

Privacy Policy

At Andres Ruggeri ("RuggeriFit", "we," "us," "our"), we prioritize your concerns regarding data protection. This Privacy Notice outlines how we utilize the personal data collected about you and the rights you hold concerning this information. "Personal data" refers to any information that identifies you as an individual or is capable of doing so.

According to applicable data protection laws, including the General Data Protection Regulation (GDPR), Andres Ruggeri, with the email address contact@ruggerifit.com, is the data controller.

Information Covered by This Privacy Notice:

This privacy notice pertains to all personal data collected and used by us. This includes but is not limited to your name, age, postal address, email address, telephone number, credit card number, preferences you communicate to us, comments and questions, and technical information from the devices you use to access our website. It also encompasses details about your body and well-being, such as height, weight, body statistics, workouts, mood, meals, diet, and general health and well-being that you share with us on this website or through the use of our app, along with any photos you provide.

Summarized Overview:

For a concise overview of the purposes, legal basis, and applicable retention periods for the various processing activities described in the sections above, please refer to the summary below.

Processing purposes	Legal basis	Retention period
Managing your account	Article 6(1)(b) of the GDPR	36 months after your last activity
Provision of coaching services	Article 6(1)(b) of the GDPR and for health data the legal basis is also Article 9(2) of the GDPR	36 months after your last activity - for health data and uploaded images, the deadline is 6 months instead
Marketing purposes, tailoring our product to your needs (including based on a profile of you and your activities) and customer satisfaction surveys	Article 6(1)(a) of the GDPR and Article 6(1)(f) of the GDPR	6 months after your last activity
Payment purposes	Article 6(1)(b) of the GDPR	60 months after your last activity
Compulsory accounting as we are obliged to store e.g. accounting records (which may contain personal data)	Article 6(1)(c) of the GDPR	60 months after your last activity

Personal Data Collection:

We and our providers collect personal data when you:

- Purchase products or services, including coaching subscriptions.
- Transmit information via the website.
- Create an account or register for services.
- Opt-in for marketing or receive information for marketing purposes.
- Participate in customer feedback surveys.
- Communicate with us via third-party social media.
- Contact us, correspond, or provide information.

Automatically Collected Information:

When you visit our website and/or App, we collect the following information using cookies and other technologies:

Technical Information:

IP address, login information, browser type/version, device identifier, location, time zone setting, browser plug-in types/versions, operating system/platform, website response times, and download errors.

Visit Information:

Websites visited before and after ours, viewed or searched products.

Page Interaction Information:

Length of visits to certain pages, interactions on the page (scrolling, clicks, mouseovers), and methods used to leave the page.

App-Specific Data Collection:

Within our app, you can:

- Record a Fitness Activity: Requires location access during activity recording. The app access's location data from start to stop, even in the background. You can always overwrite permissions in the settings section.
- Import Fitness Activity History: Allows importing from Apple Health or Google Fit, complying with Google API Services User Data Policy.

Data Usage Permissions:

- Location Data: Required for recording fitness activities. Permission can be revoked in settings.
- Google APIs: Used for obtaining information from Google Fit, complying with Google API Services User Data Policy, including Restricted Use Requirements.

Use of Personal Data:

Although you have the freedom to decide the extent of personal data disclosure, note that not providing certain data may limit our ability to provide services and fulfil the contract.

Purposes of Data Usage:

We use the collected personal data for:

- Setting up and managing your online account.
- Providing services, including custom meal and training plans.
- Monitoring changes in your body for an improved coaching cycle.
- Combining information for a personalized experience and informed decision-making.
- Gathering statistics for understanding the effectiveness of different approaches.
- Maintaining a history of fitness activities, progress, and access to chat functions.
- Providing information about products, services, and invitations to customer surveys.
- Processing payments and informing you about service changes.
- Fulfilling legal obligations and internal financial records.

Legal Bases for Data Processing:

The legal bases for collecting, using, transferring, or disclosing your data include:

- Fulfilment of contractual obligations (Article 6(1)(b) of the GDPR).
- Legitimate interests, such as business improvement, personalization, and fraud prevention (Article 6(1)(f) of the GDPR).
- Compliance with legal obligations (Article 6(1)(c) of the GDPR).
- Marketing purposes with either obtained consent or legitimate interests (Article 6(1)(a) and (f) of the GDPR).

Photo Usage:

Photos shared with Andres Ruggeri are used to view achievements and results. They will never be shared on the website or social media without prior authorization.

Consent for Health Data Processing:

To provide customized meal and training plans, we may process specific health data, including information about allergens, obesity, injuries, or other relevant details related to your physical or mental health. The legal basis for health data processing is Article 9(2)(a) in conjunction with Article 6(1)(b) of the GDPR, requiring your explicit consent before becoming our customer. Additionally, if you choose to share information publicly, the legal basis is Article 9(2)(e) in conjunction with Article 6(1)(b) of the GDPR.

You have the right to withdraw your consent for health data processing at any time. However, it's essential to note that if we're unable to process relevant personal data, including health-related information, we won't be able to provide you with our services, such as coaching and customized plans tailored to your individual needs.

Third-Party Involvement, Inclusive of Processing by Everfit.io:

Safeguarding the confidentiality of your personal information is a top priority for us. Rest assured, we categorically refrain from trading or distributing your personal data to external parties, and this commitment remains unwavering.

Access to your personal data is exclusively extended to meticulously chosen third parties, encompassing:

Our Service Providers: These entities play a vital role in facilitating the delivery of our services to you. Illustrative instances encompass our infrastructure and IT service providers, prominently Wix, Everfit.io and Stripe. Their contributions to our operations span technical infrastructure provision, performance analysis of our products, provision of technical assistance, and facilitation of payment processes. It's imperative to highlight that Everfit.io may undertake the processing of your personal data as a data processor on our behalf. In specific instances, Everfit.io might also assume the role of an autonomous data controller. Further insights into the handling of your personal data by Everfit.io can be gleaned [here](#).

Stripe: Pertinent details concerning the processing of your personal data by Stripe, functioning as a data processor, can be accessed [here](#).

Supervisory Authorities, Law Enforcement Agencies, or Other Public Authorities and Organizations: In situations where legal obligations necessitate, we may disclose your personal data to relevant authorities.

Potential Buyers and Their Advisors: In the event of business transitions like reorganization, restructuring, mergers, acquisitions, or asset transfers, sharing your data with potential buyers and their advisors might occur. However, it is imperative that they commit to handling your personal data in strict adherence to the principles outlined in this privacy notice.

It's important to acknowledge that our website may feature links to and from websites belonging to our partners or affiliated companies. Should you choose to navigate to any of

these websites through provided links, please be mindful that they operate under distinct privacy statements beyond our influence. Prior to divulging personal data to these third-party websites, we strongly recommend reviewing their respective privacy statements.

Duration of Personal Data Processing:

The duration for which we process your personal data is intricately tied to the specific purposes for which it was initially gathered, and it strictly aligns with the permissive boundaries delineated by relevant laws. Upon reaching a juncture where your data ceases to be essential for our operations, we commit to expeditiously eliminating it from our systems and records. Alternatively, we take measures to promptly render it anonymous to the extent that any form of identification becomes implausible. This course of action is contingent upon not having any compelling legal or regulatory obligations mandating the retention of your data.

The retention periods outlined in the ensuing table govern our approach to managing your personal data. Generally, we adhere to a practice of either deleting or anonymizing your personal data following the stipulated periods, unless its continued retention is imperative for valid reasons.

Processing Purposes	Retention Period
Managing Your Account	36 months after your last activity
Provision of Coaching Services	36 months after your last activity and 6 months to health and data images
Marketing Purposes, Product Tailoring, Customer Satisfaction	6 months after last activity
Mandatory Accounting, Including Payment Purposes	60 months after your last activity

These retention periods serve as our commitment to responsibly managing your personal data, ensuring that it is stored only for the duration necessary to fulfil the purposes for which it was collected. After the specified periods, we either delete or anonymize the data unless legal or regulatory obligations necessitate otherwise.

Data Transfers to Third Countries:

The information we collect from you may be transmitted to and stored in a location outside the European Economic Area ("EEA") that may not offer an equivalent level of data protection as provided in the EEA. Additionally, individuals working for us or our service providers, including those located outside the EEA, may process this data.

The United States is one of the countries outside the EEA where your personal data might be transferred and stored.

We are committed to taking all reasonable measures to ensure the secure and lawful treatment of your personal data, aligning with both this Privacy Policy and relevant data protection laws. This commitment involves, when appropriate, engaging in EU Standard

Contractual Clauses (or equivalent measures) with the external party receiving the personal data outside the EEA, in accordance with Article 46(2)(c) of the General Data Protection Regulation. You can access a copy of the EU standard contractual clauses by clicking [here](#).

Security Measures:

We have instituted technical and organizational security protocols to safeguard the personal data under our control. These measures encompass limiting access to personal data to employees and authorized service providers who require such data for the purposes outlined in this Privacy Policy. Additionally, various technical, administrative, and physical security measures have been implemented.

For heightened security, specific personal information stored in your online account can only be accessed through your username and password. You are accountable for preserving the confidentiality of your online account login details, and we strongly advise against sharing your online account username or password with others. We will never solicit your password through unsolicited communication. In case of unauthorized use or suspicion of a security breach involving your online account login details, please promptly notify us (refer to the "Contact Us" section below).

Your Rights Regarding Personal Data:

In connection with the processing of your personal data by us, you hold several rights:

Access: You can request a copy of the personal data we process about you, which we will provide in electronic form.

Rectification: You have the right to rectify incomplete or inaccurate personal data that we process about you.

Erasure: You can request the erasure of personal data we process about you. However, this does not apply if retention is necessary, such as to fulfil legal obligations or for the establishment, exercise, or defence of legal claims.

Restriction: If you believe the data is inaccurate, processed unlawfully, or no longer needed for a specific purpose, you can request the restriction of processing. If erasure is not possible due to legal obligations or your request, we will flag stored personal data to restrict processing for specific purposes.

Withdrawal of Consent: If we process specific personal data based on your consent, including for direct marketing, you have the right to withdraw your consent. Refer to the section "The Use of Consent to Process Your Health Data" for consequences related to health data processing.

Right to Object:

If the legal basis for processing your personal data is our legitimate interest, you have the right to object to such processing based on factors related to your specific situation. We will adhere to your objection unless we can demonstrate compelling legitimate reasons for the processing that outweigh your interests and rights, or if continued processing is necessary for the establishment, exercise, or defence of a legal claim. Should your personal data be processed for direct marketing purposes, you also possess the right to object to the processing of personal data related to you for such marketing at any time. This objection extends to profiling associated with direct marketing, and in such cases, we will cease processing your personal data for these purposes.

To exercise any of the aforementioned rights, please reach out to us at contact@ruggierifit.com, providing your name, email address, postal address, along with your specific request and any additional information necessary for us to address your request. In certain circumstances, we may limit your rights as permitted by law. Verification of your identity may be required, and if reasonable doubts arise, we may request identity verification or additional information to respond to your inquiry. Rest assured; we will verify your identity by cross-referencing it with the information already in our possession.

If you believe we have not complied with applicable data protection laws, you have the right to lodge a complaint with your local data protection authority. Residents in the EU or EEA can find the contact details of their local data protection authority by clicking on this [link](#).

How to Contact Us:

For any queries regarding this data protection notice, the associated guidelines, and the practices of our service providers, please reach out to us at contact@ruggierifit.com.

Last Updated: 20.12.2023