

## **PRIVACY POLICY**

Effective Date: 2/1/2021

Welcome to <https://tejasyogachicago.com/> (the “Website”) operated by Tejas Yoga, LLC (collectively, “Tejas,” “Company,” “we,” “us,” “our”). This Privacy Policy governs our privacy policies with respect to those users of the Website who visit (“Visitors”) without transacting business and Visitors who register to transact business on our Website and make use of various services offered by Tejas (collectively, the “Services”) (“Authorized Customers”). This Privacy Policy is intended to help you understand the types of information we collect, how we collect, and how we use the information you decide to share or provide through the Services. This Privacy Policy applies to the Services, regardless of the medium by which the Services are accessed (e.g., app, mobile browser, computer browser, etc.). This Privacy Policy, however, does not apply to information collected by any third party, including through any application or content (including advertising) that may link to or be accessible from the Website.

### **Collection of Information**

Personal Information: For Authorized Customers, we collect personal information including: the names, addresses, phone numbers, For example, when you register for an account, sign up for a class, purchase Tejas products, request information or services, interact with us, contact us, or make other inquiries on the Services, we collect personal information.

“Personal information” refers to any information relating to an identified or identifiable individual who is the subject of the information. For example, when you use the Services, contact us via the Services, register for an account, sign up for a class, you provide us with certain personal information, which may include your name, email address, telephone number, address, gender, date of birth, and any other personal information that you provide to us.

Other Information: For Visitors, when you use the Services, or when you contact us, we may also collect other information about you as disclosed below.

- We may collect certain information from your activity using “cookies” or other tracking technologies like tags, pixels, clear pixels, gifs, bugs, beacons, and other similar technologies, some of which may enable Company or our service providers to identify you and collect information about you across devices and Services.
- We may use “cookies,” which are small text files that are stored on a user’s computer hard drive. They are used to keep track of and store information about the user. The information that is collected through cookies via the Services is handled in the same manner as other information collected here.

If you prefer not to receive cookies from the Services, you can set your browser to warn you before accepting cookies and refuse the cookie when your browser alerts you to its presence. You can also refuse all cookies by turning them off in your browser. Please be aware, however, that certain features of the Services may be unavailable if your browser is not set to support or enable cookies.

- We may use online tracking technologies or other third-party sources such as public databases, joint marketing partners, social media platforms, public forums, or from third-party providers, to collect information about you.
- We collect information about your activity on the Services, such as, history, content you've viewed, search queries you performed.
- We may collect information about your preferences, interests, habits, and other lifestyle information, including product wish lists, order history, and marketing preferences.
- We may collect information about your interactions with our customer service, such as the date, time and reason for contacting us, feedback you share with us, transcripts of any chat conversations, and if you call us, your phone number and call recordings.
- We may collect information about the device you are using to access the Services.
- We may collect your location, which may include a precise, or approximate location such as, your state, city or zip code.
- We may collect information about referring and exiting websites/URLs (including click through URL and pixel tags).

Where required by applicable law, we treat certain types of other information as personal information and comply with all applicable data privacy and protection laws.

To the extent permitted by applicable law, any personal information may be combined with any other information that you provide to us through the Services, that is publicly available, or that we may otherwise obtain, including from third parties.

## **Children**

The Services are not intended for and we do not knowingly collect any personal information from anyone under the age of 16.

## **Use of Information Collected**

We use the information collected to:

- Send you emails about any transactions you perform on the Services, including any activities, registration, submissions, and the like;

- Send you notices and information, for example, information regarding the Services and changes to the Services, this Privacy Policy, or any of our terms and conditions;
- Send you communications and updates about Company for which you have opted in, including information about newsletters, events, Services, and/or promotions;
- Deliver customized or targeted content to you based on the information we have obtained (e.g. your interest in classes);
- Conduct analytics and generate internal reports about the use of our Services;
- Respond to requests from you or provide Services to you, administer your account, or provide notifications to you;
- Enhance and improve the Services, and any of our products, services, and content;
- Share your Information within Company in a manner consistent with this Privacy Policy;
- Enforce terms and conditions of Tejas's partners' MindBody, Inc. and Vimeo, Inc.'s services;
- To provide you with our Services, which includes to create a Vimeo account for you;
- Send you class alerts, newsletters, fitness and well-being advice, or other marketing communications you have opted in to receive;
- Track which classes you search for, view, and sign up for;
- Share aggregated information about our Visitors, including the demographics for our Visitors and Authorized Customers, with our third-party vendors;
- Use login information, including IP addresses, ISPs, and browser types to analyze trends, administer the Website, and track a user's movement and use of the Website; and
- For security and fraud prevention to detect, investigate and prevent activities that may violate our policies or be illegal.

By using the Services, you consent to receive communications from us electronically, such as by email, including communications from our service providers.

We will not share, sell, or distribute your information with any third parties including any of our affiliated companies, officers, directors, shareholders, subsidiaries, agents, or representatives except as provided in the following circumstances:

*Service Providers:* We may employ third-party service providers to perform functions on our behalf. They may have access to personal information needed to perform their functions, but may not use it for other purposes.

*Legal Obligations:* From time to time, we may be required to share personal information in response to a valid court order, subpoena, government investigation,

or as otherwise required by law. We also reserve the right to report to law enforcement agencies any activities that we, in good faith, believe to be unlawful or related to an alleged unlawful activity.

*Protection of Company and Others:* We may release your information when we believe release is appropriate to (i) comply with the law or any rule, regulation, government or court order; (ii) enforce or apply our Terms of Use and other agreements; or (iii) protect the rights, property, or safety of Company, our affiliated companies, our users, or others. However, this does not include selling, sharing, or otherwise disclosing personal information from customers for commercial purposes in violation of the terms set forth in this Privacy Policy.

*Sale or Acquisition:* If we become involved in a transaction involving the sale of our assets, such as a merger or acquisition, or if Company is transferred to another company, we may disclose and/or transfer your information as part of the transaction. If the surviving entity is not Company, your information may be used pursuant to the surviving entity's privacy policies, which may be different from this Privacy Policy.

## **Security**

We take precautions that are reasonable under the circumstances to protect the information that is either available from or collected by the Services. We have taken steps designed to safeguard the Services' integrity, their telecommunications, and their computing infrastructure, including but not limited to, authentication, monitoring, auditing, and encryption. Unfortunately, no data transmitted over, or accessible through, the Internet can be guaranteed to be completely secure. As a result, we cannot ensure or warrant that personal information will be completely secure from misappropriation by hackers, nefarious or criminal activities, or in the event of a failure of computer hardware, software, or a telecommunications network.

## **Your Rights and Choices**

### Opt-out of Communications:

If you no longer want to receive certain communications from us via email, simply click the "unsubscribe" link in the email or reply STOP (or as otherwise instructed) to the text message. Please note that you cannot unsubscribe from service-related correspondence from us, such as messages relating to your account registration.

### Do Not Track Requests:

We may automatically collect cookies and other information when you use the Services. Due to this automatic collection, we do not currently honor browser based

“do not track” requests. We currently participate in third-party ad networks and use third-party cookies as discussed above to track your visits across the Services.

## **Modification**

This Privacy Policy was last modified on the date first printed above. We reserve the right to update this Privacy Policy from time to time, at any time, without notice, and you should check this page periodically for changes.

Your use of the Services and continued use of the Services following any changes to the Privacy Policy, signifies that you agree with the terms and conditions of the Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the Services or provide any information to us.

If you believe that you have submitted inaccurate personal information, you may contact us to update your personal information or to correct any inaccuracies by emailed us at the Company email address provided below.

## **Contacting Company**

If you have any questions about this Privacy Policy, contact us at:

Email: [info@tejasyogachicago.com](mailto:info@tejasyogachicago.com)

Address: Tejas Yoga, 1345 South Michigan Ave., Chicago, IL. 60605