

PRIVACY POLICY

The Den respects your privacy. The Privacy Policy here explains our practices relating to collection, use and disclosure of information that you may provide to The Den including through this Site. Before you submit any personal information to The Den through this Site or otherwise, please thoroughly review this Privacy Policy, and contact us if you have any questions.

Please also visit our Terms and Conditions section that explains other terms governing the use of our website.

SCOPE

Please note that this Privacy Policy governs information provided to The Den Fitness LLC d/b/a The Den and communications from The Den, including information you provide to us on our website at www.thedentraining.com ("The Den Website"). Your use of The Den Website constitutes your acceptance of this Privacy Policy and your consent to the practices it describes.

The Den will not sell or rent your personal information to anyone, for any reason, at any time. The Den uses and discloses your personal information only as follows:

To analyze site usage and improve the service;

To fulfill your requests and orders for certain products and services;

For market research, project planning, troubleshooting problems, detecting and protecting against error, fraud or other criminal activity;

To third-party contractors that provide services to The Den and are bound by these same privacy restrictions;

To enforce The Den Terms and Conditions; and

As otherwise set forth in this Privacy and Security Policy.

We do not intentionally collect personally identifiable information from children under the age of thirteen. If we become aware that we have collected personally identifiable information from a user of the Site who is under the age of thirteen, we will remove that child's personal information from our files.

WE USE NON-PERSONALLY IDENTIFIABLE INFORMATION TO IMPROVE OUR SERVICES TO YOU.

When you visit The Den Website, with the help of our third party authorized agents, we collect certain anonymous information about your visit. For example, we may monitor statistics such as the number of people that visit our site, peak hours of visits, which page(s) are visited on our site, from which domain our visitors come (e.g., google.com, yahoo.com, etc.), and which browsers people use to visit our site (e.g., Firefox, Microsoft Internet Explorer, etc.), broad geographical information, site-navigation pattern, etc.

We, like many websites, use cookie technology throughout our side. By placing a "cookie" on your computer's hard drive we can recognize you as a new or return user and personalize your experience. A cookie is a piece of data stored on your computer's hard drive that enables us to track and target your shopping experience and order as you shop on our site. For example, cookies are used to save your Shopping Bag information so you can browse from page to page without losing that information. If you reject our cookies, you may still use The Den Website, but you may be limited in some of the features. Cookies do not contain personally identifiable information.

Furthermore, our computer servers automatically record information that your browser sends whenever you visit a website. These server logs may include information such as the date and time of your access to the Site, the length of time of your visit, the portions of the Site accessed, the number of times you visit and purchase from the Site, the IP address assigned to your computer, the type of browser used by your computer, the

domain from which your connection to the Site originates, and one or more cookies that may uniquely identify your computer.

We assign you a unique internal identifier to help keep track of your future visits. We use this information to gather aggregate demographic information about our visitors, and we use it to personalize the information you see on the Site and the emails you receive from us (should you grant us permission to send emails to you). We keep this information for our internal use; we do not share it with others. This information is in no way tied to your personal information, including your email address.

The Den may also use non-personal identifiable information for internal business and marketing purposes and to help administer and improve The Den Website for your shopping experience. We may use the information you provide in aggregate form for internal business purposes to analyze trends and site traffic patterns.

When you visit The Den Website or view one of our emails, we will use pixel tags or “clear” gifs to track links and/or similar technology to note some of the pages you visit on our website and to personalize your experience. We also use pixel tags to determine what types of email your browser supports. We may use the information collected through pixel tag, tracking links, and similar technology in combination with your personally identifiable information.

WE LIMIT THE COLLECTION AND THE USE OF PERSONAL INFORMATION.

“Personally identifiable information” is any information about you as an individual, such as your name, address, telephone number, credit card number, birth date, or email.

We collect personally identifiable information from you when you communicate with us via email, The Den Website, telephone or in writing, when you place an order or fill out a registration form or request a catalog from us, when you post a review, when you create an account, when you subscribe to our newsletter, when you post a user comment on facebook or when you participate in a contest, sweepstakes, survey or other promotion. When you place an order through The The Den Website, we require that you provide

your name, email, shipping/billing address, phone number, credit card number and its expiration date in order to process and track your order. We may also maintain a record of your product purchases. Whether or not you provide your personally identifiable information to us is completely up to you, but if you choose not to provide the information we request, you may be unable to use some of our services.

We collect this information to serve you better and to provide you with a customized experience while using The The Den Website for browsing and shopping. We may use your personally identifiable information to: fulfill a request from you, such as to receive promotional emails, fulfill and deliver your orders, respond to your comments or questions, contact you if necessary while processing an order, and generate web analytics to compile user data for marketing purposes.

We may also combine the personally identifiable information that you provide to us with other personal information about you (such as demographic and past purchase information) from our records and from other sources for future marketing initiatives and to help us improve The Den Website presentation, The The Den Blog and your overall shopping experience. We do not ever rent or sell your email address with these organizations or with other third parties for marketing purposes.

The Den may also share your personally identifiable information with third parties that perform services for us, such as our affiliates, advertisers, partners, potential business partners, and other unaffiliated entities, but only for the purposes of their performing such services for us. These companies and individuals are hired to perform functions on our behalf, such as fulfilling and processing orders, processing credit card payments, performing data and marketing analysis, fulfillment to process orders, and providing customer support. While such third parties may be provided with access to personally identifiable information needed to perform their function, they may not use or disclose such data for any other purpose. Additionally, The Den contractually obligates our service providers to maintain all the information collected for us in strict confidence.

For fraud protection and compliance with applicable law, we may disclose any information, including personally identifiable information, that we deem necessary. In the event another company buys the assets or ownership interests in The Den your

personally identifiable information may then belong to that other company, subject to the terms and conditions under which you provided it.

HOW TO OPT OUT OF TARGETED ADVERTISING.

You may use the NAI opt out tool here, which will allow you to opt out of seeing personalized ads from us and from other NAI approved member companies.

You may opt out of receiving personalized ads from other companies that perform ad targeting services, including some that we may work with as Advertising Partners via the DAA website here.

YOUR SECURITY IS PARAMOUNT TO US.

Security for The Den Website is in accordance with industry standards to protect the security of your personal information both online and offline. Personally identifiable information is stored on computer servers in a controlled environment that is reasonably protected from unauthorized misuse or disclosure. We use available technology and other techniques to implement systems like firewalls, and/or encryption to secure marketing data transfers.

Orders placed on The Den Website are encrypted using Secure Socket Layer (SSL) technology, an industry standard that is used by vendors to ensure the security of online business.

If you have any questions about security on our website, please email

info@thedentraining.com.

TESTIMONIALS

If you provide us with a testimonial about your involvement or purchase of our services, we may post your testimonial on The Den platforms including your name and purchase.

If you don not wish to have your testimonial shared, please contact us at

info@thedentraining.com

CHANGES TO OUR PRIVACY POLICY.

The Den reserves the right to change the content of this Privacy Policy from time to time, and such changes will become effective immediately. We will always post our most current Privacy Policy at our website, and we suggest that you periodically consult it, or contact us at info@thedentraining.com should you have any concerns.