Privacy Policy

sOptimal Fitness (Pty) Ltd ("the Company") operates the Optimal Fitness application (the "System").

This document relates to the Company’s policies regarding the collection, use and disclosure of Personal Information when you use the Company’s System (“the Privacy Policy”).

All information collected by the Company through your use of the System will be treated as personal information (“Personal Information”).

By using the System, you agree to the collection and use of information in accordance with this Privacy Policy.

The Company will ask for your consent before using Personal Information for purposes other than those that are set out in this Privacy Policy.

Unless otherwise defined herein, terms shall have the same meanings as in the Company’s Terms and Conditions.

**1. Information Collection**

Personal Information collected through the use of the System includes -

1.1 Personally identifiable information including, but not limited to, your email address, first and last name, identity number, telephone number, and device ID.

1.2Personally unidentifiable information including, but not limited to, your age, gender, height, weight and assessment results generated by the System.

1.3 Log data pertaining to your mobile device is automatically collected and stored when the System is accessed through the mobile device. This log data includes, but is not limited to, the type of device,the device’s unique ID, the IP address, operating system used, the type of Internet browser used, telephone log information, details of how the System has been used, device event information and other statistics.

1.4 The Company uses “cookies” to collect information. Cookies are files with small amounts of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. If you do not accept cookies you may not be able to use portions of the System.

1.5 The Company uses various technologies to determine your location, including IP address, GPS, and other sensors that may, for example, provide the System with information on nearby devices, Wi-Fi access points and cell towers.

1.6 Unique application numbers, pertaining, for example, to the operating system type and application version number you use may be sent to the System when you install or uninstall that service or when that service periodically contacts the Company’s servers for automatic updates.

1.7 The Company may collect and store information locally on your device using mechanisms such as browser web storage (including HTML 5) and application data caches.

**2. Use of Information**

2.1 The Company uses Personal Information to provide, maintain, protect and improve the System.

2.2 The Company uses your personally unidentifiable information for the purposes of conducting research and compiling statistics.

2.3 The Company keeps a record of communications directed to it by you.

2.4 The Company may use your email address to inform you of relevant changes or improvements to the System.

2.5 The Company uses information collected from cookies and other technologies to improve your experience and the overall quality of the System.

**3. Service Providers**

3.1 The Company may employ third party companies and individuals to facilitate the System, to provide the System on the Company’s behalf, to perform services related to the System or to assist the Company in analyzing how the System is used.

3.2 These third parties have access to your Personal Information only to perform these tasks on the Company’s behalf and are obligated not to disclose or use it for any other purpose.

3.3 In addition, the Company may use third party services to collect, monitor and analyze this Personal Information in order to increase the System's functionality. These third party service providers have their own privacy policies addressing how they use such information.

**4. Communications**

The Company may use your Personal Information to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you, provided you opt-in for this service.

**5. Accessing and Updating Information**

5.1 The Company aims to provide you with access to your Personal Information to update or delete it. A record of the deleted Personal Information may be kept by the Company for legitimate business or legal purposes.

5.2 The Company may ask you to verify your identity before processing a request to update or delete your Personal Information.

5.3 The Company may reject requests that are unreasonably repetitive, require disproportionate technical effort, risk the privacy of others, or would be impractical.

5.4 Access to and correction of Personal Information is free, except where it would require a disproportionate effort.

5.5 The Company aims to maintain the System in a manner that protects information from accidental or malicious destruction and may keep residual copies on its active servers and backup systems.

**6.** **Sharing of** **Information**

The Company does not share Personal Information with companies, organizations and individuals outside of the System unless one of the following circumstances applies.

6.1 You have provided the Company with consent to share your Personal Information with companies, organizations or individuals outside of the System.

6.2 If your account is managed by a domain administrator, your domain administrator may be able to:

* + view statistics regarding your account, like statistics regarding applications you install;
  + change your account password;
  + suspend or terminate your account access;
  + access or retain information stored as part of your account;
  + receive your account information in order to satisfy applicable laws or regulations;
  + restrict your ability to delete or edit information or privacy settings.

Please refer to your domain administrator’s privacy policy for more information.

6.3 The Company provides Personal Information to its affiliates or other trusted businesses or persons for external processing, based on the Company’s instructions and in compliance with this Privacy Policy and any other appropriate confidentiality and security measures.

6.4 The Company will disclose Personal Information where required to do so by law or subpoena or if the Company believes that such action is necessary to comply with reasonable requests of law enforcement or to protect the security or integrity of the System.

6.5 If the Company is involved in a merger, acquisition or asset sale, the Company will provide notice to you before Personal Information is transferred and becomes subject to a different privacy policy.

**7. Security**

The Company strives to use commercially acceptable means to protect your Personal Information, but does not guarantee absolute security.

**8. International Transfer**

8.1 The Company transfers, processes and maintains your Personal Information on servers located in the Republic of South Africa, or elsewhere.

8.2 Your submission of Personal Information represents your agreement to that transfer.

**9. Application of Privacy Policy**

9.1 The System may contain links to other sites that are not operated by the Company and are not governed by this Privacy Policy.

9.2 This Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be linked to the System.

9.3 This Privacy Policy does not cover the information practices of other companies, organizations or sites who advertise the System.

**10. Changes to Privacy Policy**

10.1 The Company may update this Privacy Policy from time to time. You will be notified of any changes by the posting the new Privacy Policy.

10.2 You are advised to review the Privacy Policy periodically for any changes. Changes to the Privacy Policy are effective when they are posted.

**11. Contact Us**

If you have any questions about this Privacy Policy, please contact us.

[support@palprogramapp.com](mailto:support@palprogramapp.com)