



Icon FX Privacy Policy

Effective Date: 02 Jun 2021

Your privacy is important to Icon FX. The main objective of this Privacy Policy ("Policy") is to outline how we gather, utilize, and reveal details about visitors to www.iconfx.com (hereinafter referred to as "Website").

You accept that your private details will be processed as indicated in this Policy by accessing the Website. This Policy, along with any applicable restrictions on remedies and conflict resolution, governs your use of our website and any privacy issue.

Interesting caveat on children's privacy: We take the privacy of children very seriously. If a child below the age of 13 enters personally identifiable information to Icon FX online and we discover it, we will make every effort to remove the data as quickly as feasible. If you suspect we have obtained personal information from a kid under the age of 13, please feel free to contact us at legal@iconfx.com.

1. Information We Collect

Whenever you contact us, connect with our website, schedule lessons, make purchases, or somehow engage with our website, we gather information about you. The sort of data we gather depends on how you communicate with us (name, email login credentials, and mobile number, payment details, past purchases, and mailing address). We may connect this data with your account if you submit it directly to one of our instructors or employees.

Cookies and other tools are used to systematically collect data about your use of our website. We use this data to identify you across your numerous devices by combining it with other data that we have collected about you. For additional details, read the section below under "Cookies and Other Tracking Mechanisms."

2. How the Information Acquired from you is Used?

The information is used for the following authorized purposes:

- To provide you with our information, interact with you on your use of our services, reply to your queries, complete your purchases, and offer other aspects of customer support.
- To modify the data and services we transmit or show to you, to provide location customization, tailored assistance, and guidance, and to further personalize your activities on the Website.
- For the aim of promotion and marketing. Promotions and upcoming products can be advertised to you via your contact information.
- For push notifications on your devices.
- To understand how our website is used by people.
- To assess, enhance, or alter our website as well as the services we provide in our studio.
- To study and analysis.
- Questionnaires or survey administration.
- To follow all relevant legal requirements, such as replying to a subpoena or review process.



- For other enterprise-oriented reasons, such as in the context of a merger, takeover, asset sale/purchase, or insolvency.
- To keep us and others safe.

3. Sharing of Acquired Information

We might share your data in the following ways:

Affiliates: We may share the info we gather with our partners or affiliates, for example, for commercial marketing reasons.

Service Providers: Third-party suppliers, network operators, subcontractors, or agents that execute activities on our behalf may have access to the information we receive from you for promotional and corporate based objectives.:

Partners: We may disclose the information we collect from you with our partners, so they can directly market their products and services to you.

Business Transfers: If we are acquired by or merged with another company, or in case of the bankruptcy proceeding, we may transfer the information we have collected from you to the other company.

Legal Process: We may also disclose the info to comply with the rules, a judicial action, a court ruling, or the other judicial procedures, such as a court order.

Safety of Icon FX and Others: We may also use the data to probe, inhibit, or take some action in connection with illicit behaviour, fraudulent activity, incidents involving a prospective threat to the security of any person, infringements of this Policy, or as proof in any court action in which Icon FX is involved.

Aggregate and De-Identified Information: For sales, promotion, research, or other similar reasons, we may share collective or de-identified user information with third parties.

4 Use of Cookies and Other Technologies

Cookies and other digital means are used by us and our third-party network operators to gather and analyse data about your use of our website. This data may be combined with other personal information we gather from you.

Cookies: Cookies are cryptographic tokens that we transmit to your computer's hard drive for record-keeping purposes via your web browser. Some cookies help you explore our website more easily, while others let us log you in faster or track your actions on our site. Most web browsers allow cookies by default, but you can change your browser settings to prevent them in the future.

Clear GIFs, pixel tags and other technologies: Clear GIFs are little images that include a unique identity, comparable to cookies in function. Clear GIFs are placed discreetly on websites, unlike cookies, which are saved on your computer's hard drive. We may employ clear GIFs (also known as web transmitters, web bugs, or pixel tags) in conjunction with our website to track the actions of our users, assist us in content management, and request data about Website traffic, among other things.



To measure email success rates, determine whether our emails are read, and monitor if our messages are shared, we and our third-party service providers utilise clear GIFs in HTML emails to our clients. We also utilise third-party SDKs to measure conversion, link your account with how you can use our website when you are not signed in, and deliver you advertisements.

Cross-Device Use: We and our third-party network operators may use the data to identify other devices you use. We may utilise cross-device monitoring and other information we collect about you to deliver you push notifications and emails, as well as to deliver tailored advertisements on your devices. To opt-out of cross-device advertising, go to the Third-Party Ad Network section below and follow the directions. Please keep in mind that if you choose to opt-out of these direct marketing cookies, your choice will be limited to the web browser or mobile device from which you visited the opt-out. You must opt out of each internet browser you use if you use numerous devices or browsers.

Do-Not-Track: There is no industry norm for do-not-track, but Icon FX has mechanisms in place to identify "do-not-track" signals from web browsers. Please be aware that our systems cannot ensure that all do-not-track signals will be captured.

5. Third-Party Networks

Third-Party Analytics: To assess how our website is being used, we employ autonomous devices and apps such as Google Analytics. We may also utilise additional analytical methods to assess our services. These tools aid in the enhancement of our services, efficiency, and user experiences. To provide their services, these businesses may use cookies and other similar technologies.

Third-Party Advertisements: We utilise third parties to deliver advertising on third-party webpages and other platforms, such as network advertisers and social media. This allows us and these third parties to show you ads for goods and services that you might be interested in. Cookies, JavaScript, web beacons, Flash LSOs, and other similar technologies may be used for this purpose.

Customer Matching: We employ third parties to provide advertising to individuals (or persons who look like people) who have used our services or who have been identified in one or both of our databases ("Matched Ads"). This is accomplished by submitting a client list to a third party (for example, through Facebook Custom Audiences or Google Customer Match) or embedding a third-party pixel on our services, with the third party matching common variables between our data and their data. We may also work with partners to provide Matched Ads based on information about you and many others in their databases, or we may compare their information to our customer lists. If you don't want us to use your data for Matched Ads, please email us at legal@iconfxfit.com and tell us you don't want Matched Ads. We'll ask the relevant third parties not to show you Matched Ads based on the information we give. You may also opt out by contacting the relevant third party. We will not be held liable if a third party fails to follow our or your opt-out instructions.

Third-Party Links: Links to third-party websites may be found on our website. Any entry to and use of such connected websites is controlled by the privacy policies of those third-party websites rather than this Policy. We are not liable for the privacy policies or practices of such third-party websites.

6. Security and Access of Personal Information

Security of Your Personal Information: We've taken reasonable and fair steps to safeguard the information that we collect against loss, abuse, and illegal access, disclosure, modification, and deletion. Please keep in mind that no data security solution, no matter how effective, can guarantee security.



Logging off using a public computer, choosing a secure password that no one else knows or can readily guess, and maintaining your log-in and password secret are all actions you should take to prevent unwanted access to your password, phone, and computer. We are not liable for any credentials that have been lost, hacked, or stolen, or for any activity on your account as a result of illegitimate login activities.

Access to Your Personal Information: By signing into your account and changing your profile details, you may make changes to the personal information you've provided. Please be aware that copies of data you've updated, changed, or deleted may persist for a duration on cache and archival pages of the Website.

Promotional Emails: We might send you marketing emails regularly. You can unsubscribe from our promotions by completing the unsubscribe instructions included in the email. Please be aware that opt-out applications may take up to 10 business days to be processed. We could still send you emails concerning your account or any activities you have sought or obtained from us.

7. Contact Us

For more information regarding privacy policy contact us at legal@iconfxfit.com.

8. Changes to this Policy

This policy is valid as of the above-mentioned Effective Date. We have the right to alter this Policy at any moment, so kindly revisit it frequently. Any modifications to this Policy will be posted on our webpage. If we make changes to this Policy that have a significant impact on our practices when it comes to the private details we have already acquired from you, we will try to notify you in advance by emphasizing the modification on our Website.