

Privacy Policy

Sparta Performance Science and its affiliates (hereinafter "Sparta," "we", "us," "our,") provide online and mobile services through various websites, including but not limited to "spartascience.com", and "spartatrac.com", (hereinafter collectively "the Sparta Sites), widgets, computer programs and mobile applications hosted by or on behalf of Sparta (collectively, the "Sparta Services") intended to enhance your use of the performance and monitoring products offered by Sparta (hereinafter collectively the "Sparta Technology").

Sparta is committed to maintaining the privacy, integrity and security of any personal information about our users. This Privacy Policy (hereinafter the "Policy") explains how we protect personal information we collect in connection with your use of the Sparta Services), and how we use and in some cases disclose that information. "Personal information" for purposes of this Policy means information that identifies you, such as your name, address, phone number, fax number or email address.

This Policy is subject to the provisions our Terms of Service, which are incorporated by reference.

What Personal Information We Collect

The Sparta Technology work in conjunction with a user account (hereinafter "Sparta User Account") created on any of the Sparta Sites.

When you sign up for a Sparta User Account, you are required to provide an email address, username (which will be used as your login ID) and to create an account password (collectively the "Registration Information").

In order to benefit fully from the Sparta Technology, you can also add additional personal details to your Sparta User Account, such as height, weight, gender, and age.

Information sent wirelessly from your mobile device to us is stored in your Sparta User Account.

Information that you add manually to the Sparta Services is stored in your Sparta User Account.

Information Collected/How it is Used

The Sparta Services and the Sparta Technology may collect Customer Data and Personal Information, and other types of information, including but not limited to Users' names, address, location, IP address, telephone numbers, credit card/payment information, and other personally identifiable information including Users' birth, height, weight, and other physical traits. Certain parts of the Sparta Sites and mobile app(s) is/are only accessible if you obtain a password. We may collect personal information when you register for a password or make a payment. We do not share User(s) information with advertisers or marketers without notice.

Customers of Sparta have statistical and measurement data recorded during each training session, including, but not limited to, information pertaining to the User's age, height, weight, strength, and other physical traits. Sparta uses information collected to provide you with the services you request, to analyze athlete performance, and improve training regimens. Sparta provides objective data-based training, which requires the collection, aggregation, manipulation, and analysis of personal data from each User. We utilize proprietary software to analyze data of each individual User and an aggregate of all Users to meet our goals as a company: to help our Users meet their goals as individuals. Using proprietary software, we can monitor and track Users' progress through a mobile friendly system capable of logging personally identifiable information. Without the ability to analyze our Users' data, Sparta would not be able to measure our User's training, nutrition, and recovery abilities nor would we be able to provide the individualized instruction, guidance, and training demanded by our Users to create a healthier, stronger, more mentally tough athlete.

We collect information from our Users both directly and indirectly. Some information is collected with the User's full awareness, knowledge, and express authority. For example, Users may electronically submit data or information remotely to the Sparta Services. Other information may be collected without the User's direct knowledge.

Sparta uses your personal information to:

- Provide you with the Sparta Service;
- Analyze Sparta Site usage and improve the Sparta Service;
- Deliver to you any administrative notices and communications relevant to your use of the Sparta Services and the Sparta Technology;
- Provide you with updates regarding Sparta Technology;
- Perform internal market research, project planning, troubleshooting problems, and to detect and protect against error, fraud or other criminal activity;
- Enforce the Sparta Terms of Use.

Disclosure to Third Parties

At times Sparta may make certain personal information available to strategic partners that work with Sparta to provide services to you. In such cases, your account with such third party will continue to be subject to that third party's privacy policy and your Sparta User Account will continue to be governed by this Policy.

Sparta may also share your personal information with companies who provide services such as information processing, order fulfillment, product delivery, customer data management, customer research and the like. These companies are obligated to protect your information and may be located wherever Sparta does business.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users or if we are required to do so by any applicable law, rule, regulation, subpoena or other legal process. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

Use of Aggregated Anonymous User Data

Sparta may disclose non-personally identifiable aggregated user data, such as aggregated gender, age, height, weight, and usage data (without the inclusion of a User's name or other identifying information) to:

- Organizations approved by Sparta that conduct research into health and wellness;

Users of the Sparta Service for purposes of comparison of their personal health, performance and wellness situation relative to the broader community; and
Advertisers and other third parties for their marketing and promotional purposes.

Cookies and Other Technology

The Sparta Technology may use "cookies" and other technologies such as pixel tags and web beacons.

Cookies are alphanumeric identifies in the form of text files that are inserted and stored by your Web browser on your computer's hard drive. These technologies tell us which parts of our website you have visited, limit the number of times you see a Sparta offer, or help us better determine which Sparta offers you may like to see or to alert you to software compatibility issues. They are also used to analyze and improve our Service's design and functionality.

If you choose to delete cookies from your device or block them from being stored on your device, please note that the full functionality of the Sparta Services may not be available to you.

"Web beacons" are images embedded in a Web page or email for the purpose of measuring and analyzing website usage and activity. Sparta, or third party service providers acting on our behalf, may use Web beacons to help us analyze Sparta Site usage and improve the Sparta Service.

We may use third party service providers to help us analyze certain online activities and improve our products and the Sparta Service. For example, these service providers may help us measure the performance of our online campaigns or analyze visitor activity on the Sparta Sites. We may permit these service providers to use cookies and other technologies to perform these services for Sparta. We do not share any personal information about our customers with these third party service providers, and these service providers do not collect such information on our behalf. Our third party service providers are required to comply fully with this Policy.

Information You Elect to Share With Others

If you use a message board, blog, journal or any other method of posting user-generated content on the Sparta Sites or through the

Sparta Services, you should be aware that such information can be read, collected or used by others and could be used to send you unsolicited messages. We are not responsible for the personal information you choose to submit in these areas.

Through the Sparta Services, Sparta enables you to share information with others. Many users find this to be an important motivator in achieving their goals. Sparta is dedicated to providing you with full control of your personal data. Sparta generally allows you to set notifications, categories or pieces of data to be private, viewable by friends only, or viewable by the public. We encourage you to consider these privacy settings before sharing information on the Sparta Sites or through the Sparta Services, and to periodically review your privacy settings and adjust them in accordance with your preferences. Anonymous users have no access to the site.

Sparta's default settings for new users are as follows:

Default Public - Basic information (e.g., profile photo, nickname, steps and distance, etc.) will be available to everyone

Default Friends - Information your friends likely already know about you (e.g., real name, "About Me," age, gender, height, location, etc.) will be available to your friends

Default Private - Information likely to be sensitive (e.g., activity data, food, weight, body data, measurements, journal, mood, allergies, sleep statistics, non-profile photos, etc.) will not be available to third parties

Generally, Sparta limits search engine access to the Sparta Sites, and instructs search engines not to index user profile pages. However, search engines may access profile information set to the "public" in your privacy setting.

Third Party Products or Services Offered Through the Sparta Sites

There may be a number of separate products and services such as nutrition, sports and fitness equipment (hereinafter, "Third Party Offers") that are offered by third parties and advertised by us on the Sparta Sites and through the Sparta Services that may be complementary to your use of the Sparta Technology. If you choose to use these separate products or services, disclose information to the third parties, or grant them permission to collect information about

you, then their use of your information is governed by their privacy policies. You should evaluate the practices of these third parties before deciding to accept Third Party Offers. Sparta is not responsible for privacy practices of any third party. If you click on a link to a third party site, Sparta encourages you to check the privacy policy of that site. Sparta may present links in a format that enables us to keep track of whether these links have been followed and whether any action has been taken on a third party web site. We use this information to improve the quality of the Third Party Offers and customized content on the Sparta Service.

Third parties offering products or services will not be given your personal information without your explicit permission.

Contests, Giveaways and Surveys

From time to time, Sparta may offer you the opportunity to participate in contests, giveaways and other promotions. Any information submitted in connection with such activities will be treated in accordance with this Policy, except as specifically set forth in the rules for those contests, giveaways or promotions. From time to time, Sparta may also ask you to participate in surveys designed to help Sparta improve the Sparta Service. Any personal information provided to Sparta in connection with any survey will be used only in relation to that survey and as elsewhere set forth in this Policy.

Children

We do not knowingly collect any personal information from children under 13. If we discover that a child under the age of 13 has provided us with personally identifying information, we will take steps to delete the information as soon as possible.

Your Right to Delete Your Data

If you would like to cancel your Sparta User Account you may do so by emailing services@spartascience.com. When you request cancellation of your account, your personally identifiable information will be deleted, including but not limited to your email address, name, photo(s), friends list and links to social and partner sites such as Facebook, Twitter, and Google Health. Archival copies of your account information that exist within our back-up system will be

deleted in accordance with our normal back-up expiration schedule. Following cancellation or termination of your account, Sparta may continue to utilize personally de-identified and anonymized historical data associated with your use of the Sparta Services and the Sparta Technology.

Email Communications From Us

We may provide our registered customers with weekly summaries of their Sparta User Account data and email alerts. We also allow users to subscribe to email newsletters and from time to time may transmit emails promoting Sparta or third-party goods or services.

Sparta subscribers have the ability to opt-out of receiving our summaries and promotional emails and to terminate their newsletter subscriptions by following the instructions provided in such emails.

Opting out in this manner will not end transmission of service-related emails, such as email alerts.

Data Security

We use a combination of firewall barriers, encryption techniques and authentication procedures, among others, to maintain the security of your data and to protect Sparta User Accounts and systems from unauthorized access.

When you register for the Sparta Services, Sparta requires a password from you for your privacy and security. This password is stored in an encrypted fashion on our systems.

It is important to understand that these precautions apply only to the Sparta Sites and systems. We exercise no control over how your information is stored, maintained or displayed by third parties or on third-party sites.

Privacy Complaints by European Union Citizens

Sparta Services are hosted and operated entirely in the United States and are subject to United States law. Any personal information that you provide to Sparta is being provided to Sparta solely in the United States and will be hosted on United States servers. You consent to the transfer of your personal information to the United States. If you

are accessing the Sparta Services from outside the United States, please be advised that United States law may not offer the same privacy protections as the law of your jurisdiction.

Enforcement and Dispute Resolution

You acknowledge that Sparta is located in the United States of America ("U.S.") and will process and store your information in the U.S., and that as a result, U.S. governments, courts or law enforcement or regulatory agencies may be able to obtain disclosure of your information through the laws of the U.S.

If you have any questions, complaints or disputes regarding the manner in which Sparta handles or protects your personal information, please contact our Privacy Director (contact information below). Sparta will investigate and attempt to resolve complaints and disputes in a reasonable time and in a manner that complies with the principles described in this Policy. If you do not want us to share your personally identifiable information with other companies or organizations, you may opt-out of this information sharing by contacting our Privacy Director (contact information below).

With respect to any complaints related to this Policy that cannot be resolved through our internal process, you agree to participate in the dispute resolution procedures set forth by the American Arbitration Association. In the event that we, or the appointed arbitrator(s) conclude that we did not comply with this Privacy Policy, we will take appropriate steps to address any adverse effects and assure our future compliance. Sparta is headquartered in California. The laws of the State of California will govern this Policy, as well as any claim that might arise between you and us, without regard to conflict of law provisions. You agree that jurisdiction for any arbitration or legal action will be only in the State of California, with venue in the County of San Mateo. You agree to submit to the personal jurisdiction of the courts located in San Mateo County, California for the purpose of litigating all such claims

Your Responsibility for Maintaining the Confidentiality of your Login ID and Password

You are responsible for maintaining the security of your login ID and

password. If you believe that your login ID or password have been compromised you should immediately change your password and [contact support](#). We are not responsible if someone else accesses your account through registration information they have obtained from you or through a violation by you of this Policy or the Sparta Terms of Service.

If you have a security related concern, please [contact support](#).

Updates to this Policy

We may update this Policy periodically. The date last revised appears at the bottom of the Policy. Changes take effect immediately upon posting.

Contact us if you have any questions or concerns

If you have questions, comments, concerns or feedback regarding this Policy or any other privacy or security concern, send an e-mail to [our support](#).

This policy was last updated on August 9, 2013.