



Privacy Policy

Your privacy is critically important to us. At BeFit Body & Mind, we have a few fundamental principles:

- We are thoughtful about the personal information we ask you to provide, we collect as little as possible! We like our privacy too.
- We store personal information for only as long as we have a reason to keep it.
- We aim to make it as simple as possible for you to control what information is shared publicly (or kept private).
- We help protect you from overreaching government demands for your personal information.
- We aim for full transparency on how we gather and use information.

Below is BeFit Body & Mind's privacy policy, which incorporates and clarifies these principles.

Who We Are and What This Policy Covers

Aloha. We educate and motivate the world in the realm of health coaching and yoga. We use our website to provide information on healthy living and lifestyles and help you source clean, environmentally friendly food and products from companies who care more about their customers and the earth than making money.

We also provide individual instruction and group sessions on yoga, health coaching, aromatherapy, and meditation.

This Privacy Policy applies to information that we collect about you when you use:

- Our websites (including befityoga.com, benefitbodymind.org, bobbimisiti.com, and bfityoga.com.)

The information we collect is:

- For our email list, name and email.



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- For online purchases we use WooCommerce through Paypal. WooCommerce stores order information (what the customer ordered, when they ordered it, customer's address/phone/email, etc.) on our website. But PayPal is the one that stores actual payment info, like a credit card or PayPal account info.
- Usage info (how you use our site)
- Location info (where are the users of our site)
- Cookies?

Throughout this Privacy Policy we'll refer to our website and other products and services collectively as "Services."

If you have any questions about this Privacy Policy please [contact](#) me.

Information We Collect

We only collect information about you if we have a reason to do so—for example, to provide our Services, to communicate with you, or to make our Services better.

We collect information in two ways: if and when you provide information to us, and automatically through using our website when you sign up for a yoga class, health coaching, or aromatherapy service or use our resources page.

Information You Provide to Us

It's probably no surprise that we collect information that you provide to us. The amount and type of information depends on the context and how we use the information. Here are some examples:

- **Basic Account Information:** We ask for basic information from you in order to set up your account. For example, we require individuals who sign up for a class or service through our site to provide your name and email address—and that's it. You may provide us with more information—like your phone number or address—but we don't require that information to create your account
- **Transaction and Billing Information:** If you buy something from through our website—you will provide additional personal and payment information



that is required to process the transaction and your payment, such as your name, credit card information, and contact information. We store order information (what the customer ordered, when they ordered it, customer's address/phone/email, etc.) on our website. But PayPal is the one that stores actual payment info, like a credit card or PayPal account info.

- **If you join our email list.** We only collect your name and email.
- **Communications with Us (Hi There!):** You may also provide us information when you respond to surveys or questionnaires, communicate with us, or post a question on any of our public forums.

Information We Collect Automatically

We also collect some information automatically:

- **Log Information:** Like most online service providers, we collect information that web browsers, mobile devices, and servers typically make available, such as the browser type, IP address, unique device identifiers, language preference, referring site, the date and time of access, operating system, and mobile network information.
- **Usage Information:** We collect information about your usage of our Services. For example, we collect information about page views and traffic on our site. We also collect information about what happens when you use our Services along with information about your device (e.g., mobile screen size, name of cellular network, and mobile device manufacturer). We use this information to, for example, provide our Services to you, as well as get insights on how people use our Services, so we can make our Services better.
- **Location Information:** We may determine the approximate location of your device from your IP address. We collect and use this information to, for example, calculate how many people visit our Services from certain geographic regions.
- **Information from Cookies & Other Technologies:** A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Pixel tags (also called web beacons) are small blocks of code placed on websites and e-mails. Our website provider uses cookies and other technologies like



pixel tags to help us identify and track visitors, usage, and access preferences for our Services, as well as track and understand e-mail campaign effectiveness.

How We Use Information

We use information about you as mentioned above and as follows:

- To provide our Services.
- To further develop our Services—for example by adding new features that we think our users will enjoy and/or to get your feedback.
- To monitor and analyze trends and better understand how users interact with our Services, which helps us improve our Services and make them easier to use.
- To monitor and protect the security of our Services, detect and prevent fraudulent transactions and other illegal activities, fight spam, and protect the rights and property of all.
- To communicate with you about offers and promotions we think will be of interest to you, solicit your feedback, or keep you up to date on our products.
- To personalize your experience using our Services, provide content recommendations and serve relevant advertisements.

Sharing Information

How We Share Information

We do not sell our users' private personal information.

We share information about you in the limited circumstances spelled out below and with appropriate safeguards on your privacy:

- **Employees, and Independent Contractors:** We may disclose information about you to our employees and individuals who are our independent contractors that need to know the information in order to help us provide our Services. We require our employees and independent contractors to follow this Privacy Policy for personal information that we share with them.



- **Third Party Vendors:** We may share information about you with third party vendors who need to know information about you in order to provide their services to us. This group includes vendors that help us provide our Services to you (like payment providers that process your credit and debit card information) and those that help us understand and enhance our Services (like analytics providers). We require vendors to agree to privacy commitments in order to share information with them.
- **As Required by Law:** We may disclose information about you in response to a subpoena, court order, or other governmental request.
- **To Protect Rights and Property:** We may disclose information about you when we believe in good faith that disclosure is reasonably necessary to protect the property or rights of BeFit Body & Mind, third parties, or the public at large. For example, if we have a good faith belief that there is an imminent danger of death or serious physical injury, we may disclose information related to the emergency without delay.
- **Aggregated and De-Identified Information:** We may share information that has been aggregated or reasonably de-identified, so that the information could not reasonably be used to identify you. For instance, we may publish aggregate statistics about the use of our Services.

Information Shared Publicly

Information that you choose to make public is—you guessed it—disclosed publicly. That means, of course, that information like posting a comment on our blog, or other comments that you make public on our website.

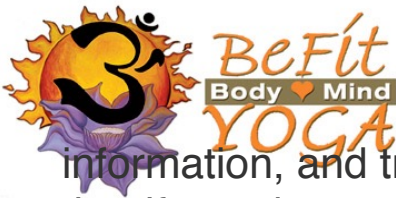
Security

While no online service is 100% secure, we work very hard to protect information about you against unauthorized access, use, alteration, or destruction, and take reasonable measures to do so.

Choices

You have several choices available when it comes to information about you:

- **Limit the Information that You Provide:** If you have an account with us, you can choose not to provide the optional account information, profile



information, and transaction and billing information. Please keep in mind that if you do not provide this information, certain features of our Services may not be accessible.

- **Limit Access to Information On Your Mobile Device:** Your mobile device operating system should provide you with the ability to discontinue our ability to collect stored information or location information via our mobile apps.
- **Opt-Out of Electronic Communications:** You may opt out of receiving promotional messages from us. Just follow the instructions in those messages.
- **Set Your Browser to Reject Cookies.**

Other Things You Should Know (Keep Reading!)

Transferring Information

BeFit Body & Mind is a worldwide service. By accessing or using the Services or otherwise providing information to us, you consent to the processing, transfer, and storage of information in and to the U.S. and other countries, which may have rights and protections that are different from those in your home country.

Affiliates and Analytics Services Provided by Others

Affiliates and analytics providers may set tracking technologies (like cookies) to collect information about your use of our Services. These technologies allow these third parties to recognize your device to compile information about you or others who use your device. This information allows us and other companies to, among other things, analyze and track usage and determine the popularity of certain content.

Third Party Software

Certain “plug-ins” that run our site Services, may ask you to provide information about yourself. We don’t own or control these third parties and they have their own rules about collection, use and sharing of information. You should review their rules and policies when installing and using third party software.



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Privacy Policy Changes

Although most changes are likely to be minor, BeFit Body & Mind may change its Privacy Policy from time to time. BeFit Body & Mind encourages visitors to frequently check this page for any changes to its Privacy Policy. If we make changes, we will notify you by revising the change log below, and, in some cases, we may provide additional notice (such as adding a statement to our homepage or sending you a notification through e-mail).

Thank you Automattic for sharing this license: <https://automattic.com>

Change Log:
Initial Policy Posted April, 2018