

E2M Privacy Policy

Last updated November 18, 2025.

1. Purpose of the Privacy Policy.

1.1. What the Policy Covers.

E2M highly values your privacy. This Privacy Policy will help you understand how we collect and use your personal information when you visit this website or use our Applications (“App” or “Apps”) for iOS or Google Apps. This Policy describes:

- The types of information we may collect that you may provide when you download and install our iOS or Google App on your Apple or Android device, when you visit this website, or when you create any account to subscribe with us; and, information available to us after you sign up, such as your workout video use history and your posts and other content contributions. We tell you the complete set of information categories we collect later in this Policy.
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

We have tried to make this Policy as clear as possible and explain things in plain English. However, please feel free to email us at contact@E2Mfitness.com if you do not understand anything, because this Policy contains important information about our obligations and your rights with respect to E2M and privacy. You may want to print or download a copy for your records and future reference.

If you do not agree with any of our Privacy Policies, you unfortunately may not use our website, Apps, or social media pages.

1.2 Who We Are and Who You Are.

“We” are Eager to Motivate Fitness, LLC, a North Carolina (U.S.A.) Limited Liability Company whose principal office address is 1233 The Plaza, Charlotte, North Carolina 28218. Our Registered Agent is Capitol Corporate Services, Inc., 176 Mine Lake Court, Suite 100, Raleigh, North Carolina 27615. Throughout this Policy, we may sometimes refer to ourselves, our Services, and our Property as “E2M”, the “Company”, “Us”, or “Our”. “We” means Eager to Motivate Fitness, LLC,

along with its related entities, owners, employees, representatives, affiliates, licensors, and service providers.

“You” are our valued Client and will be called “You” or “Client” throughout this Privacy Policy. Our Services are offered and may be used only by people who are at least 18 years of age. By using our Services, you are assuring us that you are at least 18 years old. If you are not yet 18, please do not use our Services, including our website, Facebook page, or Apps until you are 18.

We use several important other words in this Policy, such as “Platforms”, and “Services”, which we define in the Terms of Service. You should review the Terms of Service so that you can understand what we mean when we use those words.

1.3. Terms of Service Incorporated.

This Privacy Policy incorporates, by reference, our [Terms of Service](#), which you should also carefully review. You accept the Terms of this Privacy Policy and the Terms of Service by visiting this website or using our App. If you do not agree with any of these terms, you should leave the website and delete our App. This Policy uses Terms that are defined and explained in the Terms of Service. We will change this Policy sometimes without notifying you, and we can change the Policy for any reason or no reason. So, you should review this page regularly.

It is always up to you whether to disclose personally identifiable information to us, although if you elect not to do so, we reserve the right not to register you as a user or provide you with any products or Services. Personally identifiable information includes your name, address, email address, telephone number, and other personal information, including other types of information identified throughout this Policy.

1.4. What the Policy Does Not Cover.

This Policy does not govern the collection and use of information by companies that we do not control or by individuals not employed or managed by us. If you visit a website that we mention or link to, be sure to review its privacy policy before providing the site with information.

1.5. Contacting Us.

We encourage you to ask us questions! If you have any questions or concerns regarding the Privacy Policy related to our website and App, please feel free to contact us at the following email, telephone number or mailing address.

Email: contact@e2mfitness.com

Mailing Address:

Eager to Motivate Fitness, LLC
P.O. Box 189003
Charlotte, North Carolina 28218

2.0 Information We Collect.

2.1. What Information Do We Collect?

2.1.a. Information You Intentionally Provide.

E2M may collect and may make use of personal information to assist in the operation of our website and App, and to provide the Services.

We collect personal information, such as your name, address, email address, phone number, and how you learned about E2M when you register for a subscription or begin the checkout process, even if that purchase is not completed.

We may use this information to follow up with you regarding your interest in our Services, including by email or text message.

If you provide your phone number, you may receive transactional and, where you have provided consent, marketing or promotional text messages from us. Message and data rates may apply. You may opt out of receiving text messages at any time by following the instructions provided in the message (such as replying “STOP”).

We collect similar information at other times, as well, such as when you enter a contest or contact customer support.

When you chat with us (for example, via email, and in comments and inboxes on social media) we may retain any information that you voluntarily disclose.

We track your wellness journey progress within the App to enhance your user experience. For instance, we keep track of videos you have watched on our website or in the App, your achievements and badges you earn while interacting with our Services and Platforms, and program progress. We use this information not only to enhance your user experience, but that of others, by learning what users like over time.

We request your birthday and age during the registration process. However, whether you provide this information is optional.

We securely collect your purchase history for accounting purposes, but do not store purchase information locally.

When you ask us to, we may collect information, like your military status, to help you qualify for discounts.

When you ask us to, we may collect information for the HSA/FSA qualifying procedure, because our subscriptions are eligible for those benefits.

We retain any content you submit to us through the website, social media, or the App, such as images, videos, and written text. How we use content you contribute in this manner is explained, in detail, in our Terms of Service.

2.1.b. Information We Obtain Through Data Collection Technologies.

As you navigate through and interact with our App, including when you download, access, or use the App, we may use automatic data collection technologies to collect certain information about your device and your browsing and usage activity and patterns, including:

- **Usage Details.** When you access and use the App, we may automatically collect certain details of your access to and use of the App, including traffic data, location data, logs, and other communication data and the resources that you access and use on or through the App.
- **Device Information.** We may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number.
- **Other Kinds of Usage Data.** We collect the additional kinds of usage data: video progress and workout tracking.
- **Other Kinds of Data Types We Collect:** contact information (for example, your name, email, and phone number among other contact information), your identifiers (for example, your user ID, device ID, and IP address), user content (like your uploaded photos and comments), usage data (such as your video interactions and progress tracking), and fitness data. All these types of data are linked to you and also used to improve App functionality, analytics, and personalization.

- Location Information. Our App does not collect real-time information about the precise location of your device.

If you do not want us to collect this information, do not download the App, or delete it from your device if you have already downloaded it, and do not visit this website or subscribe to our Services.

The technologies we use for automatic information collection include:

- “Cookies” (or mobile cookies). A cookie is a small file placed on your smartphone. It may be possible to refuse to accept mobile cookies by activating the appropriate setting on your smartphone or browser. However, if you select this setting you may be unable to access certain parts of our App or website.
- Web Beacons. Pages of the App, website, and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related App statistics (for example, recording the popularity of certain app content and verifying system and server integrity).

2.1.c. Biometric Data.

Biometric data is a set of unique physical data that can be used to identify you, such as your fingerprints or facial structure. E2M does not receive, store, collect, or process biometric data.

If you allow it to, your device (not E2M) may collect biometric data, subject to the policies of the third party (such as Apple) that provides your device’s operating system.

For example, Apple Face ID may use facial recognition. However, that process occurs entirely on your device and the information is not shared with or stored by E2M. Apple’s Face ID is optional, and its Face ID authentication remains on your device. In that instance, Apple’s policies would govern collection and storage of your biometric data. E2M would not be part of that process.

2.1.d. Data Collection Disclosure for Apple.

Because we offer an App through the Apple Store, Apple requires us to state the kinds of information we collect using certain terms. As explained above in more detail, information we collect includes the following:

Type of Data	Specific Data	Data Use	Data Linked to User?
Contact Info	Your name, email, phone number, and physical address.	Our marketing and advertising (for example, we may send you emails, but only if you opt in); analytics; product personalization; app functionality.	Yes.
Health and Fitness	<p>We may collect certain types of information about your fitness. We collect fitness related data such as workout video progress, completion records, and achievement status.</p> <p>We do <u>not</u> collect any medical or sensitive health data. We do not collect medical metrics. We use fitness activity data solely to provide App functionality, track user progress, and award achievements.</p>	Our marketing and advertising; analytics; product personalization; app functionality.	Yes.
User Content	Anything you submit, contribute, post or upload, including photos, videos, and comments. This includes any emails you send us, photos or videos you submit, audio you submit, and information you give us during a customer support request.	Our marketing and advertising; analytics; product personalization; app functionality.	Yes.

Identifiers and Location	Your user ID, device ID, and IP address.	Our marketing and advertising; analytics; product personalization; app functionality.	Yes.
Purchases	We keep data regarding what you purchase from us.	Our marketing and advertising; analytics; product personalization; app functionality.	Yes.
Usage data	Your product interaction (for example, videos viewed and workout progress).	Our marketing and advertising; analytics; product personalization; app functionality.	Yes.
Diagnostics	Crash logs.	App functionality.	No.

None of this information is sold, shared, or provided to third parties for advertising or tracking.

2.2. Why Do We Collect Your Information and How Do We Use It?

We are collecting your data:

- To better understand your needs and provide you with the Services you have requested.
- To fulfill our interest in improving our Services and products.
- To send you promotional emails or other communications, including text messages, containing information we think you may like, including promotional emails and texts regarding affiliated entities, that we own or control, that provide related but separate services, whether such emails and texts are sent by us or by affiliated entities. We only provide information for this purpose to companies we own or control that are affiliated with or related to E2M. And, as discussed below, we do not share any health or fitness data, even for this narrow purpose, ever.
- To notify you when updates are available, including expiration and renewal notices.

- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including billing and collection.
- To contact you to fill out surveys or participate in other types of market research, when we have your consent to do so.
- To notify you when a payment has failed and how to successfully remit your payment.
- To customize our website according to your online behavior and personal preferences.
- To determine your ability to qualify for benefits like discounts (such as a military discount) and benefit from HAS/FSA eligibility, but only when you ask us to do so.
- To fulfill any other purpose for which you provide your information.

2.3. How Do We Collect Your Information.

We collect information about you:

- Directly from you when you provide it to us.
- Automatically when you use the App or website.

3.0 How Long Do We Store Your Information?

Will not store your data any longer than necessary. The length of time we retain your information will be determined based upon the: length of time your personal information remains relevant; the length of time it is reasonable to keep records to demonstrate that we have fulfilled our legal duties and obligations; any limitation periods within which legal claims might be made; any retention periods prescribed by law or recommended by regulators, professional bodies or associations; the type of contract we have with you; the existence of your consent; and, our legitimate interest in keeping such information as stated in this Policy.

Except for information that the law requires us to maintain, and except for the other types of information described in this Privacy Policy that we may be unable to delete, we will delete your information if you ask us to by contacting contact@e2mfitness.com.

4.0 Disclosure of Information to Third Parties.

We will ensure that any third party with whom we or our App shares user data – such as analytics tools – as well as any parent, subsidiary or other related entities that will have access to user data – will provide the same or equal protection of user data as stated in the App's privacy policy and required by this Privacy Policy, our Terms of Service, and Apple and Google's guidelines

We do not sell your personal data to third parties. In addition, we do not sell, rent or lease any of its customer lists and/or names to any third parties.

However, subject to this Policy and the Terms of Service, we may disclose personal information that we collect or you provide as follows:

- E2M may share such information with our own entities, subsidiaries, and affiliates, for the purpose of letting you know what they offer.
- We will also provide your information to contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- We may share your information with your mobile device manufacturer, your mobile service provider, and analytics companies to help make the App work and provide our Services.
- We may provide your information to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our App users is among the assets transferred.
- We will disclose your information to law enforcement or a court as necessary to comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- We will disclose your information to any parties as necessary to enforce our rights arising from any contracts between us, for billing, and for collection.
- We will disclose your information to any third parties as we deem necessary to protect the rights, property, or safety of E2M, our customers, or others. This includes exchanging information with other companies and organizations for purposes such as fraud protection.

- We may share your information to determine your ability to qualify for benefits like discounts (such as a military discount) and benefit from HSA/FSA eligibility, but only when you ask us to do so.
- We may share the information for any other purpose we disclose when you give us the information.
- We may disclose the information for any other reason with your consent.

Parties and third parties to whom we provide your information may use tracking technologies to collect information about you when you use the App. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, apps, and other online services websites. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

Our Apps may use Software Development Kits (“SDK”) developed by third parties. Third party SDKs are software development tools, libraries, documentation, code samples, and other resources that enable developers to build applications for a specific platform, operating system, or service, which are provided by a vendor other than us.

Third party SDKs we use may include third party video hosting services, analytics or crash reporting services, and cloud hosting providers.

We do not control these third parties’ tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

We do not currently collect information specifically related to your health. However, be assured that we will never disclose to third parties data gathered in the health, fitness, and medical research context for advertising, marketing, or other use-based data mining purposes other than improving health management, or for the purpose of health research, and then only with permission. We may, however, use your health or fitness data to provide a benefit directly to you, but the data still will not be shared with a third party. If that occurs, we will disclose the specific health data that we are collecting from your device.

Aside from your health related information, which we currently do not collect and that, if we do collect it in the future, will not be disclosed to third parties without your express permission, E2M will only use or disclose your information to third parties:

- As necessary to provide services or products you have ordered.
- As necessary to market to you services or products that are related to E2M and that we in good faith believe you may wish to purchase, whether such marketing is done by E2M or by one of its affiliated entities (such as E2M Kitchen).
- In other ways described in this Policy and the Terms of Service or to which you have otherwise consented.
- In the aggregate with other information in such a way so that your identity cannot reasonably be determined.
- As required by law, or in response to a subpoena or search warrant.
- To outside auditors who have agreed to keep the information confidential.
- As necessary to enforce the Terms of Service.
- As necessary to maintain, safeguard and preserve all the rights and property of E2M.

5.0. Social Media.

E2M uses various third party social media features including but not limited to Facebook. These may collect your IP address and require cookies to work properly. These services are governed by the privacy policies of the providers and are not within E2M's control.

6.0. Not for Children.

E2M's website, the App, and our Services are not intended for use by children, and we do not knowingly collect personal information from children under 13. If we learn that we have collected the personal information of any such individual, we will delete the information as soon as possible.

7.0. How to Withdraw Your Consent Regarding Data Collection and Usage: You Have Choices About How We Use or Disclose Your Information.

7.1. Unsubscribing and Opting Out.

You have the option to discontinue receiving our emails, newsletters, and other communications from us. To discontinue use of, or unsubscribe from our

website, please send an email that you wish to unsubscribe to contact@e2mfitness.com.

You can have us delete your website account data by emailing contact@e2mfitness.com.

We will delete all your personal data when you request deletion, except that we will not delete any information we are required to retain for legal, security, or fraud prevention purposes.

If you wish to unsubscribe or opt out from any third party websites that we do not control, you must go to that specific website to unsubscribe or opt out.

E2M uses third-party providers such as Twilio for transactional communications with clients (for example, to notify clients when a payment has failed) and, where permitted, marketing communications with clients. All clients have the option to discontinue receiving communications from us by text message. You may opt out of receiving marketing text messages from us at any time by replying “STOP” to any message. After opting out, you may continue to receive transactional messages related to your account or purchases where permitted by law. Contact Twilio to opt out of receiving transactional texts messages.

With respect to tracking technologies, you can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. You can choose whether or not to allow the App to collect information through other tracking technologies through the “settings” function on your smartphone or similar device. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the App may then be inaccessible or not function properly.

We may ask to send you “push notifications” in the App. You can opt out of these via the “settings” function in your smartphone or similar device.

7.2 Deleting Your Account from Inside the App.

You can initiate deletion of your account and personal data directly from within the App by navigating to “Account” and then selecting “Delete Account”. As mentioned above, deleting the App does not cancel website-based subscriptions.

7.3. Accessing and Correcting Your Personal Information.

You can review and change your personal information by logging into the App and visiting your account profile page.

You may also send us an email at contact@e2mfitness.com to request access to, correct, or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Contributions from any of the Platforms (including the App, website, or social media), copies of your User Contributions may remain viewable in cached and archived pages or might have been copied or stored by other users.

7.4. Your State Privacy Rights.

Many states, including California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah, and Virginia provide (now or in the future) their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose (excluding Iowa and Utah).
- Data portability.
- Opt-out of personal data processing for:
 - targeted advertising (excluding Iowa);
 - sales; or
 - profiling in furtherance of decisions that produce legal or similarly significant effects (excluding Iowa and Utah).

To exercise or appeal any of these rights please email us at contact@e2mfitness.com.

8.0. International Use Limitations.

Our Platforms, Content, and Services are based in the State of North Carolina in the United States of America and currently designed for use by people

located in the United States. You may not be able to access some or all of the Services or Content outside of the United States, and access by certain people or in certain countries may not be legal. We are developing policies for overseas Clients. However, we cannot yet be certain that we fully comply with the data collection and other privacy laws and policies of every nation in which a person accessing our Platforms, Content, and Services may reside, make no representations regarding same, and cannot be responsible for any lack of compliance therewith. If you access the Platforms, Content, and Services from outside the United States, you are responsible for compliance with local laws. Please email us at contact@e2mfitness.com with any questions, concerns, or comments regarding these international use limitations, and please check this Policy regularly for anticipated updates pertaining to international matters.

Notice to Clients Located in European Union: We do not currently collect data for a legitimate (or any) interest without consent by relying on the terms of the European Union's General Data Protection Regulation ("GDPR") or similar statute.

9.0. Data Security and Breaches.

E2M takes precautions to protect your information. When you submit sensitive information via the website or App, your information is protected both online and offline. Wherever we collect sensitive information (for example, credit card information), that information is encrypted and transmitted to us in a secure way. You can verify this on the website by looking for a lock icon in the address bar and looking for "https" at the beginning of the address of the webpage.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) have access to personally identifiable information. The computers and servers in which we store personally identifiable information are kept in a secure environment. We do not collect or store data locally. This is all done to prevent any loss, misuse, unauthorized access, disclosure or modification of the user's personal information under our control.

The company also uses Secure Socket Layer (SSL) for authentication and private communications to build users' trust and confidence in the internet and website use by providing simple and secure access and communication of credit card and personal information. In addition, E2M is a licensee of TRUSTe.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website or App, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about

giving out information in public areas of the Website, Social Media, or App. The information you share in public areas may be viewed by any user of the Website, Social Media, or App.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our Website or App. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures included through the Website or App.

10.0. Miscellaneous.

10.1. Push Notifications.

Our Apps may use “push notifications”. A push notification is an alert sent by a third party app directly to the user’s device, even when the app is closed. These notifications may appear as banners on the lock screen or home screen, can show a badge on the app icon, and may include sounds, vibrations, or quick action buttons. They are used for a wide range of purposes, such as account alerts, reminders, updates, and promotional notifications.

Our App uses push notifications for the following purposes: Account related alerts, service updates, and optional promotional messages.

Whether you allow push notifications is up to you. You may consent or decline to consent. You must initially agree to receive push notifications. If you do not want to receive push notifications, you can turn them off in your device’s settings.

10.2. No Cross-App Tracking.

We do not track users across other apps or websites.