

## Privacy Statement Regarding Customer and Online User Information

The Privacy Statement Regarding Customer and Online User Information applies to DogTrot Fitness Inc. (“**DogTrot Fitness**”). This privacy statement does not apply to the websites of our business partners or to any other third parties, even if their websites are linked to our website. We recommend you review the privacy statements of the other parties with whom you interact.

This privacy statement governs personal information we collect from our customers and online from our website users ("you"), through DogTrot Fitness products, services, software, websites, contacts, or our relationship with you.

For the purposes of this privacy statement, "Business partners" means any subcontractor, vendor or other entity with whom we have an ongoing business relationship to provide products, services, or information. "Personal information" means information which identifies you, such as your name, telephone number, and email address.

### Information We Collect

We may ask you to provide personal information when you :

- Use our website;
- Request quotes, services, support, or information;
- Place orders for products or services;
- Participate in surveys, or other promotional activities;
- Subscribe to newsletters, promotional emails, or other materials; or
- Contact us.

Information we may request includes your email address, name, home address, and telephone number. If you make a purchase, we may ask for your credit card number and billing information. We may also collect demographic information, such as your interests and preferences. Forms that you may fill in will indicate whether information requested is mandatory or voluntary.

We may collect information about your visits to our websites, including the pages you view, the links and ads you click, search terms you enter, and other actions you take in connection with the DogTrot Fitness websites and services. We may also collect certain information from the browser you used to come to our website, such as your Internet Protocol (IP) address, browser type and language, access times, the Uniform Resource Locator (URL) of the website that referred you to our website and to which URL you browse away from our site if you click on a link on our site.

In order to offer you a more consistent and personalized experience in your interactions with DogTrot Fitness, information collected through one source may be combined with information obtained through other DogTrot Fitness resources. We may also supplement the information we collect with information obtained from other parties.

Some DogTrot services may be co-branded and offered in conjunction with another company. If you register for or use such services, both DogTrot Fitness and the other company may receive information collected in conjunction with the co-branded services, and may use the information according to each company's privacy statement and other agreements with you.

## How We Use Personal Information

DogTrot Fitness uses your personal information to:

- Deliver the services and support, or
- carry out, the transactions you have requested;
- Send communications to you, such as product safety information, your transactions status (for example, order confirmations), information about products and services available from DogTrot Fitness Inc. promotional offers, and surveys;
- Customize, analyze, and improve our products, services (including the content and advertisements on our website), technologies, communications and relationship with you;
- Enforce our conditions of sale, website terms and/or separate contracts (if applicable) with you;
- Prevent fraud and other prohibited or illegal activities;
- Protect the security or integrity of the website, our business, or our products or services; or
- Otherwise, as disclosed to you at the point of collection.

Personal information collected may be stored and processed in Canada, and by using DogTrot Fitness products and services (including our website), you consent to the use of information for the purposes described in this privacy statement.

## Disclosing Personal Information

We may share your personal information with business partners that help DogTrot Fitness carry out transactions you request or that help DogTrot Fitness to customize, analyze, and/or improve our communication or relationship with you, and then only with business partners who share DogTrot Fitness's commitment to protecting your personal information. Except as described above, we will not disclose your personal information to third parties for their own marketing purposes unless you have provided consent. We may also disclose your personal information in connection with law enforcement, fraud prevention, or other legal action; as required by law or regulation; or if DogTrot Fitness reasonably believes it is necessary to protect DogTrot Fitness, its customers, or the public.

## How You Can Access Your Information

DogTrot Fitness wants to help you keep your personal information accurate. Upon request, DogTrot Fitness will disclose complete details of all your personal information that is maintained in its records.

## Selecting Your Communication Preferences

At any point you may choose to receive or not receive marketing communications from DogTrot Fitness by indicating your preferences .

Any marketing by DogTrot Fitness, or any third parties on behalf of DogTrot Fitness, will be conducted in accordance with applicable laws.

Because some promotions, such as direct mail catalogues, are developed in advance, you may sometimes receive solicitations after we receive your preference request.

### **How We Secure Your Personal Information**

DogTrot Fitness is committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure, such as encryption, passwords, physical security, etc. While we strive to protect your personal information, DogTrot Fitness cannot ensure or warrant that the personal information or private communications you transmit to us will always remain private, and you do so at your own risk.

If a password is used to help protect your accounts and personal information, it is your responsibility to keep your password confidential. Do not share this information with anyone. If you are sharing a computer with anyone you should always log out before leaving a site or service to protect access to your information from subsequent users.

We will not require you to transmit your SSN on the Internet unless the connection is secure or the SSN is encrypted, or require you to transmit your SSN to access a website without requiring additional authentication.

### **Collection and Use of Children's Personal Information**

We do not knowingly collect personal information from children under the age of 13 through our websites.

If you are under 18 years of age, please do not submit any personal information through our websites without the express consent and participation of a parent or guardian.

### **Third-Party Websites and Services**

Please be aware that other websites that may be accessed through our website may collect personally identifiable information about you. The information practices of those third-party websites linked to DogTrotFitness.com are not covered by this privacy statement.

Please be aware that, in providing services on behalf of DogTrot Fitness, our business partners may collect personal information about you.

### **Changes to Our Privacy Statement Regarding Customer and Online User Information**

We will occasionally update this privacy statement. If we make changes to the Privacy Statement Regarding Customer and Online User Information or make any material changes to how DogTrot Fitness

will use your personal information, we will revise the Privacy Statement to reflect such changes and revise the statement's effective date, included at the end of this section. We encourage you to periodically review this statement to be informed of how DogTrot Fitness is protecting your personal information.

## **Contacting Us**

If you would like to contact us for any reason regarding our privacy practices, please

email us at [info@dogtrotfitness.com](mailto:info@dogtrotfitness.com) .

Privacy Statement Regarding Customer and Online User Information Effective Date: August 18, 2010.