



## **FOCUS PERFORMANCE PRIVACY POLICY**

FocusPerformance.net's privacy and security measures are designed with deep bunker security in mind, so any personal information that you provide is used for the purpose of receiving

FocusPerformance.net communications, purchasing FocusPerformance.net products, market research and personalizing and enhancing your web experience with FocusPerformance.net, and for no other purpose. FocusPerformance.net's specific privacy policies are outlined below.

### **How We Collect the Information**

There are many ways that FocusPerformance.net obtains information from you: via signup on FocusPerformance.net's website; from an online or telephone purchase; from navigational information about where visitors go on our website; when you enter a FocusPerformance.net sweepstakes/giveaway; upon contacting customer service to request FocusPerformance.net communications; or upon signing up at an event.

### **The Information We Collect**

In order to provide users with the most efficient and enhanced service and to better understand your preferences, we may request any of the following information from you: name, address, telephone number, email address, gender, year of birth, type of exercise regime, fitness goals, shopping preference, product interest. Of course we will need your credit card information for any online purchases, however this is processed by our third party payment gateway provider.

### **How We Use the Information**

All personal information that we obtain about you will be recorded, used and protected by us in accordance with current data protection legislation and this privacy policy. We will primarily use your personal information to provide products and services to you and, for example:

- to administer a contest, promotion, survey, market research, focus group or other site feature and to provide you with the relevant products or services (for instance to deliver a prize you may have won in a contest);
- to send you information/materials via e-mail or mail about products, offers and news that may interest you. This information may relate to products, offers and news of FocusPerformance.net. We only send you this if you have opted-in to receive FocusPerformance.net email messages; and to analyze visits to the website and learn about the interests of our visitors in aggregate and also on personal level to better understand your interest and need, so we can improve our products and services and

deliver to you the type of content, features and promotions that you are most interested in.

The information obtained from registration online is utilized to improve your web experience with FocusPerformance.net by enabling you to obtain a faster checkout for purchases and/or opt-in to receive occasional e-mails, which provide you with the latest information regarding FocusPerformance.net and its products.

The information we ask for when you order online is your name, address, phone number, credit card number and email address, and is used only to complete the order, to confirm the order and to confirm shipment of the order. You may, upon placement of an order, opt to allow FocusPerformance.net to save the information for a speedier checkout process the next time. This information is then stored only for the purposes of faster checkout and is not used for any other purpose.

The navigational information allows us to see which areas of our website are most visited and helps us improve the quality of your online experience by recognizing and delivering the most desired features and services. Additional non-personally identifiable information (for example, browser version, IP address) may be collected which will provide information regarding the general use of our website.

FocusPerformance.net will never sell any information about you to anyone. "Cookies" are used by FocusPerformance.net only to allow you to use FocusPerformance.net's web site in the most efficient manner.

#### Cookies

A cookie is a small removable data file that is stored by our web browser on our computer. Cookies allow you to place an order on our website and allow us to enhance and personalize your online surfing and shopping experience.

For example, we use cookies to:

- remember the items in your shopping cart;
- recognize you when you return to our website; and
- analyze visitor behaviour.

You can choose to have your computer warn you each time a cookie is being sent or you can choose to turn off all cookies.

You do this through your browser settings.

We also work with other companies who use tracking technologies to serve ads on our behalf across the internet. These companies may collect non-personally identifiable information about your visit to our website and your interaction with our communications, including advertising.

#### E-Mail

FocusPerformance.net will only send emails to you if you ask for them and you can easily unsubscribe at any time you want.

FocusPerformance.net has a company policy not to flood people with email correspondence, but simply gives you periodic information so you can stay up to date on what FocusPerformance.net is offering. FocusPerformance.net also uses your email address to confirm your order and to confirm shipment of your order and to respond to any inquiries you make online. All emails you receive will provide you with information as to how to get off the email mailing list if you so desire.

#### Security

Our website's bunker security system is armed with a sentry system to monitor activity and prevent any unauthorized disclosure of credit card numbers or other personal information. In addition, we utilize a licensed system for credit card authorization and fraud detection. We use industry standard SSL (Secure Sockets Layer) encryption to protect the confidentiality of your personal information.

#### Opt Out / Unsubscribe

You may request to stop receiving communications from FocusPerformance.net at any time. You can choose to cancel emails by clicking the "Unsubscribe" link that is provided at the bottom of all email correspondent

