

Privacy Policy

This policy is effective November 19, 2018.

HALE Sports, LLC (“HALE,” “we” or “us”) respects your concerns about privacy. This Privacy Policy explains how we collect, use, secure, and share personal information that we obtain through your use of our corporate website, mobile application, or other online services (the “Services”). This Privacy Policy also instructs you on your rights and choices with regard to personal information we collect. This Privacy Policy applies to www.halesports.com, our mobile application, and any other online services linking to this Privacy Policy. This Privacy Policy does not apply to information we collect from other sources, or that you provide to other parties. By visiting, interacting with, or using the Services, you acknowledge that we may collect, use, disclose, or otherwise process your personal information in accordance with this Privacy Policy.

Information That We Collect

We generally collect or receive information through the Services in two ways: (1) when you voluntarily provide information to us, such as by creating an account, making purchases, subscribing to newsletters, or submitting a “Write Us” form, and (2) when we collect information automatically, such as through cookies. These methods are described in more detail below.

(1) Information You Voluntarily Choose to Provide

You may provide your personal information to us when you choose to use the Services. The following are some examples of situations in which you may provide information to us through the Services:

- Creating an account to use our websites, mobile application, or other online services;
- Purchasing something from us or otherwise engaging in a transaction with us;
- Signing up for newsletters or other communications;
- Completing questionnaires or surveys;
- Contacting us for any reason, such as by email or through a “Write Us” web form, including for technical support or customer service.

The personal information we collect from you will vary depending on the services you are using, the Services you are using, and how you access those Services. The information you provide to us may include your name and your email address(es). If you choose to make a purchase, we will collect payment card information such as your card’s payment account number and expiration date. Sometimes we ask for your phone number, your postal address, your billing address, and your employer.

If you choose to engage with our fitness, sports performance, and health services, we or our partner companies may request additional information from you, such as test results. That data collection is subject to our partners’ privacy policies and the terms, conditions, and authorizations you complete and provide to us or our partners in order to use our performance and health services.

(2) Information Collected Automatically When You Use Our Services

We collect some information automatically when you use our Services. If a combination of information that we collect does identify you as an individual, we will treat the combined information as personal information.

We collect information automatically through technologies such as web browsers, cookies, log files, and web beacons. We use the information for purposes such as modifying or improving features, addressing technical issues, preventing fraud or misuse of our services, and conducting data analytics. The type of information that we automatically collect may vary, but generally includes:

- Technical information about your computer, device, hardware, or software you use to access the Internet or our services, such as IP address or other transactional or identifier information for your device (such as device make and model, information about device operating systems and browsers, or other device or system related specifications);
- Usage information and statistics about your interaction with our websites and applications, which may include the URLs of our websites that you have visited, URLs of referring and exiting pages, page views, time spent on a page, number of clicks, the application you used, how long you used the application and when, and other usage statistics;
- Information that facilitates a safer and more personalized experience, such as user identification provided in connection with your application use, saved preferences, and device identifiers or usage information for authentication and fraud prevention purposes;
- The real-time location of your device, if you agree using your device settings.

We also may derive your general location from device information such as IP address. If you choose to engage with our fitness, sports performance, and health services, then our partner companies may collect additional information automatically, such as monitoring your heart beat and movements. That data collection is subject to our partners' privacy policies and the terms, conditions, and authorizations you complete and provide to us or our partners in order to use our performance and health services.

How We Use and Share Your Information

As a general matter, we use your information to provide the services or information you request, including:

- To provide information about your fitness, capabilities, nutrition, and health and to provide suggestions and performance or fitness plans based on this information and your preferences;
- To communicate with you, respond to your requests, or provide you with updates and information;
- To better understand our users, their interests, and their preferences;
- To personalize your experience, save your preferences, authenticate our users, and provide similar user-experience features;

- To develop, deliver, and improve our products, services, and other offerings;
- To connect you with our partners who provide aspects of our fitness, sports performance, and health services;
- To manage and customize advertisements or promotional offers;
- For security purposes;
- For internal purposes such as auditing and data analysis.

We will share information with our partners who provide aspects of our fitness, sports performance, and health services such as testing and analytics. Those partners use the information, subject to our agreements, to provide the Hale-branded services that are subject to terms, conditions, and authorizations you complete and provide to us or our partners in order to use our performance and health services.

We also share information with service providers that perform services on our behalf and under our instructions. These service providers are not authorized by us to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements. We also may share certain limited information, such as device identifiers, with advertisers and other marketing partners for purposes of gauging the effectiveness of advertising and other marketing strategies.

We may also disclose information about you: (i) if we are required to do so by law, legal process, or a reasonable request from law enforcement authorities or other government officials, (ii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity, or (iii) if necessary to protect the vital interests of another individual (such as to prevent death, bodily harm, or serious damage to property). We may also provide your information to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).

Your Choices

We provide you with choices about whether to provide us with personal information and whether it is shared. For example, you can choose not to give us the personal information we request, as described in the “Information You Voluntarily Choose to Provide” section of this policy. However, in some cases, if you decide not to provide the personal information we request, we will not be able to provide the application, service, or information you requested.

Other examples of your choices include:

- You can browse our website without registering or directly submitting any personal information to us. We may collect some limited information automatically, as described above.
- You may opt out of receiving our messages at any time by using the opt-out mechanism provided in the message.
- You may opt out of our app’s real-time location tracking by changing your device settings.

- You may change your browser settings or take other steps to block, manage, or delete cookies. Not all of our Services currently respond to browser “do not track” signals, so you will need to use your browser settings to effectively manage cookies. In some cases, blocking or disabling cookies may cause our websites and applications not to work as intended and some features may not be available.

You may also exercise and amend your choices by sending an email to us as detailed in the “How to Contact Us” section below.

Security

We maintain appropriate administrative, technical, and physical safeguards to protect your personal information from accidental, unlawful, or unauthorized destruction, loss, alteration, access, disclosure, or use and other unlawful forms of processing. In some cases, your information is accessible when you log into a feature we offer, and in those cases you need to keep your user credentials and password confidential and secure so that your information is protected.

Links to Other Websites and Services

We are not responsible for the practices employed by websites or services linked to or from the Services, including the information or content contained therein. Please remember that when you use a link to go from our Website to another website, our Privacy Policy does not apply, and we do not have control over those third-party websites or services. Your browsing and interaction on any third-party website or service are subject to that third party’s rules and privacy policies.

Access and Correction

We provide you with the ability to request access to and correction of your personal information. You can update your account information any time through our website. If you would like to request access to or correction of your personal information, please submit your request by sending an email to the address specified in the “How to Contact Us” section below. Please include your name, email address, and postal address in your request, and describe specifically the information that you would like to access or correct so that we may respond appropriately and promptly.

Updates to Our Privacy Policy

This policy may be updated periodically to reflect changes in our personal information practices or relevant laws. We will indicate at the top of this policy when this policy was last updated. Please review this policy every time you access or use our Services to make sure that you have reviewed the most recent version.

Children’s Privacy

We do not direct our Services to children (usually considered individuals under the age of 13). We also do not intentionally collect personal information from children through the Services. If you are the parent or guardian of a child and you believe that we have inadvertently received personal information about that child, please contact us as described in the “How to Contact Us” section below and we will delete the information from our records.

How to Contact Us

If you have any questions or comments about this policy, if you need to report a problem, or if you would like to exercise one of your rights under this policy, please contact us using the information below. Please include your name, contact information, and the nature of your request so that we can respond appropriately and promptly to your communication.

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