

Privacy Policy for GRAVITY

Effective Date: 01/09/2025

At GRAVITY, we take your privacy seriously. This Privacy Policy outlines how we collect, use, store, and protect your personal data when you visit our website and use our services. We are committed to maintaining the security and privacy of your personal information, and we will never sell or rent your data.

By using our website and services, you agree to the practices described in this policy.

1. Information We Collect

We collect personal data and usage data as described below:

- **Personal Information:** This includes data you provide when you register, purchase services, or contact us. This may include:
 - Name, email address, billing information, and other details.
 - Information you provide when you create an account or communicate with us via email or other channels.
- **Usage Data:** This includes information automatically collected when you use our website or services, including:
 - IP address, device type, browser type, and usage activity (e.g., pages viewed, interactions with the website).
 - Cookies (as described in our Cookie Policy).

2. How We Use Your Information

We use the personal and usage data we collect for the following purposes:

- **To Process Transactions:** We use your personal information to process your purchases, provide services, and manage your account.
- **To Personalize Your Experience:** We tailor content and communications to better meet your needs and preferences.
- **To Improve Our Services:** We analyze feedback and usage patterns to enhance our website, services, and customer experience.
- **To Communicate with You:** We may send promotional emails, newsletters, or other communications if you've opted in.

3. Cookies and Tracking Technologies

We use cookies and similar technologies (e.g., web beacons, and pixels) to enhance your experience on our website. Cookies allow us to analyze website traffic, personalize content, and provide relevant ads. You can control your cookie preferences via your browser settings but note that disabling cookies may affect some functionality of the website.

For more information, please see our Cookie Policy.

4. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy, including for legal or accounting purposes. If you wish to request the deletion of your personal data, you may do so by contacting us as described in Section 6.

5. Data Protection

We implement a range of security measures to protect your personal information, including encryption, access controls, and secure storage. Despite these efforts, no method of transmission or storage is 100% secure. If we become aware of any data breach, we will notify you in compliance with applicable laws.

6. Your Rights

Depending on your location, you may have certain rights regarding your personal data. These include:

- **Access and Correction:** You can request access to the personal information we hold about you and ask for it to be corrected or updated.
- **Deletion:** You can request that we delete your personal data, subject to certain legal limitations.
- **Opt-Out of Communications:** If you no longer wish to receive marketing communications from us, you can opt out at any time by clicking "unsubscribe" in the email or contacting us directly.
- **Right to Object:** In certain cases, you may have the right to object to our processing of your personal data (e.g., for marketing purposes).
- **Data Portability:** You may request a copy of your personal data in a structured, commonly used, and machine-readable format.

If you are located in the European Union (EU), California, or other jurisdictions with specific privacy rights, you can exercise these rights by contacting us at the information below.

California Consumer Privacy Act (CCPA) Rights

If you are a California resident, the CCPA provides you with the following rights:

- The right to know what personal information we have collected about you.
- The right to request the deletion of your personal information.
- The right to opt out of the sale of your personal information (though we do not sell your personal data).

To exercise any of these rights under the CCPA, please contact us at team@gravltymovement.com.

General Data Protection Regulation (GDPR) Rights

If you are located in the EU, under the GDPR, you have additional rights including:

- The right to withdraw consent (if your data processing is based on consent).
- The right to request rectification or erasure of your personal data.
- The right to restrict or object to processing.

To exercise any of your rights under the GDPR, please contact us at team@gravltymovement.com.

7. Third-Party Sharing

We do not sell, rent, or trade your personal information to third parties. However, we may share your data with trusted third-party service providers who help us process payments, operate our website, and provide other essential services, such as email marketing or analytics.

We may also share your information if required by law, such as to comply with a subpoena or similar legal process.

8. International Data Transfers

We may transfer and store your personal data in countries outside your country of residence, including to the United States, which may have different data protection laws. By using our services, you consent to this transfer and storage.

9. Children's Privacy

Our services are not currently intended for children under 13 years of age. However, in the future, we may offer services specifically designed for children. In such cases, parents or legal guardians will be responsible for overseeing their child's use of our services and the information they provide.

We do not knowingly collect personal information from children under 13 without parental consent. If we become aware that we have collected personal data from a child without proper consent, we will take steps to delete the data.

10. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. Any changes will be posted on this page, and the "Effective Date" at the top will be updated accordingly. We encourage you to review this policy periodically.

11. Contact Us

If you have any questions or concerns about this Privacy Policy or your personal data, or if you wish to exercise your rights, please contact us at:

Email: team@grav1tymovement.com

Phone: 808-207-7720