

# Privacy Policy

Privacy Policy

Effective Date: August 1, 2024

Business Name: Jaguar Fitness Elite

Location: Sierra Vista, Arizona

## 1. Introduction

Jaguar Fitness Elite ("we," "us," "our") values your privacy. This Privacy Policy outlines how we collect, use, store, and protect your personal information, including when you opt-in to receive SMS messages or engage with us through our services, website, or in person.

## 2. Information We Collect

We may collect the following information:

- Name, phone number, and email
- Physical address and billing details
- Health or fitness information voluntarily shared
- SMS opt-in consent and messaging history
- Device and usage data (e.g., IP address, browser, geolocation)
- Purchase and membership history
- Images or content you share (e.g., before/after photos, reviews)

## 3. How We Collect Information

We collect data through:

- Direct input (e.g., signup forms, purchases, consultations)
- Website tracking (cookies, analytics tools)
- SMS interactions and email correspondence

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- In-person at our gym, events, or pop-ups

### 4. Use of Your Information

Your information may be used to:

- Send opted-in SMS updates, reminders, and promotions
- Process purchases and manage accounts
- Improve services, customer experience, and personalization
- Share progress or testimonials (only with consent)
- Comply with Arizona legal and tax obligations
- Notify you of changes to services, terms, or policies

### 5. SMS Messaging and Opt-Out

By providing your phone number and opting in, you consent to receive SMS messages from us. You can opt out anytime by replying STOP to any message. Message and data rates may apply.

We do not sell or share your phone number or opt-in status with third parties for marketing.

### 6. Disclosure of Information

We only share your data with:

- Trusted third-party providers (e.g., payment processors, booking platforms)
- Legal authorities when required by law
- Affiliates or successors in business transitions
- Internal team members for operational purposes

### 7. Data Protection

We are committed to protecting your privacy. Your data will not be transferred to external organizations under any circumstances. We do not share, sell, or disclose your personal information to any third parties. All information you

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provide is used solely for the purposes described in this policy and is safeguarded with appropriate security measures.

We use secure servers, encrypted systems, and limited access controls to safeguard your information. If a data breach occurs affecting Arizona residents, we will comply with A.R.S. § 44-7501 and notify you promptly.

### 8. Your Rights

You have the right to:

- Access and correct your personal data
- Request deletion of your data (where legally allowed)
- Withdraw consent for SMS or marketing at any time
- File a complaint with the Arizona Attorney General if needed

### 9. Minors

Our services are not intended for children under 13. We do not knowingly collect data from minors without verifiable parental consent.

### 10. Cookies and Website Tracking

We use cookies to enhance user experience and collect usage data. You can manage cookie preferences through your browser settings.

### 11. Policy Updates

We may revise this policy periodically. Any major changes will be posted prominently and dated above.

### 12. Contact Us

- Text: HELP to 520-432-0248
- Email: jaguarfitnesselite@gmail.com

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- Phone: 520-432-0202

- Address: 108 W. Fry, Sierra Vista, AZ 85635