

This Privacy Policy (“**Policy**”) describes the data collected (“**Collected Data**”) by or on behalf of Bod·ē Pro, Inc. (“**Bod·ē Pro**,” “**we**,” “**us**,” or “**our**”) and its vendors through this website (“**Site**”) and our mobile application (“**App**”; together with the Site, “**Services**”), and how Collected Data is used and shared. If you have questions or concerns about this Policy, please contact us.

By using the Services, you agree on behalf of yourself and any organization that you represent (together, “you”) that you have read and understand this Policy. We may modify this Policy at any time. All changes will be effective immediately upon posting to the Services. Material changes will be conspicuously posted on the Services or otherwise communicated to you. By using the Services after changes are posted, you agree to those changes.

We Collect Data You Provide

Personal Information. You can visit the Site and download our App without submitting personal information. If you elect to provide information that personally identifies you (“**Personal Information**”) such as your name, email, mailing address, phone number, date of birth, or payment data, we will collect, use, and share it pursuant to this Policy and applicable law.

Personal Information is required to use certain Services features, for example, to create online accounts, purchase products or services, contact us via email, phone, or our form (where we may retain your message’s content and our response), receive or request data from us (e.g., our newsletter), and respond to communications from us (e.g., surveys and promotional offers).

Bod·ē Pro Accounts. To create an online Bod·ē Pro account, you must submit your name, address, phone number, email address, and create a password. This data is used to populate a profile within your account.

Order & Payment Data. To make purchases through the Services, you must create a Bod·ē Pro account (as described above), and submit your credit or debit card type, number, expiration date, security code, and billing address. All credit and debit card data is provided directly to our PCI-compliant third-party payment processor. We do not directly access, handle, or store your credit or debit card data. We may keep a record of your purchases. We store your payment card’s last four digits to facilitate future orders. We collect tax identification numbers you submit for tax-exempt purposes.

Marketing Communications; Opt Out. If you opt in to receive marketing communications from us, you must submit your name, email, mailing address, and phone number. We use this data to send you promotional and other electronic and hardcopy communications. We may use third-party providers to deliver communications to you. You may opt out of such emails by using the unsubscribe link in the email or contacting us at customercare@bodepro.com with “Unsubscribe” in the subject line. To opt out of other communications (e.g., postal marketing and telemarketing), please contact us. Opting out of marketing communications does not opt you out of communications about your account or transactions.

Data Automatically Collected

Services Activity. We will collect data about when you access the Services.

IP Addresses, Cookies, & Similar Tracking Technologies. When you use the Services, we and our vendors use technologies such as cookies (i.e., small pieces of data stored on your device’s hard drive by your browser), web beacons, pixel tags, and similar technologies to automatically collect internet protocol addresses assigned to the computers and other devices you use, your internet service provider, device data (ID number, make, model, version number, and operating system), geographic location (country, latitude, and longitude where the App is being used), browser type, Site pages visited, websites you access before and after visiting the Site, and data related to how and when you use the Services (e.g., date and time stamps, clickstream data, and data about search terms and websites that direct you to the Site). We may combine this Collected Data with other Collected Data (including Personal Information) and data obtained from third parties.

The Site may use session, persistent, and flash cookies (local stored objects) to collect and store data about your preferences and navigation to, from, and on our Site. Session cookies are used to complete transactions and for other purposes such as counting visits to certain webpages. Session cookies are eliminated when you exit your browser. Persistent cookies may be stored on your computer by your browser. When you log in, persistent cookies tell us if you have visited the Site before or if you are a new visitor.

Flash cookies differ from browser cookies regarding the amount and types of data collected and how the data is stored. Cookie management tools provided by your browser will not remove and cannot manage Flash cookies. To learn about managing your Flash cookie settings, visit the Flash player settings page on Adobe's website [here](#).

Most browsers automatically accept cookies. You can disable this function, but disabling cookies may impact your use and enjoyment of the Site.

Do Not Track Requests. Due to the automatic collection of data using cookies, we do not honor “do not track” requests.

Analytics. We may occasionally enable and implement various analytics tools, such as Google Analytics, which is an analytics tool provided by Google to collect and process Collected Data consisting of certain telematics about your use of the Site. Google sets and reads cookies to collect such Collected Data and your web browser will automatically send such Collected Data to Google. Google uses this data to provide us with reports that we use to improve the Site's structure and content. Similarly, we may occasionally enable and implement various analytics tools that collect and process data about your use of the App.

We may occasionally enable and implement additional add-on services to Google Analytics, such as Demographics and Interest Reporting. Demographics and Interest Reporting uses cookies to collect data about our Site traffic by tracking users across websites and across time to provide us with analytics on our user base.

To learn more about how Google uses data, visit [Google's Privacy Policy](#) and Google's page on “[How Google uses data when you use our partners' sites or apps](#).” You may download and install the [Google Analytics Opt-out Browser Add-on](#) for each web browser you use. Using the Google Analytics Opt-out Browser Add-on does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage on Websites](#).

Online Behavioral Advertising. We may occasionally use advertising networks and services provided by third-party vendors. These services collect data about your interactions with the Services and websites across the internet and use such data to target personal content and advertisements for goods and services. The data collected may be associated with your Personal Information. The targeted content and advertisements may appear on the Services and on other websites and may be sent to you via email. Advertising networks often gather data about consumers who view advertisements to make inferences about a consumer's interests and preferences, which enables their computers to deliver advertisements directly targeted to the consumer's specific interests. This practice is often referred to as “online behavioral advertising.”

To change your preferences with respect to certain online ads and to obtain more information about third-party ad networks and online behavioral advertising, visit the [National Advertising Initiative Consumer opt-out page](#) or the [Digital Advertising Alliance Self-Regulatory Program](#). Changing your settings with individual browsers or ad networks will not necessarily carry over to other browsers or ad networks. As a result, depending on the opt-outs you request, you may occasionally still see our ads.

Social Media. We are active on social media, including Facebook, Twitter, and Instagram (“**Social Media**”). You may comment on Social Media regarding Bod·ē Pro and our products and services.

The Services allows you to connect and share data with Social Media. These features may require us to use cookies, plug-ins, and APIs provided by such Social Media to facilitate those communications and features.

Anything you post on Social Media is public information and will not be treated confidentially. We may post (or re-post) on the Services and our Social Media pages any comments or content that you post on our Social Media pages. **You agree to hold Bod·ē Pro and its affiliates harmless and without liability for the results of any and all content you post on Bod·ē Pro's Social Media.**

Your use of Social Media is governed by the privacy policies and terms of the third parties that own and operate those websites and not by this Policy. We encourage you to review those policies and terms.

The Services may use advertising networks and services offered by Social Media to deliver advertising content. Use of these services requires Social Media to implement cookies or pixel tags to deliver ads to you while you access the Services.

How We Use & Share Collected Data

Beyond the uses and sharing described above, Bod·ē Pro and its vendors may use and share Collected Data as described below. We do not sell or rent Collected Data except as stated in this Policy and as permitted by applicable law.

Purpose Collected & Communication with You. We use and share Collected Data for the purpose for which it was collected. For example, if you place an order through the Services, we use Collected Data to communicate with you regarding your order. If you contact us for support or assistance, we may use Collected Data to contact you and assist you with your request. We may use Collected Data to notify you of Services changes (e.g., changes to our [Terms of Use](#) or this Policy), and if you opt in, to send you marketing communications.

Vendors & Consultants. We may share your Personal Information and other Collected Data with our affiliates, third-party vendors, Bod·ē Pro Influencers (a retail or wholesale customer who has upgraded their account to a business builder by referring new customers to Bod·ē Pro), service providers, suppliers, consultants, agents, and other partners (including Services management and hosting, payment processing, online storefronts, marketing and public relations, and email services) that provide data processing services to us (e.g., to support the delivery of, provide functionality on, or help to enhance the security of the Services or our products and services) or otherwise process Personal Information for purposes described in this Policy or communicated to you when we collect such data. Our vendors are authorized and may use and disclose Collected Data as needed to provide the applicable services to us and as provided by their own privacy policies.

Aggregated Data. We may use Collected Data (including Personal Information) to create anonymous aggregate data. We may use and share such aggregate data with our affiliates, vendors, and other third parties to: (1) analyze, develop, and improve the content, products, and services that we make available, (2) inform business strategies, (3) understand demographics and user preferences, (4) customize promotional emails and users' experience with the Services, and (5) for other lawful purposes.

Security & Protection of Rights. We may use Collected Data and share it with third parties if we believe it is needed to operate the Services or to protect our rights or the rights of others, including sharing data needed to identify, contact, or bring legal action if our contracts, terms, or policies are violated or if required by law.

Business Transactions. All Collected Data is exclusively our property. If we undergo a change or contemplated change in control, acquisition, merger, reorganization, or asset sale, all Collected Data may be transferred, sold, shared, or otherwise shared with potential and actual successors, which will be bound by this Policy as it applies to Collected Data.

With Your Consent. With your consent, we may use or share Collected Data in ways not specifically described in this Policy.

Data We Do Not Intend to Collect

1. **Special Categories of Personal Information.** “Special Data” is any data that reveals your racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, or that involves genetic or biometric data or data concerning health or sexual orientation. We do not intend to collect any Special Data from you. Please do not provide Special Data to us.
2. **Children.** We are committed to protecting children’s privacy. The Services are not directed at children under 18 years of age. We do not knowingly collect, use, or share data from children under 18. If a parent or legal guardian learns their child provided us with Personal Information without his or her consent, please contact us.

Data Security

We use commercially reasonable technical and organizational measures to help secure all Collected Data against loss, misuse, and alteration. While we cannot guarantee it, we use industry-standard protections to help safeguard against such occurrences. If a breach of our systems occurs, we will notify you of the breach only if and as required under applicable law.

You understand that no data transmission over the internet or a mobile device can be guaranteed to be 100% secure. While we strive to protect your Personal Information, we do not guarantee the security of Personal Information and you provide Personal Information at your own risk.

Access from Outside the United States

If you access the Services from outside the United States, please be aware that Collected Data may be transferred to, stored in, and processed in the United States. U.S. data protection and related laws may not be as comprehensive as those from where you access the Services.

Third-Party Websites

The Services may link to, or be linked to, websites not controlled by us. We are not responsible for third-parties’ privacy policies or practices. This Policy does not apply to any third-party websites or to any data that you provide to third parties. You should read the privacy policy for each website that you visit.

Access & Update Your Personal Information

To access or update your Personal Information as it exists in our records, please visit any accounts you have created or contact us using the information below.

Contact Us

If you have questions or concerns regarding this Policy, contact us at:

Bod·ē Pro, Inc.
8132 N. 87th Pl.
Scottsdale, AZ 85258
1-800-DREAMBIG
customercare@bodepro.com