

## COLLECTING YOUR INFORMATION

We may collect information about you in a couple of ways: personal data and derivative data.

*Personal data* includes personally identifiable information you voluntarily provide for our email list. You are not obligated to provide any personal information, but you may be prevented from using some features of this website by refusing to do so.

*Derivative data* includes any information that our servers automatically collect when you use this website. Your IP address and access times; the pages you visited on our website, as well as before and after using our website; your browser type and operating system.

## USING YOUR INFORMATION

The Bridge Pilates Studio uses your information to provide you with a valuable experience. We might use your information for the following reasons:

Deliver targeted information like newsletters, customized recommendations, advertising, sales and promotions for new or existing services, as well as other information concerning our website and its application to you.

Monitor your use trends to offer you a better experience on our website.

Respond to user requests.

Operate our website to better serve our visitors.

## DISCLOSURE OF YOUR INFORMATION

We may share your information in a few situations: by law or to protect rights, third-party service providers, marketing communications, posted interactions, and other third parties.

*By law or to protect rights*, we will share information about you if it is necessary to a legal process such as an investigation or remedy to a potential violation of our Terms & Conditions. We also will share your information to protect the rights, property, and safety of others. We will share your information if required by law, rule, or regulation.

*Third-party service providers* help us serve you. We may share your information with these entities to perform services like email delivery, hosting, marketing, and customer service.

*Marketing communications* help us share our products and services with you. With your consent, we may share your information with third parties for marketing purposes. You will have an opportunity to withdraw your consent.

*Posted interactions* with other users include your comments or contributions to The Bridge Pilates Studio. This content will be accessible by all other website users, and may be distributed elsewhere.

*Other third parties* help us conduct our business. This includes advertisers, partners, and investors for the purpose of business analysis and marketing.

## TRACKING YOUR USE

We use cookies to offer you a better experience on our website. Only your derivative information is collected through the use of cookies, and most web browsers are set to accept cookies by default.

You may choose to deny the use of cookies, but it could affect your use of this website including availability and functionality.

We may use third party companies to allow other tracking technologies on our website to better understand your needs and provide you with a customized experience. This helps us track popular content and usage trends among other things. By using our website, you consent to the collection and use of your derivative information for these purposes.

## PROTECTING YOUR INFORMATION

We take reasonable measures to protect your information. Despite our efforts, no security measures are perfect, so data transmission cannot be guaranteed against misuse or interception.