

## Privacy Policy

Welcome to Alpha Athletics. Protecting your privacy is important to us. This Privacy Policy explains how we collect, use, and safeguard your information when you use our website or purchase our products, including workout booklets, guides, and other services. By using our Site, you consent to the practices outlined in this policy.

### 1. Information We Collect

We may collect the following types of information:

Personal Information

When you purchase products, sign up for newsletters, or contact us, we may collect:

Your name

Email address

Billing and shipping address

Payment information

Non-Personal Information

Automatically collected data includes:

IP address

Browser type and device details

Website usage (e.g., pages visited, duration)

Product Data

When you purchase digital products (e.g., workout booklets or guides), we may track:

Download activity

Access to purchased content

### 2. How We Use Your Information

We use your information to:

Fulfill orders and deliver products.

Improve product offerings and website functionality.

Send marketing communications if you have opted in.

Provide customer support and resolve issues.

### 3. Sharing Your Information

We only share your data with:

Payment Processors: To process transactions securely.

Service Providers: To assist in operations (e.g., shipping, hosting).

Legal Authorities: If required by law.

We will never sell your personal data to third parties.

### 4. Data Retention

We retain your personal data only as long as necessary to fulfill the purposes outlined in this Privacy Policy.

### 5. Cookies and Tracking

We use cookies to enhance your experience, analyze website traffic, and deliver targeted advertisements. You can manage cookie preferences through your browser settings.

### 6. Security

We implement strict security measures to protect your personal data. However, no online system is entirely secure, so please exercise caution.

### 7. Your Rights

You have the right to:

Access and correct your personal information.

Request deletion of your data.

Opt out of marketing emails (unsubscribe links are provided in each email).

Contact us at [Insert Contact Email] to exercise your rights.

## **8. Changes to This Privacy Policy**

We may update this policy periodically. Please review it regularly for changes.

### Acceptable Use Policy

Effective Date: [Insert Date]

This Acceptable Use Policy outlines the rules for accessing and using [Your Website Name] ("the Site"), including purchasing our products and interacting with our services.

Your use of the Site constitutes your agreement to abide by this policy, which is part of our Terms and Conditions.

### Prohibited Uses

You may not use the Site:

For unlawful or fraudulent purposes.

To violate local, national, or international laws.

To distribute malicious software or harmful content.

To harm minors in any way.

To abuse, harass, or threaten our staff via email, social media, or other channels.

To reproduce, copy, or sell content from the Site, including workout plans or guides, without permission.

To share or distribute any purchased digital content, such as guides or workout booklets, without authorization.

### User Conduct

You agree:

Not to interfere with the Site's operations, including servers or networks.

Not to bypass security measures or access restricted areas of the Site.

To provide accurate information during purchases or account creation.

### Product-Specific Rules

Purchased products, such as workout booklets and guides, are for personal use only.

Unauthorized redistribution or resale of our products is strictly prohibited.

Violations of this policy may result in legal action and account termination.

### Moderation and Enforcement

We reserve the right to monitor and moderate user activity to ensure compliance with this policy.

### Changes to the Acceptable Use Policy

We may amend this policy at any time. Check this page regularly for updates, as continued use of the Site signifies agreement to the revised policy.