

Information we disclose for a business purpose

We do not sell your personal information. However, we may share your information with our service providers so they can help us provide our services to you. For example, if you purchase a Strava subscription, then we would disclose your payment information to a payment processor to help us process your payment.

In the left-hand side column below, we list the categories of personal information¹ that we have shared with our service providers during the past 12 months. In the right-hand side column below, we list the categories of service provider(s) who received the corresponding information.

Category of personal information		Category of service provider(s)
Identifiers, such as your real name, unique personal identifier, online identifier, Internet Protocol address, email address, and other similar identifiers.		Advertising and communications Analytics Data hosting and pipeline Search Site performance and debugging Support Surveys Trust and safety
Personal information categories, ² such as:	Physical characteristics such as height or weight, as indicated by you	Analytics Data hosting and pipeline
	Payment information	Payment processors
Characteristics of protected classifications, ³ such as:	Gender, as identified by you	Advertising and communications Analytics Data hosting and pipeline Surveys
	Age, as identified by you	Advertising and communications Analytics Data hosting and pipeline Surveys

¹ As defined by the California Consumer Privacy Act.

² As defined by Section 1798.80(e) of the California Customer Records statute.

³ As defined by California or United States law.

Commercial information, such as the record of purchase of your Strava subscription.	Advertising and communications Data hosting and pipeline Payment processors Surveys
Biometric information, such as your exercise data.	Advertising and communications Analytics Data hosting and pipeline
Internet or other electronic network activity information, such as session logs.	Analytics Data hosting and pipeline
Geolocation data, such as the physical location, direction and speed of your recorded activity.	Advertising and communications Analytics Data hosting and pipeline
Electronic, visual, or similar information, such as photos.	Data hosting and pipeline Support
Inferences drawn from any of the above information to create a profile reflecting your preferences, characteristics, behavior, abilities, and aptitudes, such as Relative Effort.	Analytics Data hosting and pipeline