

## Privacy Policy

**Last Updated: 08.12.25**

### 1. Introduction

Kiiip.fit (“Kiiip”, “we”, “us”, “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, share, and protect your personal data when you use the Kiiip.fit platform, website, mobile application, and services (the “Platform”).

This Privacy Policy applies to:

- **Coaches**
- **Athletes**
- **Users of AI-generated training plans**
- **Visitors of kiiip.fit**

By accessing or using the Platform, you agree to this Privacy Policy.

If you do not agree, you must stop using the Platform.

### 2. Who We Are

**Kiiip.fit, LLC**

Organized in: **Delaware, United States**

Email: **support@kiiip.fit**

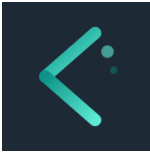
Kiiip.fit is a digital platform that allows Coaches to deliver training programs and Athletes to follow training plans, including those generated through machine learning and artificial intelligence (“AI/ML”).

### 3. Data We Collect

We collect the following categories of data:

#### A. Information You Provide Directly

- Name, email address, account credentials
- Profile details (age, weight, running experience, fitness goals)
- Messages between Coaches and Athletes
- Customer support communications



## B. Training & Performance Data

- Coach-created training plans
- AI-generated training plans
- Completed workouts, logs, performance data

## C. Wearable & Third-Party Data (if you connect a device)

We may collect data from:

- Apple Health / Apple Watch
- Garmin
- Strava
- Fitbit
- Other fitness platforms

This may include:

- Heart rate
- Distance, speed, pace
- Calories
- Workout duration
- Steps
- GPS data (if enabled)

You control what data is shared.

## D. Payment Information

Collected and processed by our third-party payment processor (e.g., Stripe).

We **do not** store full payment card numbers.

## E. Technical & Device Data

- IP address
- Device type
- Browser type
- App usage data
- Cookies and tracking technologies
- Crash logs and analytics

## F. Machine Learning Data

We may use **anonymized or pseudonymized** data to train and improve machine-learning models.

Personal data is *not* used in ML models unless legally permitted and only after de-identification.



## 4. How We Use Your Data

We process your data to:

### A. Provide Platform Services

- Enable Coaches to deliver training plans
- Enable Athletes to follow training plans
- Sync wearable data
- Manage payments
- Maintain user accounts

### B. Provide AI-Generated Training Plans

We use user inputs and de-identified training data to:

- Generate automated training plans
- Personalize training suggestions
- Predict progress and adjust workouts

### C. Improve the Platform

- Train and refine ML models
- Enhance performance analytics
- Monitor usage and troubleshoot issues

### D. Legal & Administrative

- Meet regulatory obligations
- Prevent fraud
- Protect platform integrity

## 5. Legal Basis Under GDPR (for EU/EEA/UK Users)

We process personal data on the following legal bases:

- **Contract necessity** – delivering the service
- **Consent** – wearable data, AI/ML usage, marketing
- **Legitimate interest** – analytics, product improvement
- **Legal obligation** – taxation, compliance

Where consent is required, you may withdraw it at any time.

## 6. How We Store and Protect Data

### Hosting & Storage



Kiip.fit stores data securely on **Amazon Web Services (AWS)** infrastructure using:

- Encrypted storage
- Access control
- Secure network architecture
- Regular security audits

## **Data Security**

We implement industry-standard measures, including:

- Encryption at rest and in transit
- Role-based access controls
- Multi-factor authentication
- Monitoring and threat detection
- Regular risk assessments

No system is 100% secure, but we take appropriate measures to minimize risk.

## **7. Data Sharing**

We may share data with:

### **A. Service Providers / Sub-Processors**

- Cloud infrastructure (AWS)
- Payment processors (e.g., Stripe)
- Email and communication tools
- Analytics providers
- Wearable device APIs

We do **not** sell personal data.

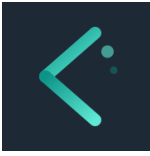
### **B. Coaches (for Athletes who opt in)**

Only the data necessary for coaching:

- Training history
- Wearable sync data
- Progress metrics
- Messages

### **C. Legal Authorities**

When required by law or to protect rights.



## 8. International Transfers

Data may be transferred to and stored in countries outside your own, including the United States.

For EU/EEA/UK users:

- We use lawful transfer mechanisms (e.g., Standard Contractual Clauses, SCCs).

## 9. AI/ML Data Use

We may use **anonymized or pseudonymized** data to:

- Train ML models
- Improve predictions
- Develop new training features

We **never**:

- Include identifiable personal information in ML training
- Sell ML training data
- Share identifiable data with third parties for AI development

You may opt out by requesting account deletion.

## 10. Data Retention

We retain data only for as long as necessary:

- Account data: until account deletion
- Training data: up to 24 months after deletion
- Transaction data: as required by law
- ML training data: anonymized and retained indefinitely

## 11. Your Rights (GDPR & Other Laws)

Depending on your location, you may have rights to:

- Access your data
- Correct inaccurate data
- Delete your data
- Restrict processing
- Object to processing
- Port your data
- Withdraw consent
- File a complaint



To exercise rights: [support@kiip.fit](mailto:support@kiip.fit)

## 12. Children's Privacy

Kiip.fit is not intended for individuals under **18 years old**.

## 13. Changes to This Policy


We may update this Privacy Policy periodically.

Continued use of the Platform means you accept the updated version.

## 14. Contact Information

For privacy issues:

 [support@kiip.fit](mailto:support@kiip.fit)

 Kiip.fit, LLC – Delaware, USA