

PRIVACY POLICY

Last Updated: August 9, 2020

Body and Soul Ministries (“Body and Soul”, “we”, “our”, or “us”) is committed to maintaining a robust privacy protections for its users. Our Privacy Policy (“Privacy Policy”) is designed to help you understand how we collect, use, and safeguard the information you provide to us and to assist you in making informed decisions when using our Services.

For purposes of this Agreement, the “Services” refers to the Body and Soul website (bodyandsoul.org), Body & Soul FitTV, Body and Soul live and virtual fitness classes, the Body & Soul mobile, desktop, or device applications (including iOS and Android applications (“Apps”)) and Body & Soul-controlled social media pages (including on Facebook, Instagram, and Twitter).

“You” refers to you, as a user of the Services.

By accessing the Services, you accept our Privacy Policy and Terms of Service, and you consent to our collection, storage, use and disclosure of your Personal Information as described in this Privacy Policy.

1. Information We Collect

We collect “Non-Personal Information” and “Personal Information.” Non-Personal Information includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. Personal Information includes your first and last name, email address, phone number, and other subscriber information which you submit to us during the subscriber account creation process.

In an effort to improve the quality of the Services, we track information provided to us by your browser or by our software application when you view or use the Services, such as the website you came from (known as the “referring URL”), the type of browser you use, the device from which you connected to the Services, the time and date of access, and other information that does not personally identify you. We track this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user’s browser from our servers and are stored on the user’s computer hard drive. Sending a cookie to a user’s browser enables us to collect Non-Personal information about that user and keep a record of the user’s preferences when utilizing the Services, both on an individual and aggregate basis. Body and Soul may use both persistent and session cookies; persistent cookies remain on your computer after you close your session and until you delete them, while session cookies expire when you close your browser.

In addition to the information provided automatically by your browser when you visit the Site, to become a subscriber to Body and Soul FitTV or to Live Classes you will need to create a subscriber account. You can create a subscriber account by registering with the Services and entering your email address, and creating a user name and a password. By registering, you are authorizing us to collect, store and use your email address in accordance with this Privacy Policy.

The Services are not directed to anyone under the age of 18. The Services do not knowingly collect or solicit information from anyone under the age of 18, or allow anyone under the age of 18 to sign up for the Services. In the event that we learn that we have gathered personal information from anyone under the age of 13 without the consent of a parent or guardian, we will delete that information as soon as possible. If you believe we have collected such information, please contact us at info@bodyandsoul.org.

2. How We Use and Share Information

Personal Information. Except as otherwise stated in this Privacy Policy, we do not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent. We do share Personal Information with vendors who are performing services for Body and Soul, such as the servers for our email communications who are provided access to a user's email address for purposes of sending emails from us. Those vendors use your Personal Information only at our direction and in accordance with our Privacy Policy.

In general, the Personal Information you provide to us is used to help us communicate with you and personalize your experience of the Services. For example, we use Personal Information to contact subscribers in response to questions, solicit feedback from subscribers, provide technical support, and to send system alerts.

We may share Personal Information with outside parties if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to meet any applicable legal process or enforceable governmental request; to enforce applicable Terms of Service, including investigation of potential violations; address fraud, security or technical concerns; or to protect against harm to the rights, property, or safety of our users or the public as required or permitted by law.

Non-Personal Information. In general, we use Non-Personal Information to help us improve the Services and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyze use patterns of the Services. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers, and other third parties at our discretion.

In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the

assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of our assets may continue to process your Personal Information as set forth in this Privacy Policy. If our information practices change at any time in the future, we will post the policy changes to the Services so that you may opt out of the new information practices. We suggest that you check the Terms of Service and this Privacy Policy periodically if you are concerned about how your information is used.

3. How We Protect Information

We implement security measures designed to protect your information from unauthorized access. Your account is protected by your account password and we urge you to take steps to keep your personal information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by implementing certain technological security measures including encryption, firewalls, and secure socket layer technology. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. By using the Services, you acknowledge that you understand and agree to assume these risks.

4. Your Rights Regarding the Use of Your Personal Information

You have the right at any time to prevent us from contacting you for marketing purposes. When we send a promotional communication to a subscriber, the subscriber can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional email. Please note that notwithstanding the promotional preferences you indicate by unsubscribing, we may continue to send you administrative emails including, for example, periodic updates to our Privacy Policy.

You have the right to request copies of your personal data. We may charge you a small fee for this service.

You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete information you believe is incomplete.

You have the right to request that we erase your personal data, under certain conditions.

You have the right to request that we restrict the processing of your personal data, under certain conditions.

You have the right to object to our processing of your personal data, under certain conditions.

You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we will respond to you within 30 days. You may be required to verify your identity before we can grant your request pursuant to this Privacy Policy. If you would like to exercise any of these rights, please contact us at info@bodyandsoul.org.

5. Links to Other Websites

As part of the Services, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Services. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by selecting a link via the Services. We encourage our users to read the privacy statements of other websites before proceeding to use them.

6. Changes to Our Privacy Policy

Body and Soul reserves the right to change this policy and our Terms of Service at any time. We will notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Services and this privacy page for updates.

7. Contact Us

If you have any questions regarding this Privacy Policy or the Services, please contact us by sending an email to info@bodyandsoul.org.