

# THE REALM FITNESS PRIVACY POLICY

## Ownership

**Effective Date:** August 4<sup>th</sup> 2025

**Last Updated:** December 28<sup>th</sup> 2025

Welcome to the website of **The Realm Fitness** at <https://www.therealfitness.com> (the "Site"). This Site is owned and operated by **The Realm Fitness**, located at **1390 17 Ave SE, Calgary, Alberta, Canada**. **The Realm Fitness** is committed to protecting the privacy of its users and is dedicated to ensuring a secure and safe online experience. This Privacy Policy outlines how we collect, use, and protect your personal information when you visit our website at <https://therealmfitness.com> and interact with our services.

Please read this Privacy Policy carefully. By using our website and services, you agree to the practices described herein.

## Privacy Policy Updates

We may update this Privacy Policy from time to time, and we will notify you of any significant changes by updating the "Last Updated" date at the top of this page. We encourage you to review this Privacy Policy periodically to stay informed about how we collect, use, and protect your personal information.

## Consent

By accessing and using this Site, you consent to the collection, use, and disclosure of your personal information as outlined in this Privacy Policy. If you do not agree with any part of this policy, you should cease using the Site immediately.

## Information We Collect

### Personal Information

We collect personal information when you interact with our services, such as when you register for a membership, purchase products, sign up for promotions, or contact us for support. The types of personal information we may collect include:

- Name
- Address
- Email address
- Phone number
- Date of birth
- Gender
- Emergency contact information

- Financial account information (for membership and payments)

## Non-Personal Information

We also collect non-personal information automatically through the use of cookies and similar technologies. This may include information such as:

- IP address
- Browser type and version
- Pages visited on our website
- Referring website or search term
- Time spent on each page
- Device Information

This data helps us analyze website traffic and improve user experience.

## How We Use Your Information

We use the information we collect to:

- Process and manage your membership, purchases, and other requests
- Personalize your experience on our Site
- Communicate with you about your membership, orders, or inquiries
- Send promotional offers and updates (with your consent)
- Analyze Site usage and improve the user experience
- Comply with legal obligations or enforce agreements

## Sharing of Personal Information

We do not sell your personal information to third parties. We may share your information with trusted third-party service providers who assist us in operating our business, such as:

- **ABC Glofox:** Used for membership management, billing, and payment processing.
- Payment processors
- Delivery or shipping services for order fulfillment.
- Marketing and promotional partners.

These third parties are required to maintain the confidentiality of your information and are only authorized to use it for the purposes of providing services to **The Realm Fitness**.

If you opt to use external services or third-party sites linked from our Site, please review their privacy policies, as they are separate from ours. We are not responsible for their privacy practices.

We may also disclose personal information if required by law or in the good faith belief that such disclosure is necessary to:

- Comply with a legal obligation
- Protect our rights or the safety of others
- Investigate fraud or security concerns

If we intend to disclose your information to third parties for purposes other than those described in this Privacy Policy, we will obtain your explicit consent.

## Cookies & Tracking Technologies

We use cookies to enhance your experience on our website. Cookies are small files stored on your device that help us recognize you when you return to our site. Cookies help us:

- Process transactions
- Recognize you when you log in
- Remember your preferences and settings
- Analyze user behavior to improve our services
- Track your progress in promotions or contests

You have the option to accept or decline cookies through your browser settings. If you decline, you may not be able to use certain features of our website, such as personalized services or membership registration.

For more information about cookies, refer to your browser's privacy settings.

## Membership Management

When you sign up for a membership with **The Realm Fitness**, we use the ABC Glofox software to manage your membership. ABC Glofox collects personal information such as:

- Name
- Address
- Date of birth
- Emergency contact information
- Payment details

ABC Glofox uses this information solely for membership and payment processing purposes. For more details on how ABC Glofox handles your data, please refer to their Privacy Policy: ABC Glofox Privacy Policy.

## Cross-Border Data Transfers

Some of your personal information may be stored and processed in countries outside of Canada, including the United States, where our third-party service providers (e.g., ABC Glofox) may operate. By using our services, you consent to the transfer and processing of your personal

information outside of Canada, including in jurisdictions that may not have the same level of data protection as Canada.

## **Data Retention**

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected, including for legal, accounting, or reporting requirements. Once your information is no longer required for these purposes, we will delete or anonymize it.

## **Marketing and Promotional Communications**

With your consent, we may send you promotional communications such as newsletters, special offers, and updates about **The Realm Fitness** services and products. You can opt-out of receiving these communications at any time by:

- Clicking the unsubscribe link in our emails
- Contact us directly at [info@therealmfitness.com](mailto:info@therealmfitness.com)

## **Access, Correction, and Deletion Rights**

Under Canadian privacy laws, you have the right to access, correct, or request the deletion of your personal information. If you would like to exercise any of these rights, please contact us at the details provided below. We will respond to your request within a reasonable time.

## **Security of Personal Information**

While no method of transmission over the Internet is 100% secure, we take reasonable precautions to protect your personal information from unauthorized access, disclosure, alteration, and destruction. . We use industry-standard encryption technologies and access controls to secure your data. However, we cannot guarantee complete security due to the nature of online transactions. By using our website, you acknowledge and agree that we cannot guarantee the absolute security of your personal information during transmission.

## **Sensitive Information**

In certain circumstances, we may collect sensitive personal information such as health-related data. We will only collect, use, or disclose sensitive information with your explicit consent. We ensure that sensitive data is protected through strong security measures.

## **External Service Providers**

We may engage external service providers to enhance your experience, such as for processing payments, providing merchandise, or facilitating promotions. If you opt to use their services, their use of your information will be governed by their respective privacy policies. We will only share your information with external service providers with your explicit consent.

## Privacy Breach Notification

In the event of a data breach that compromises your personal information, we will notify you as required by applicable laws. We will provide details of the breach, the potential risks, and the measures we are taking to address it.

## Children's Privacy

The services on this Site are intended for individuals 18 years of age or older. We do not knowingly collect personal information from children under 18. If you are under 18, you may only use this Site with the consent and supervision of a parent or guardian.

## Third-Party Links

This Site may contain links to third-party websites that are not operated by **The Realm Fitness**. These external sites may have their own privacy policies, and we recommend that you review them before submitting any personal information. We are not responsible for the privacy practices of third-party websites.

## Your Rights and Choices

As a resident of Alberta, you have rights under the **Personal Information Protection Act (PIPA)** of Alberta. These rights include:

- Access to your personal information
- Requesting corrections to your personal information
- Requesting deletion of your personal information (subject to legal and contractual limitations)

If you wish to exercise these rights, or have questions regarding your information, please contact us at [info@therealmfitness.com](mailto:info@therealmfitness.com).

## Contact Information

If you have any questions or concerns about this Privacy Policy or how we handle your personal information, please contact us at:

### **The Realm Fitness**

1390 17 Ave, Calgary, Alberta

Email: [info@therealmfitness.com](mailto:info@therealmfitness.com)

Phone: **(Number to be updated)**