**Privacy Policy** *Effective as of the date of digital agreement.*

Transcend Endurance (“we”, “us”, “our”) is committed to protecting your privacy and ensuring transparency in how we collect, use, and protect your personal information. This Privacy Policy outlines the types of information we collect, how we use it, your rights, and how we keep it secure.

### **1. Information We Collect**

We collect the following categories of personal information when you use our Services:

* **Personal Identifiers**: Name, email address, phone number, billing address, and account credentials.
* **Payment Information**: Credit card or payment processor details (processed securely via third-party gateways; we do not store full card numbers).
* **Health & Fitness Data**: Any information voluntarily submitted during coaching sessions, assessments, or forms related to fitness goals, injuries, or health status.
* **Usage Data**: Pages visited, browser type, device identifiers, IP address, and time spent on our platform.
* **Media Content**: Photographs, videos, or audio recordings where you have granted media use permission.

### **2. How We Use Your Information**

We use your information to:

* Provide and improve our fitness coaching and digital programs.
* Communicate with you about programs, subscriptions, and customer support.
* Send educational content, updates, promotions, or newsletters (you may opt-out at any time).
* Customize your user experience and improve platform functionality.
* Comply with legal obligations and enforce our Terms of Service.

### **3. Sharing & Disclosure**

We do **not** sell, rent, or trade your personal information. We may share it in limited circumstances:

* **With Service Providers**: Payment processors, scheduling platforms, and hosting services, solely for delivering our Services.
* **Legal Requirements**: If required to comply with law enforcement or legal proceedings.
* **With Your Consent**: If you authorize us to share or feature your information or testimonials publicly.

### **4. Cookies & Tracking**

We use cookies and similar tracking technologies to improve your browsing experience and measure engagement. You can adjust your browser settings to limit cookie usage, though some site features may be affected.

### **5. Data Retention**

We retain your personal information only as long as necessary for business, legal, or compliance purposes. Data may be anonymized and aggregated for performance tracking or internal analytics.

### **6. Security Measures**

We use industry-standard security protocols including SSL encryption, secure hosting, and data access controls. Despite our efforts, no transmission method over the Internet is 100% secure—use our Services at your discretion.

### **7. Your Rights**

You may:

* Request a copy of the personal data we have on file.
* Correct or update your information.
* Request deletion of your data (unless retention is required by law or necessary for service delivery).
* Withdraw consent for non-essential communication at any time.

Please contact us at **david@transcend-endurance.com** for any privacy-related requests.

### **8. Children’s Privacy**

Our Services are not directed to individuals under 18. We do not knowingly collect personal information from children. If you are a parent or guardian and believe your child provided us with data, please contact us for immediate removal.

### **9. International Users**

If you are accessing our Services from outside the United States, be aware that your information will be processed and stored in the U.S., where data protection laws may differ from those in your jurisdiction.

### **10. Changes to This Policy**

We reserve the right to update this Privacy Policy at any time. Updates will be posted on this page, and continued use of our Services constitutes acceptance of those changes.

### **11. Contact Us**

If you have questions or concerns about this Privacy Policy or our data practices, please contact:

**Transcend Endurance LLC** 📧 david@transcend-endurance.com  
 📞 909-489-6295