

CITYSHAPE LLC PRIVACY POLICY

CityShape values the privacy of those who use our mobile application or website ("Site"), products and services and makes all commercially reasonable efforts to protect it. This privacy policy discloses the privacy practices of CityShape ("CityShape," "we," "our" or "us"), which owns and operates a mobile application and a website, CityShapefitness.com. Your access to and use of the services on the mobile application and/or the CityShape website (collectively, "CityShape Services") are subject to CityShape Terms of Service and all applicable laws.

This privacy policy describes how and when CityShape collects, uses, and shares information when you use CityShape Services. CityShape may receive your information through our mobile application, website, email notifications, or other interactions with CityShape Services. When using any CityShape Services you consent to the collection, transfer, manipulation, storage, disclosure or other uses of your information as described in this Privacy Policy. Regardless of which country you reside in or supply information from, you authorize CityShape to use your information in the United States and any other country where CityShape operates. We value your comments about our privacy statement and invite you to e-mail us with inquiries, suggestions and complaints at: info@cityshapefitness.com. Please read the following to learn more about what information we collect, what we do with that information, and how we may use your personal information.

Information Collected.

How Information is Collected. To enhance your user experience and improve the CityShape Services, CityShape collects information about you from two sources: (i) information you affirmatively give to us; and (ii) information automatically collected when you use any CityShape Services ("CityShape"). Third parties may also collect your information in connection with your use of CityShape Services unless a user refuses to consent to the disclosure of information to third parties.

Information You Affirmatively Give Us. In using CityShape Services, you may provide us with personally identifiable information. This refers to information about you that can be used to contact or identify you, and information on your use of and activities at our mobile application and website that may be connected with you ("Personal Information"). Personal Information that we collect may include, but is not limited to, your name, email, birthday, gender, credit card or other billing information, and password. Personal Information may also include information you supply to us concerning your preferences, geographic location, and interests expressed in the course of use CityShape Services.

Information Automatically Collected. We also collect information about your visit from the browser or CityShape application on your computer or mobile device including but not limited to the time and date you visit the CityShape Services, your geographic location, IP address, device information, cookies and the pages you request to analyze trends, administer the site, track your navigation of the site, deliver relevant advertisements and gather broad demographic information for aggregate use (note that IP addresses are not linked to "personally identifiable information"). Additionally, we collect aggregate information from multiple users

without personally identifying individuals, such as geographic region, which we may share with our business partners to improve understanding of customer needs and provide relevant services.

By using CityShape Services, you are giving CityShape permission to use and store such information consistent with this privacy policy.

Creating a CityShape Account and Profile Information. When you create a CityShape account, you provide access credentials in the form of an email address and password. If you create your CityShape account by connecting through another service, we may use public information from the connected account to help complete your CityShape profile. You may update or modify your profile information and contact information at any time. Profile information is not publicly available on CityShape Services.

Importing Contacts and Inviting Friends. CityShape utilizes an import contacts feature to help you keep in touch with your contacts and other members of CityShape. We make it easy for you to invite people from other linked accounts, your email address books and contact lists to join our Service and connect with you on our Site or to help find people who have already joined our Service. We do this at your request, by importing your email address books and contact lists to our servers. You may also provide us with an individual friend's email address so that we may send them an invitation to visit the Service.

Location Information. Besides profile information, you may also tell us your exact location if you enable your mobile device to send us location information. We may use and store information about your location to provide features of our Services.

How We Use Personal Information

Use of Personal Information. Personal Information is or may be used for the following purposes: (i) to provide and improve CityShape Services, (ii) to administer your use of CityShape Services, (iii) to enable you to enjoy and easily navigate the CityShape app, (iv) to better understand your needs and interests, (v) to fulfill requests you may make, (vi) to personalize your experience, (vii) to provide or offer software updates and product announcements, and (viii) to provide you with further information and offers from us or third parties that we believe you may find useful or interesting, including newsletters, marketing or promotional materials and other information on services and products offered by us or third parties.

We use information we obtain by technical means (such as the automatic recording performed by our servers or through cookies) for the above purposes and to monitor and analyze use of CityShape Services; for technical administration of CityShape Services; to increase functionality and user-friendliness of CityShape Services; to better tailor CityShape Services to your needs, and to generate and derive useful data and information concerning the interests, characteristics, and use behavior of our users.

Sharing of Information. When you send information to CityShape Services, you are granting CityShape permission to use and take other actions regarding such information (as described in the Terms of Service), to provide CityShape Services. We do not share, sell, rent or otherwise distribute this information to others, except as disclosed in this Privacy Policy. CityShape may share your information with others outside of CityShape under the following circumstances:

We have your explicit consent to share the information;
We need to share your information to fulfill your service request;
We wish to contact you with information about services from our business partners;
We have a good faith belief that sharing or otherwise permitting access, disclosure, use or preservation of such information is reasonably necessary to comply with our legal obligations;
We believe it is necessary to investigate, prevent or take action regarding illegal activities, suspected fraud or potential threats against persons or property;
We believe it is necessary to investigate potential violations of our Terms of Service, or to enforce those Terms of Service; or
We have a relationship with an affiliate or partner you have an online or off-line (non-Internet) relationship with, or have visited the affiliate or partner's website that links to or mentions CityShape Services, and have registered for CityShape Services through the partner or affiliate's program or website.

With Whom Information is Shared

Public Information. CityShape may share as it sees fit information that you voluntarily make public. Since such public information can be accessed by the public and used by any member of the public, such use by third parties is beyond the control of CityShape.

Personal Information. Subject to the paragraph that follows, if we have your express consent, CityShape may share your personal information it collects with business partners and other third parties that are not affiliated with CityShape. CityShape will never share your personal information without your consent, unless compelled to do so by law.

Under narrow circumstances, CityShape may disclose your personal information without asking for your consent to protect the legal rights of CityShape or its affiliates, and each of their respective investors, directors, officers, employees, agents, and suppliers; to protect the safety and security of users of the CityShape Services or to enforce our Terms of Services; to protect against fraud or for risk management purposes; or to comply with or respond to the law or legal process or a request for cooperation by a government entity, whether or not legally required. If you notify us you believe your legal rights have been violated by CityShape or another user of CityShape Services, we may provide the information you provide to us to others if we believe it is necessary to evaluate and respond to your complaint. For instance, if you submit a notice of copyright infringement to us, we may send a copy to the person or entity who uploaded, stored, or transmitted the material addressed by the communication.

Non-Personal Information and Aggregate Data

CityShape may share with third parties your non-personal information and related aggregated data. For example, CityShape may share IP addresses or general demographic information of its users to provide anonymous aggregated data to business partners about the volume of use on CityShape Services and the specific CityShape Services in which users are most interested. Because this form of data does not identify particular users, these third parties will not be able to contact you based solely on this data.

Change of Control

If CityShape sells all or part of its business, makes a sale or transfer of assets, is otherwise involved in a merger or business transfer, or in the unlikely event of bankruptcy, CityShape may transfer your personal information and non-personal information to one or more third parties as part of such transaction.

How You Can Control the Information We Collect, Use and Share

You have the choice about whether to disclose your personal information or other information about yourself to CityShape. Regardless of your choices regarding promotional communications and updates regarding content, CityShape may send you administrative messages, service announcements, terms and conditions of your account, or other similar communications, without offering you the opportunity to opt out of receiving them.

You may stop using your account on the CityShape app at any time by simply logging out and/or deleting the app. Please note that if you cancel your account, CityShape may retain some information about you but will discontinue posting such information on CityShape Services.

Location

When you first launch any features of the CityShape Service that collect location information, you will be asked to consent to our collection of this information. You may stop our collection of location information by following the standard uninstall process to remove the CityShape Services from your device.

Cookies

Cookies are small data files that a website you visit may save on your hard drive that usually includes an anonymous unique identifier. A cookie cannot retrieve any other data from your hard drive, pass on computer viruses, or capture your e-mail address. CityShape Services use cookies for user authentication, keeping track of your preferences, promotional campaigns that require user identification, keeping track of our audience size and traffic patterns, and in certain other cases. You can configure your browser to accept cookies, reject cookies or notify you when a cookie is being used.

Links

The CityShape website and services may contain links to other sites. CityShape is not responsible for the privacy policy or other practices employed by websites linked to, or from, our website nor the information or content contained therein. This privacy statement applies solely to information collected by this website.

International Users

CityShape abides by the safe harbor framework set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information collected from the European Union. The following link provides more information about the U.S. Department of Commerce Safe Harbor

Program: <http://www.export.gov/safeharbor/>.

Our Policy Toward Children

The Services are not directed to children under 17 years of age. We do not knowingly collect personally identifiable information from children under 17. If a parent or guardian learns his or her child has provided us with Personal Information without their consent, he or she should contact us

at info@cityshapefitness.com . If we learn a child under 17 has provided us with Personal Information, we will delete such information from our files.

Changes and Updates

From time to time, we may change this privacy policy. To ensure that you are familiar with our most updated policies and practices, check the effective date indicated above of this privacy policy each time you use CityShape Services. If we make any changes, we will notify you of such changes by posting the updated privacy policy on the CityShape website. We may also send you an email alerting you of such changes. You will be bound by any such changes to the policy when you use CityShape Services after those changes have been posted. If we make material revisions concern practices where we have represented we will obtain your consent to use or disclose your personal information, we will obtain your consent before taking any action inconsistent with those representations.

If CityShape should ever sell its assets, merge with another entity or file for bankruptcy, information collected from this website and in the operation of the services may be transferred as assets of CityShape.

Contact Us

CityShape welcomes your feedback regarding this Privacy Policy and our Terms of Service. If you have questions, comments, or concerns about either one, please contact us by e-mail at info@cityshapefitness.com .