

## Privacy Policy

Effective Date: February 8, 2021

Kriya Yoga Wisdom (“Kriya,” “we,” “us,” or “our”) recognizes the importance of protecting the privacy of your personal information, and we have prepared this Privacy Policy to provide you with important information about the privacy practices applicable to the Website and any Services that links or refers to this Privacy Policy. Capitalized terms used but not otherwise defined in this Privacy Policy shall have the meanings ascribed to them in the Terms of Use.

This Website and the Services are hosted on platform(s) controlled or operated by GODADDY.COM, LLC, including the GoDaddy website at [www.godaddy.com](http://www.godaddy.com) (“**GoDaddy**”). By using our Services and the Website, you also expressly agree to be bound by and comply with all applicable terms and conditions imposed by GoDaddy, including its privacy policy (the “**GoDaddy Privacy Policy**”), which can be found by on the following website [www.godaddy.com/privacypolicy](http://www.godaddy.com/privacypolicy).

### I. COLLECTION OF INFORMATION

We may collect the following kinds of information when you access the Website or use the Services:

*Information you provide directly to us.* For certain activities, such as when you register, use our yoga instruction services, participate in our fitness webinars and forums, subscribe to our fitness education materials and alerts, or contact us directly, we may collect some or all of the following types of information:

- Your contact information, such as your full name, email address, mobile phone number, and address;
- Your username and password;
- Audio or visual information, including photos or videos of your participation in our yoga instruction or other services and any related social gatherings, documentary projects, or events.
- Your past yoga experiences, including any association with other yoga instructors or any organization that teaches yoga; and
- Any other information you provide to us.

We may combine such information with information we already have about you. We do not collect or retain any of your payment information, such as your credit card number, expiration date, and credit card security code. Instead, our authorized third-party vendors and platform host (GoDaddy) may collect such information for purposes of processing any payment.

*User Contributions.* You also may provide information to be published or displayed (hereinafter, “**posted**”) on public areas of the Website, or transmitted to other users of the Website or third parties, such as a chat room, forum, blog, or other community tool, or when you participate in public events or activities (collectively, “**User Contributions**”). Your User Contributions are posted on and transmitted to others at your own risk. Although we may limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

*Information we collect automatically.* The Website is based on GoDaddy’s platform(s), and certain videos may be embedded from third party platforms such as Sutra Spaces, Vimeo, Zoom, and YouTube Video (collectively, “**Third Party Platforms**”). When you access the Website or use our Services, the Third-Party Platforms may collect certain information automatically, such as your Internet protocol (IP)

address, device and advertising identifiers, browser type, operating system, Internet service provider, pages that you visit before and after using the Website or Services, the date and time of your visit, information about the links you click and pages you view within the Services, and other standard server log information. Please refer to the privacy policies of these Third-Party Platforms with regard to any additional information that might be collected automatically.

We may use cookies, pixel tags, Local Shared Objects, and similar technologies to automatically collect this information. Cookies are small bits of information that are stored by your computer's web browser. Pixel tags are very small images or small pieces of data embedded in images, also known as "web beacons" or "clear GIFs," that can recognize cookies, the time and date a page is viewed, a description of the page where the pixel tag is placed, and similar information from your computer or device. Local Shared Objects (sometimes referred to as "Flash Cookies") are similar to standard cookies except that they can be larger and are downloaded to a computer or mobile device by the Adobe Flash media player. By using the Website and our Services, you consent to our use of cookies and similar technologies.

We may also collect technical data to address and fix technical problems and improve our Services, including the memory state of your device when a system or app crash occurs while using our Services. Your device or browser settings may permit you to control the collection of this technical data. This data may include parts of a document you were using when a problem occurred, or the contents of your communications. By using the Services, you are consenting to the collection of this technical data.

*Information we obtain from third party sources.* We may receive information about you from other sources, including through third-party services and organizations. For example, if you access third-party services, such as Facebook, Google, or Twitter through the Website or use of the Services, we may collect information from these third-party services.

## **II. USE OF INFORMATION**

We generally use the information we collect online to:

- Provide and improve the Services;
- Contact you;
- Fulfill your requests for products, services, and information;
- Send you information about general wellness from us or on behalf of our affiliates and trusted third-party partners;
- Analyze the use of the Services and user data to understand and improve the Services;
- Customize the content you see when you use the Services;
- Conduct research using your information, which may be subject to your separate written authorization;
- Prevent potentially prohibited or illegal activities and otherwise in accordance with our Terms of Use (which can be found at [www.kriyayogawisdom.com/terms-of-service](http://www.kriyayogawisdom.com/terms-of-service))
- For any other purposes disclosed to you at the time we collect your information or pursuant to your consent.

## **III. SHARING OF INFORMATION**

- We are committed to maintaining your trust, and we want you to understand when and with whom we may share the information we collect. Except as otherwise provided below, we do not sell any data we collected from you to a third party.

- Authorized third-party vendors and service providers. We may share your information with third-party vendors and service-providers that help us with specialized services, including billing, payment processing, customer service, email deployment, business analytics, marketing (including but not limited to advertising, attribution, mobile marketing, optimization and retargeting) advertising, performance monitoring, hosting, and data processing. These third-party vendors and service providers may not use your information for purposes other than those related to the services they are providing to us.
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- Corporate affiliates. We may share your information with our corporate affiliates that are subject to this policy.
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- Business transfers. We may share your information in connection with a substantial corporate transaction, such as the sale of a website, a merger, consolidation, asset sale, or in the unlikely event of bankruptcy.
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- Legal purposes. We may disclose information to respond to subpoenas, court orders, legal process, law enforcement requests, legal claims or government inquiries, and to protect and defend the rights, interests, health, safety, and security of Kriya, our affiliates, users, or the public. If we are legally compelled to disclose information about you to a third party, we will attempt to notify you by sending an email to the email address in our records unless doing so would violate the law or unless you have not provided your email address to us.
- With your consent or at your direction. We may share information for any other purposes disclosed to you at the time we collect the information or pursuant to your consent or direction.
- Please note that if you choose to interact with social media features on our Website or through our services, or if you are logged in to your social media or other accounts (e.g., Facebook, Twitter or Google) while using our Website or services, those social media services may collect information about your use of our Website and services. Information collected by third-party social media services is governed by the privacy notices of those third parties and we recommend that you make yourself aware of such privacy notices.
- If you choose to engage in public activities on the Website or third party sites that we link to, you should be aware that any information you share there can be read, collected, or used by other users of these areas. You should use caution in disclosing personal information while participating in these areas. We are not responsible for the information you choose to submit in these public areas.

#### **IV. SECURITY**

- We use reasonable measures to help protect information from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction. You should understand that no data storage system or transmission of data over the Internet or any other public network can be guaranteed to be one hundred percent secure. Please note that information collected by third parties is out of our control, and we are not responsible for protecting the security of such information.

#### **V. YOUR CHOICES**

- You may opt out of receiving general health and wellness or treatment options that may be relevant to you by emailing us at [administrator@kriyayogawisdom.com](mailto:administrator@kriyayogawisdom.com). You may also request that we delete your personal information by sending us an email at

administrator@kriyayogawisdom.com. You may also be able to refuse or disable cookies by adjusting your web browser settings. Please also refer to the GoDaddy Privacy Policy for further information regarding opt-out and disabling options with respect to the Website.

## **VI. THIRD-PARTY ADVERTISING, LINKS, AND CONTENT**

- Some of the Services may contain links to content maintained by third parties that we do not control. These third parties may use this information to display advertisements on our Services and elsewhere online tailored to your interests, preferences, and characteristics. Some third parties collect information about users of our Services to provide interest-based advertising on our Services and elsewhere, including across browsers and devices. These third parties may use the information they collect on our Services to make predictions about your interests in order to provide you ads (from us and other companies) across the internet. Some of these third parties may participate in an industry organization that gives users the opportunity to opt out of receiving ads that are tailored based on your online activities. We are not responsible for the privacy practices of these third parties, and the information practices of these third parties are not covered by this Privacy Policy.

## **VII. INTERNATIONAL USERS**

- We maintain information in the United States of America and in accordance with the laws of the United States, which may not provide the same level of protection as the laws in your jurisdiction. By using the website and providing us with information, you understand and agree that your information may be transferred to and stored on servers located outside your resident jurisdiction and, to the extent you are a resident of a country other than the United States, that you consent to the transfer of such data to the United States for processing by us in accordance with this Privacy Policy. Please refer to the GoDaddy Privacy Policy regarding compliance of the General Data Protection Regulation in the European Union.

## **VIII. CHILDREN**

- We do not knowingly allow individuals under the age of 18 to create accounts that allow access to the Website or our Services. If you are under 18, do not use or provide any of your information on this Website or through any of its features, including your name, address, telephone number, email address, or any screen name or user name you may use.

## **IX. CHANGES TO THE PRIVACY POLICY**

- We may update this Privacy Policy from time to time. When we update the Privacy Policy, we will revise the “Effective Date” date above and post the new Privacy Policy. We recommend that you review the Privacy Policy each time you visit the Services to stay informed of our privacy practices.

## **X. QUESTIONS?**

- If you have any questions about this Privacy Policy or our practices, please email us at administrator@kriyayogawisdom.com.
- ; and
- For any other purposes disclosed to you at the time we collect your information or pursuant to your consent.