

Privacy Policy

Last update 21st May 2016

The Busy Moms' Fitness Applications and Website are provided by *Kari Sàrl* (hereinafter referred to as "Busy Moms' Fitness", "we", "us"). This Privacy Policy provides information on how we use and protect your data on the Busy Moms' Fitness Applications and Website. Using the Busy Moms' Fitness Applications and Websites implies that you accept the terms set forth in this Privacy Policy. If you do not agree with these terms, please do not use the Busy Moms' Fitness Applications and Website. This data protection declaration applies to all members from the time they first register at Busy Moms' Fitness, thereby acknowledging acceptance of this data Privacy Policy. Please remember that your use of Busy Moms' Fitness's Applications and Website is at all times subject to the Terms and Conditions, which incorporates this Privacy Policy.

1) Types of personally identifiable information collected by Busy Moms' Fitness

Busy Moms' Fitness collects different types of personally identifiable information from their users upon registration and in connection with the usage of the Busy Moms' Fitness Applications. The personally identifiable information collected by Busy Moms' Fitness belongs to the following categories.

- a) Profile information such as: user name, password, email address, gender, photo;
- b) Challenge and training information such as: type of challenge chosen, charity; organization chosen, saved trainings in the Activity Calendar;
- c) Email address of friends invited.

Personal identifiable information shall be saved and used in particular to offer new applications to the members, to improve such applications and adapt them to the user's needs.

2) Financial Information

We do not currently collect financial information, such as your payment method (valid credit card number, type, expiration date or other financial information); that information is collected and stored by our third party payment processing company (the "Payment Processor"), and use and storage of that information is governed by the Payment Processor's applicable terms of service and privacy policy.

3) IP Address Information, Location Services Information and Other Information Collected Automatically:

a) We automatically receive and record information from your web browser or mobile device when you interact with the Services, including your IP address and cookie information. This information is used for fighting spam / malware and also to facilitate collection of data concerning your interaction with the Services (e.g., what links you have clicked on).

b) While we collect and store IP address information, that information is not made public. We do at times, however, share this information with our partners,

service providers and other persons with whom we conduct business, and as otherwise specified in this Privacy Policy.

c) Generally, the Services automatically collect usage information, such as the number and frequency of visitors to the Applications or the Site. We may use this data in aggregate form, that is, as a statistical measure. This type of aggregate data enables us and third parties authorized by us to figure out how often individuals use parts of the Services so that we can analyze and improve them.

d) We may automatically receive, record and store location services information from your mobile device when you interact with the Services. You hereby consent to the Services' use of anonymised location services information collected from users. Where the location services information is personally identifiable the Services will give you options to manage your disclosure of this information within the Services. Depending on the functionalities available on your mobile device, you may benefit from advanced options to manage the location services information. A mobile device may report its GPS location at the time you interact with the Services if the location services settings are enabled. Such information is not treated as Personal Information, except where we are required to do otherwise under applicable law.

e) Our collection of your device location information is solely at your discretion. You can enable or disable location services when you use the Application at any time, through your mobile device settings. Should you use the Services with location services enabled; you consent to collection and dissemination of your device location information through the Services, as specified in this Privacy Policy. Under no circumstances shall we be liable for claims or for any damages therefrom, arising out of your informed decision to allow other users to see your device location information.

f) In addition, please note that at no time will the Application access, collect or store any of the personal contacts or photographs or any other information stored on your mobile device without your permission.

4) Email Communications:

We may receive a confirmation when you open an email from us. We use this confirmation to improve our customer service.

5) Information Collected Using Cookies:

a) Cookies are pieces of text that may be provided to your computer through your web browser when you access a website. Your browser stores cookies in a manner associated with each website you visit. We use cookies to enable our servers to recognize your web browser and tell us how and when you visit the Applications or the Site and otherwise use the Services through the Internet.

b) Our cookies do not, by themselves, contain Personal Information, and we do not combine the general information collected through cookies with other Personal Information to tell us who you are. As noted, however, we do use cookies to identify that your web browser has accessed aspects of the Services and may associate that information with your Account if you have one.

c) Most browsers have an option for turning off the cookie feature, which will prevent your browser from accepting new cookies, as well as (depending on the sophistication of your browser software) allowing you to decide on acceptance of each new cookie in a variety of ways. We strongly recommend that you leave cookies active, because they enable you to take advantage the most attractive features of the Services.

d) This Privacy Policy covers our use of cookies only and does not cover the use of cookies by third parties. We do not control when or how third parties place cookies on your computer. For example, third party websites to which a link points may set cookies on your computer.

6) Use and sharing of personally identifiable and non-personally identifiable information with third parties

By registering, the user explicitly agrees that Busy Moms' Fitness shall have the right to use all automatically collected personally identifiable information for purposes of the Busy Moms' Fitness Applications and future web services. Busy Moms' Fitness does not sell, trade, or otherwise transfer user's personally identifiable information to outside parties, including the charity organizations we support. This does not include trusted third parties who assist us in operating our application and website as well as conducting our business, so long as those parties agree to keep this information confidential. Provided your personally identifiable information is shared with trusted third parties we will make every effort to ensure they keep your personally identifiable information secure, furthermore they make every reasonable effort to protect it from misuse and they use it pursuant to this Privacy Policy and applicable laws.

Busy Moms' Fitness may also release users information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety. Busy Moms' Fitness may also pass personal identifiable information to third parties if the user explicitly gives permission.

Busy Moms' Fitness implements all reasonable measures to prevent unauthorized access by third parties to saved details. However, Busy Moms' Fitness assumes no liability for the interception, alteration, or misuse of the information you provide other users by other users.

The user explicitly consents that Busy Moms' Fitness may provide non-personally identifiable information to other parties for marketing, advertising or other uses.

7) Google Analytics

The Busy Moms' Fitness Applications and Website uses Google Analytics, an analysis service by Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA.

Google Analytics allows Busy Moms' Fitness to analyze the Busy Moms' Fitness

application usage.

The information about your visit collected by Google Analytics is usually transferred to a Google server in the USA and saved there. Google will use the information collected on behalf of the application operator to evaluate the users' use of the application, to compile reports about the users' activities within this application, and to provide further services for the application operator related to the use of the applications and the website.

Busy Moms' Fitness will not gather any personally identifiable information through Google Analytics. You can find more information about what data can be collected via Google Mobile App Analytics at <http://support.google.com/analytics/bin/answer.py?hl=en&answer=2568871>.

By using Busy Moms' Fitness Apps and the Website, the user explicitly consents that his or her information is collected via Google Analytics.

8) Changes to Privacy Policy

Busy Moms' Fitness reserves the right to change this Privacy Policy from time to time. If Busy Moms' Fitness decides to do so, it will post those changes within the settings section of the Busy Moms' Fitness Applications or Website. Use of information we collect now is subject to the Privacy Policy in effect at the time such information is used. A user is bound by any changes to the Privacy Policy provided he or she uses the Services after such changes have been first posted. Users are advised to regularly check the Privacy Policy of Busy Moms' Fitness. This policy was last modified on 1st June, 2015.

9) Security

Your account will be protected by a password for your privacy and security. You need to prevent unauthorized access to your account and personal information by selecting and protecting your password appropriately and limiting access to your computer, browser and/or mobile device by signing off after you have finished accessing your account.

Furthermore Busy Moms' Fitness uses physical, electronic and administrative security measures, including an extended firewall and password protection for its database, which is intended to ensure the security of the data; however, we cannot guarantee the security of any account information. Unauthorized entry or use, hardware or software failure, and other factors may compromise the security of user information at any time. We restrict access to personal data to staff members who have a need to know this information in order to provide, develop or improve the services of Busy Moms' Fitness.

We do not guarantee or warrant the above mentioned techniques will prevent unauthorized access to information about you that we store.

10) Your consent

By using our applications and /or Website, you consent to our Privacy Policy.

Please also visit our Terms and Conditions within the settings section establishing the use, disclaimers, and limitations of liability governing the use of our applications.

11) Account termination

Should you ever decide to delete your account, you may do so by emailing to info@karimovement.com. If you terminate your account, any association between your account and information we store will no longer be accessible through your account. However, given the nature of sharing on the Services, any activity and data (whether or not it is public) on your account prior to deletion will remain stored on our servers and, where applicable, will remain accessible to the public.

12) Questions or concerns

If you have any questions or concerns regarding privacy using the Services, please send us a detailed message to info@karimovement.com. We will make every effort to resolve your concerns.