

# PRIVACY POLICY

*Last Updated: February 13, 2025*

## 1. Introduction

Immediate Action Plan ("Company", "we", "our", or "us") respects your privacy. This Privacy Policy explains how we collect, use, and protect your personal information when using our website and services.

By accessing our website and subscribing to our services, you agree to this Privacy Policy.

## 2. Information We Collect

We collect personal information through the following means:

- When you create an account on our platform
- When you purchase a subscription (processed via Stripe)
- When you track workouts using Beyond the Whiteboard (BTWB)
- When you contact us for support
- When you browse our website (cookies & analytics)

Personal Data We Collect:

- Non-sensitive: Name, email address, login credentials, workout history, fitness tracking data
- Sensitive: Payment information (processed securely via Stripe, not stored on our servers)

## 3. How We Use Your Information

We use your data for the following purposes:

- ✓ Processing payments and subscriptions (via Stripe)
- ✓ Providing workout programming and tracking features (via BTWB)
- ✓ Customer support and responding to inquiries
- ✓ Website functionality and analytics

## 4. Third-Party Data Sharing

We work with third-party providers to process certain data:

- Stripe: Secure payment processing (Stripe's Privacy Policy: <https://stripe.com/privacy>)
- Beyond the Whiteboard: Workout tracking and fitness metrics (BTWB's Privacy Policy: <https://www.beyondthewhiteboard.com/privacy>)

These third parties may store data outside Canada, including the United States and European Union.

## 5. Your Rights & Data Requests

Under GDPR (EU) & CCPA (California), you may:

- Request a copy of your personal data
- Request deletion of your account & associated data
- Opt-out of data sharing for marketing purposes
- File a complaint with a regulatory authority

Requests will be processed within 30 days. To make a request, email [info@immediateactionplan.com](mailto:info@immediateactionplan.com).

## 6. Data Security & Retention

We use security measures, including:

- Encrypted payment processing via Stripe
- Access controls to limit data exposure
- Regular security audits

We retain user data as long as necessary for service delivery. Inactive accounts for 2 years may be deleted, except where required for legal compliance.

## 7. Cookies & Tracking

Our website uses cookies for functionality and analytics. You can manage cookies in your browser settings or opt out of tracking through browser privacy settings.

## 8. Privacy Policy Updates

We may update this Privacy Policy periodically. If significant changes occur, we will notify registered users by email and update the policy on our website.

## 9. Contact Us

For privacy-related inquiries, contact us at:

