

# Privacy Policy for ShiraFayFit.com

**Last Updated: July 9, 2025**

This Privacy Policy describes how ShiraFayFit.com collects, uses, and discloses your personal information when you visit, use our services, or make a purchase from ShiraFayFit.com.

We are committed to protecting your privacy and personal information. By using our Site and services, you agree to the collection and use of information in accordance with this policy.

## 1. Personal Information We Collect

When you interact with our Site, we collect various types of information, including personal information, which is information that identifies, relates to, describes, or can be associated with you.

### 1.1. Information You Directly Provide:

- **Account Information:** When you create an account or subscribe to our service, we collect your name, email address (e.g., [shirafayfit@gmail.com](mailto:shirafayfit@gmail.com)), and password.
- **Payment Information:** When you make a purchase, we collect payment details such as credit card numbers, billing address, and other related payment information. (Note: This is often handled by third-party payment processors, and we may not directly store all details; see Section 3.1).
- **Communications:** When you contact us through email ([shirafayfit@gmail.com](mailto:shirafayfit@gmail.com)) or other means, we collect the content of your communications and our responses.
- **Optional Information:** You may choose to provide additional information, such as your fitness goals, dietary preferences, or health information, to help us tailor our services. Providing this information is entirely voluntary.

**1.2. Information We Collect Automatically:** When you visit the Site, we automatically collect certain information about your device and interaction with the Site:

- **Device Information:** IP address, web browser type, operating system, and unique device identifiers.

- **Usage Data:** Information about how you use our Site, including pages viewed, time spent on pages, referral source, and clickstream data.
- **Cookies and Similar Technologies:** We use cookies, web beacons, and similar tracking technologies to track activity on our Site and hold certain information. Cookies are small data files placed on your device. You can set your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

## 2. How We Use Your Personal Information

We use the personal information we collect for various purposes, including:

- **To Provide and Maintain Our Services:** To operate, deliver, and maintain the ShiraFayFit.com website and its features, including providing access to workout videos and recipes.
- **To Process Transactions:** To process your subscription payments and fulfill your orders.
- **To Manage Your Account:** To create and manage your user account, provide customer support, and send you service-related communications.
- **To Personalize Your Experience:** To tailor content, workout recommendations, and recipes based on your preferences and usage patterns (if you provide such optional information).
- **To Improve Our Services:** To understand how users interact with our Site, troubleshoot issues, and develop new features and offerings.
- **For Marketing and Communications:** To send you updates, promotions, and newsletters if you have opted in to receive them. You can opt out of marketing communications at any time.
- **For Security and Fraud Prevention:** To detect, prevent, and address technical issues, fraud, or security incidents.
- **To Comply with Legal Obligations:** To meet our legal and regulatory obligations, enforce our Terms and Conditions, and protect our rights.

## 3. How We Share Your Personal Information

We may share your personal information with third parties only in the following circumstances:

**3.1. Service Providers:** We engage third-party companies and individuals to facilitate our services, provide services on our behalf (e.g., payment processing, website hosting, analytics), or assist us in analyzing how our service is used. These third parties have access to your personal information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

- **Payment Processors:** Your payment information is securely processed by third-party payment gateways (e.g., Stripe, PayPal). We do not directly store your full credit card details on our servers.
- **Analytics Providers:** We use tools like Google Analytics to understand website traffic and user behaviour. This involves sharing anonymous or aggregated data that does not directly identify you.

**3.2. Business Transfers:** If ShiraFayFit.com is involved in a merger, acquisition, or asset sale, your personal information may be transferred as a business asset. We will provide notice before your personal information is transferred and becomes subject to a different Privacy Policy.

**3.3. Legal Requirements:** We may disclose your personal information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency). This includes complying with a subpoena, court order, or other legal process; enforcing our agreements; responding to claims that any content violates the rights of third parties; or protecting the rights, property, or safety of ShiraFayFit.com, our users, or the public.

## 4. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements. When your personal information is no longer required, we will securely delete or anonymize it.

## 5. Your Rights Regarding Your Personal Information

Under the Personal Information Protection Act (PIPA) of British Columbia, and other applicable Canadian privacy laws, you have certain rights regarding your personal information:

- **Right to Access:** You have the right to request access to the personal information we hold about you.
- **Right to Correction/Rectification:** You have the right to request that we correct any inaccurate or incomplete personal information we hold about you.
- **Right to Withdraw Consent:** You have the right to withdraw your consent to the collection, use, and disclosure of your personal information, subject to legal or contractual restrictions and reasonable notice. Please note that withdrawing consent may affect your ability to access or use certain features of our service.
- **Right to Deletion:** In certain circumstances, you may have the right to request the deletion of your personal information.
- **Right to Complain:** If you believe your privacy rights have been violated, you have the right to lodge a complaint with the Office of the Information and Privacy Commissioner for British Columbia (OIPC BC).

To exercise any of these rights, please contact us using the contact details provided in Section 7. We may require specific information from you to help us confirm your identity and process your request.

## 6. Security of Your Personal Information

The security of your personal information is important to us. We implement reasonable physical, technical, and administrative safeguards to protect the personal information we collect against unauthorized access, use, disclosure, alteration, or destruction. However, no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

## 7. Links to Other Sites

Our Site may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

## **8. Children's Privacy**

Our service is not intended for use by anyone under the age of 18 ("Children"). We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us. If we become aware that we have collected personal information from children without verification of parental consent, we take steps to remove that information from our servers.

## **9. Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

## **10. Contact Us**

If you have any questions about this Privacy Policy, your personal information, or our privacy practices, please contact us:

By email: [shirafayfit@gmail.com](mailto:shirafayfit@gmail.com)