

Patriot Gyms, LLC (DBA Bucked Up Fitness) – Privacy Policy

At **Patriot Gyms, LLC** (“Company,” “we,” “us,” or “our”), doing business as **Bucked Up Fitness**, we value your privacy and are committed to protecting your personal data. This Privacy Policy outlines how we collect, use, and safeguard your information when you visit our website, engage with our fitness services, participate in our marketing campaigns, or interact with us through promotional ads.

By using our services, accessing our website, or engaging with our ads and promotions, you consent to the terms outlined in this Privacy Policy.

1. Information We Collect

We collect personal data to provide you with an optimal user experience. This data may be collected when:

- You visit our website, subscribe to our newsletters, or purchase a membership.
- You engage with our advertisements, promotions, or marketing campaigns on third-party platforms like Google, Facebook, and Instagram.
- You use cookies, pixels, and similar technologies on our website or ad campaigns.

The types of information we collect include:

- **Personal Information:** Name, email address, phone number, billing information, and account details.
- **Behavioral Data:** Information about how you use our site and services, including page views, search queries, and click-throughs from ads.
- **Device and Usage Information:** IP address, browser type, and interaction data from our site or ads.

2. Information Collected from Ads & Promotions

When you interact with our advertisements on third-party platforms, we may collect data about your engagement. This includes:

- Ads you clicked.
- Pages you visited after clicking an ad.
- General engagement data related to promotional offers or special deals.

This information helps us analyze the effectiveness of our marketing efforts and optimize our campaigns.

3. Use of Cookies & Tracking Technologies

We use cookies, pixels, and tracking technologies to improve your experience with our services and ads. When you interact with our website or ads, these technologies may collect data that helps us:

- Monitor the performance of our ads and personalize future content based on your interests.

- Track conversions from ad clicks, providing insights into the effectiveness of campaigns.

For more information on our use of cookies, you can review our **Cookie Policy**.

4. How We Use Your Data

We use the data collected to:

- Provide and maintain our services.
- Improve user experience on our website and within our fitness centers.
- Process transactions and manage memberships.
- Analyze the effectiveness of our marketing campaigns, ads, and promotions.
- Customize your experience by showing you relevant ads and products.

5. Third-Party Data Sharing

We partner with third-party advertising platforms like Google, Facebook, and Instagram to display promotional content. These platforms may collect data on your interaction with our ads, including click-through rates and conversion data. The information they share with us helps us refine our marketing strategies and deliver more personalized content to you.

We encourage you to review the privacy policies of these third-party platforms to understand how they collect, use, and share your information.

6. Remarketing & Retargeting

We may use remarketing services to show advertisements to previous visitors who have engaged with our site or products. These ads may appear on Google, Facebook, Instagram, or other platforms. Remarketing efforts are used to:

- Display tailored ads based on past interactions.
- Remind visitors of products or services they have shown interest in.
- Encourage potential customers to complete transactions.

Cookies and other tracking technologies are used for this purpose, and you can opt out of such ads by adjusting your browser settings or following opt-out instructions provided by the respective platforms.

7. Opting Out of Marketing Communications

You may receive marketing communications from us after engaging with our ads or promotions. You can opt out of receiving further communications by:

- Following the unsubscribe link in the email.
- Contacting us directly at **info@buckedupfit.com**.

Once we process your request, you will no longer receive promotional messages unless you choose to opt back in.

8. Promotional Contests & Giveaways

When you participate in any of our contests, giveaways, or promotional offers, we collect personal information such as your name, email address, and contact details. This data is used solely for administering the promotion and contacting winners. You may also receive marketing communications as a result of entering these promotions, but you can opt out at any time.

9. Data Security

We prioritize the security of your personal information and use appropriate safeguards to protect against unauthorized access, alteration, or disclosure. While we take these precautions, no system can guarantee complete security. By using our website and services, you acknowledge that no method of transmission over the internet is 100% secure.

10. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, including legal, regulatory, tax, accounting, or reporting requirements.

11. Your Rights

If you are a resident of certain regions (e.g., the European Union under GDPR, California under CCPA), you have specific rights regarding your personal data:

- **Access:** You can request a copy of the personal data we hold about you.

- **Correction:** You can request that we correct or update your personal information.
- **Deletion:** You have the right to request that we delete your personal information, subject to legal obligations.
- **Objection/Restriction:** You can object to certain processing or request restriction on your data use.

To exercise these rights, please contact us at info@buckedupfit.com.

12. Consent for Data Processing

By interacting with our advertisements, promotions, or services, you consent to the collection, use, and processing of your personal information as outlined in this Privacy Policy. This includes the collection of data for remarketing, advertising performance, and personalized content.

13. New Store Openings & Updates

We may send communications regarding new store openings, events, or promotions. If you prefer not to receive these communications, you can opt out via the provided link or by contacting us directly.

14. Changes to Our Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our data collection practices or legal requirements. When we make changes, we will update the “**Effective Date**” at the top of this page. We

encourage you to review this Privacy Policy regularly to stay informed about how we protect your data.

Contact Us

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

Patriot Gyms, LLC (DBA Bucked Up Fitness)

Email: info@buckedupfit.com

Phone: **919-651-0011**

Address: **280 Towerview Ct., Cary, NC, 27513**