

## Privacy Policy

**Effective Date:** May 1, 2025

**Last Updated:** May 1, 2025

**Sport Express Fitness** (“Company,” “we,” “our,” or “us”) respects your privacy and is committed to protecting it through this Privacy Policy. This policy explains how we collect, use, and safeguard your personal information when you visit our website sportexpresspp.com and when you use our services.

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### 1. Information We Collect

We may collect the following types of information when you interact with our website or services:

- **Personal Information:** Name, email address, phone number, billing information, membership details, or other identifiers you provide when signing up for classes, memberships, or promotions.
  - **Usage Data:** Information automatically collected such as IP address, browser type, device information, and pages visited.
  - **Cookies & Tracking:** We may use cookies, pixels, and similar technologies to improve your browsing experience and analyze traffic.
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### 2. How We Use Your Information

We use the information we collect for purposes including:

- To process memberships, class bookings, and payments.
  - To communicate with you about updates, promotions, and services.
  - To improve our website, services, and customer experience.
  - To comply with legal obligations.
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### 3. Sharing Your Information

We do **not** sell your personal information. We may share information with:

- **Service Providers:** Third-party companies that help us operate our business (payment processors, email marketing, analytics tools).
  - **Legal Compliance:** When required by law, regulation, or legal request.
  - **Business Transfers:** In case of merger, sale, or acquisition.
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#### 4. Cookies & Tracking Technologies

Our website uses cookies to:

- Remember your preferences.
- Analyze site traffic and usage.
- Deliver relevant advertising.

You can control cookie settings through your browser and opt-out of targeted ads via third-party platforms (Google Ads, Facebook Ads, etc.).

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#### 5. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your information. However, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

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#### 6. Your Privacy Rights

Depending on your location, you may have the following rights:

- Access, update, or delete your personal information.
  - Opt out of marketing communications.
  - Request that we limit or stop processing your personal data.
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#### 7. Third-Party Links

Our website may contain links to external sites. We are not responsible for the content, policies, or practices of third-party websites.

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## **8. Children's Privacy**

Our services are not directed to individuals under the age of 13. We do not knowingly collect information from children under 13.

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## **9. Changes to This Policy**

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised "Effective Date."

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## **10. Contact Us**

If you have any questions about this Privacy Policy or your personal data, please contact us at:

### **Sport Express Fitness**

Email: [support@sportexpresspp.com](mailto:support@sportexpresspp.com)

Phone: 312-585-7279

Address: 5515 W. Irving Park Rd. Chicago, IL 60641