

RENFORCER VENTURES LLC (dba GO LONG) PRIVACY POLICY

Last Updated: August 20, 2023

This Privacy Policy describes how Renforcer and our subsidiaries and affiliated companies (collectively, “**Renforcer Ventures LLC**,” “**we**,” or “**us**”) collect, use, disclose and otherwise process information about you. This Privacy Policy applies to information we collect when you access or use our websites (collectively, the “**Website**”), our fitness concierge services (the “**Services**”), or when you otherwise interact with us.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy. If we make material changes, we will provide you with additional notice (such as by adding a statement to the Services or sending you a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

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COLLECTION OF INFORMATION

Information You Provide to Us

We collect information directly from you when you create an account, request customer support, or otherwise communicate with us. The categories of information we collect include:

- **Identifiers:** we may collect your name, email address, mailing address/the location in which you’d like to receive services, and phone number.
- **Financial Information:** we engage third party payment processors to collect your payment information.
- **Survey Information:** we collect information from surveys you submit prior to using the Services. This may include information about your fitness/wellness goals, your feedback/recognition preferences, and your nutrition/exercise history and preferences.
- **Communication Information:** we collect information included in your communications with us, including any testimonials you choose to provide.

We may also collect any other information you choose to provide.

Information We Collect Automatically

We automatically collect the following categories of information:

- **Transactional Information:** we keep a history of your transactions with us, including the dates and amounts paid for the Services.
- **Internet Activity Information:** we collect information about how you access our Website, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, and browser type. We also collect information about your activity on our Website and interaction with our communications, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Website.
- **Information Collected by Cookies and Similar Tracking Technologies:** We use tracking technologies, such as cookies and pixels, to collect information about your interactions with our Website and communications. These technologies help us improve our Website and communications, see which areas and features of our Website are popular, count visits, and track clicks. You may be able to adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Services.

Derived Information

We may derive information or draw inferences about you based on the information we collect. For example, we will recommend certain fitness programs based on your Survey Information.

USE OF INFORMATION

We use the categories of information we collect for the following business and commercial purposes:

- **Service Delivery:** we use information to provide and maintain our Services, including to process payments and recommend fitness services.
- **Communication:** we use information to communicate with you about Renforcer and our Services, including to respond to your questions, inform you of price or Services changes, and send you other transactional or relationship messages.
- **Marketing and Advertising:** we use information to send direct marketing messages (including via email), publish testimonials, and target advertisements to you on third-party platforms and websites as described [below](#). You can opt out of direct marketing messages we send by following the instructions in those communications (such as by clicking “unsubscribe” in the emails) or by [contacting us](#).
- **Conducting Analytics:** we use information to monitor and analyze Website trends, usage, and activities, improve our Website and Services, and generate de-identified data.

- **Protection and Compliance:** we use information to detect, investigate, and help prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity, help protect the rights and property of Renforcer and others, and comply with our legal and financial obligations.

TARGETED ADVERTISING AND ANALYTICS

We engage others to provide analytics services, serve advertisements, and perform related services across the web and in mobile applications. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Website, including your IP address, web browser and mobile network information, pages viewed, time spent on pages, and links clicked. This information is used to deliver advertising targeted to your interests on other companies' sites or mobile apps and to analyze and track data, determine the popularity of certain content, and better understand your activity.

You can also learn more about interest-based ads, or opt out of having your web browsing information used for behavioral advertising purposes by companies that participate in the Digital Advertising Alliance, by visiting www.aboutads.info/choices.

DISCLOSURE OF INFORMATION

We disclose the categories of information described [above](#) as follows:

- **Vendors:** we disclose information to vendors, service providers, contractors and consultants that need this information to provide services to us, such as companies that assist us with web hosting, payment processing, fraud prevention, customer service, data enrichment, analytics, and marketing and advertising.
- **Advertising Partners:** we disclose information to third parties for the Marketing and Advertising purposes described [above](#).
- **Professional Advisors:** we disclose information to our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- **Legal Authorities:** we may disclose information to legal authorities and others for the Protection and Compliance purposes described [above](#), including if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements and if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of Renforcer, our users, the public, or others.
- **Corporate Transactions:** we reserve the right to disclose information in connection with, or during negotiations of certain corporate transactions, including the merger, sale of

company assets, financing, or acquisition of all or a portion of our business by another company.

- **Affiliates:** we reserve the right to disclose information between and among Renforcer and any current or future parents, affiliates, subsidiaries, and other companies under common control and ownership.
- **Consent:** we may disclose information when we have your consent or you direct us to do so.

We also disclose de-identified information that cannot reasonably be used to identify you.

TRANSFER OF INFORMATION

Renforcer is headquartered in the United States and we have operations and vendors in the United States and other countries. Therefore, we and those that perform work for us may transfer your personal information to, or store or access it in, jurisdictions that may not provide levels of data protection that are equivalent to those of your home jurisdiction.

CONTACT US

If you have any questions about this Privacy Policy, please contact us at jill@golong.me.