

# Privacy Policy for Fundamental Fitness

Thank you for using Fundamental Fitness. We are committed to protecting your personal information and your right to privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our mobile application and related services.

By using our App, you agree to the terms of this Privacy Policy. If you do not agree, please do not use our App.

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## 1. Information We Collect

We collect the following types of information:

## a. Personal Information

Full name

Email address

Date of birth

Gender

Height and weight

## b. Health & Fitness Data

Workout and activity data

Fitness goals and progress

Calories burned

Heart rate, steps, and other metrics from connected devices or apps (e.g., Apple Health, Google Fit)

### c. Payment Information

When you make a purchase through the App (e.g., subscription plans or one-time purchases), we collect payment-related information such as:

Billing name and address

Credit/debit card details or other payment method information (handled by third-party payment processors)

Transaction history

Note: We do not store your full payment card details on our servers. All payments are securely processed through third-party services (e.g., Stripe, Apple Pay, Google Pay), which comply with PCI-DSS standards.

#### d. Device & Technical Information

Device type and model

Operating system and version

IP address

App usage logs and diagnostics

Crash reports

#### e. Location Data (Optional)

If you enable location access, we may collect GPS or approximate location data for features like route tracking or location-based challenges.

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## 2. How We Use Your Information

We use your information to:

Provide and personalize your fitness experience

Process transactions and manage subscriptions

Track and display your workouts and health data

Improve app performance and functionality

Communicate with you about your account or purchases

Send relevant notifications, promotions, or fitness tips

Detect and prevent fraud, abuse, or security issues

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### 3. How We Share Your Information

We do not sell your personal information. However, we may share it with:

Payment processors (e.g., Stripe, Apple, Google) to complete transactions

Service providers that help us deliver core services (e.g., cloud storage, analytics)

Third-party integrations (e.g., Apple Health, Google Fit), with your explicit consent

Authorities or legal entities when required by law or necessary to protect legal rights

A new owner if we are involved in a merger, acquisition, or asset sale

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#### 4. Data Retention

We retain your data only as long as necessary for the purposes described in this policy, or as required by applicable law. You may request deletion of your

personal data at any time.

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## 5. Security of Your Information

We use reasonable administrative, technical, and physical safeguards to protect your information. However, no method of data transmission or storage is 100% secure.

Payment data is processed by third-party providers who comply with industry-standard security practices (PCI-DSS).

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## 6. Your Privacy Rights

Depending on your location, you may have

the right to:

Access or request a copy of the personal data we hold

Correct or update your data

Request deletion of your account and data

Object to or restrict certain data uses

Withdraw consent where applicable

To exercise these rights, contact us at [Insert Contact Email].

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## 7. Children's Privacy

Our App is not intended for children under

16 (or the age required by your local laws). We do not knowingly collect data from children. If we learn we have, we will delete it promptly.

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## 8. Third-Party Services

We may link to or integrate with third-party platforms or services. This Privacy Policy does not govern those third parties. Please review their privacy policies before sharing data with them.

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## 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Material changes will be

communicated via the App or email. Your continued use of the App after updates means you accept the revised policy.

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## 10. Contact Us

If you have questions about this Privacy Policy or our data practices, please contact us:

[support@fundamental-fit.co.uk](mailto:support@fundamental-fit.co.uk)

