

Privacy Policy

Boston Running Center ("BRC", "we," or "us") is committed to protecting your privacy and utilizing technology that gives you a safe online experience. This Privacy Policy applies to the **BRC** operated website and governs data collection and usage.

If you have questions or concerns about our privacy policy or practices, please contact us at admin@bostonrunningcenter.com.

Please read carefully through all sections of this Privacy Policy. We will notify you if we make material changes to the Privacy Policy or we will provide notice to you of our changes on our website landing page.

BRC provides training programs for endurance runners through bostonrunningcenter.com (aka 'The Site').

What this Privacy Policy Covers

Unless otherwise provided herein, this Privacy Policy covers our treatment of Personal Data that we collect through your use of the Site and when you use Services provided on the Site. This policy does not apply to the practices of companies that we do not own and/or control or to people that we do not employ or manage.

Information Collection and Use

Through your use of the Services, we may collect the following "Personal Data" from you if you choose to provide it, including:

- Your name, email, address and/or telephone number ("Contact Information").
- Data imported into the Site from third parties such as your workout data (distance, pace, elevation) you choose to import into the Site ("Third Party Data").
- Your age/birth date, username, password, , gender, then-current weight, profile picture, , country, timezone, phone number, coach name, authorized third-party app and device connections, shoe name, shoe brand, shoe model, shoe purchase date, shoe start distance, shoe maximum distance, shoe notes, notification preferences, unique identifiers ("User Data").

We do not collect any more Personal Data from you than what we have determined is needed for us to provide the Services or that you have decided to share with us to personalize the Services, and to comply with applicable laws.

How Your Personal Data May Be Used

We use your Contact information for the following purposes:

- Name - Your name is used for identification within the application and personalization of emails or notifications.
- Email - Your email may be used for purposes of password reset assistance and transactional emails such as sales, payments, and recurring subscription processing.
- Physical Address – Your address may be helpful for coaches to manage their athletes and for BRC managers if/when you would like a product from BRC.
- Phone Number - BRC requests phone number when creating an account so we can contact you for onboarding and education.

We use your User Data for the following purposes:

- Age & Birth Month/Year - BRC stores birth month/year (and calculates age from this data) to assist with training zone creation, improving accuracy of analysis and tracking for your workouts and training. This information is not required.
- We use your User Data to provide you the Services. You may choose to provide more User Data to generate a more personalized experience and to maximize the functionalities of the Services.

We may also use Contact Information, Third Party Data, User Data and other Personal Data to provide you the Services on the Site; to evaluate and improve the Services; to fulfill your requests for information; and to contact you about BRC products or services and those of our affiliates, based on the preferences you have indicated.

We provide you the opportunity to consent to receive commercial email from us related to the Services or information that we deem you may be interested in when you seek more information from us. We will give you the opportunity to "opt out" of receiving any unsolicited information from us or to limit the unsolicited information you receive from us to information regarding the Services or information you specifically request or information we determine you may find useful as a result of your use of the Site.

Information Sharing and Disclosure

Except as otherwise described in this Privacy Policy, we will not share your Personal Data with any other person outside of BRC, or another company. We will share your Personal Data to other companies or people when:

- We need to share your information to provide a product or service you have requested;
- We find that your actions on our website violate the Terms and Conditions of Use, any of our usage guidelines for specific services or any agreement; and
- As required to respond to or initiate subpoenas, court orders, or legal process.

Third Party Processors

To ensure that your Personal Data receives an adequate level of protection, we have put in place appropriate procedures with the third parties we share your Personal Data with to ensure that your Personal Data is treated by those third parties in a way that is consistent with and which respects the applicable laws on data security and privacy.

How long do we keep your information?

We will store your information for as long as you have an account with BRC. We may keep records of transactions with you for a period of up to seven (7) years to comply with the IRS requirements.

Security

We will take reasonable and appropriate measures to protect it from loss, misuse and unauthorized access, disclosure, alteration and destruction of your Personal Data, taking into due account the risks involved in the processing and the nature of the personal data. However, no electronic storage method or data transmission over the Internet can be guaranteed to be 100% secure.

Changes to this Privacy Policy

We reserve the right to change, modify or otherwise update this policy at any time. These changes or updates will be effective immediately. We may provide you notice of such changes when they are material, such notice may be given by posting on the Site, by electronic or conventional mail or by any other means by which you obtain notice of the changes or updates.

Policies of Other Websites

The Site may contain links to third-party websites not owned or controlled by BRC. BRC is not responsible for the privacy policies of any third-party websites which user may access through a third-party link. Further, these third-party websites may have privacy policies that differ from this Privacy Policy. BRC disclaims all responsibility for the privacy practices of such other third-party websites. You should read the privacy policies of each third-party website you visit to determine what information each third-party website may be collecting about you and how they intend to use such information.

Questions

If you have any questions or comments about these Terms of Use or this Site, please contact us by email at admin@bostonrunningcenter.com. You also may write to us at:

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