for recourse available to the customer. The reasons for not providing information may include that it is unreasonably costly to provide, information that would threaten the life or security of another individual, information generated in a formal dispute resolution process, information that contains references to other individuals, information that cannot be disclosed for legal, security, or commercial proprietary reasons and information that is subject to solicitor-client or litigation privilege.