

APEX PERFORMANCE

Privacy Policy

Effective Date: June 18, 2026

1. Introduction

Welcome to Apex Performance ("App", "we", "our", or "us"). We are committed to protecting your personal information and your right to privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our mobile application.

Please read this policy carefully. If you disagree with its terms, please discontinue use of the App.

2. Information We Collect

2.1 Information You Provide Directly

- Full name and username
- Email address
- Mobile phone number
- Password (stored in encrypted form)
- Body measurements and fitness data
- Appointment details and scheduling preferences
- Messages and notes submitted through the App (e.g. cancellation requests)

2.2 Information Collected Automatically

- Device type and operating system version
- App usage data and interaction logs
- Session and authentication tokens
- Crash reports and diagnostic data

2.3 Information We Do Not Collect

We do not collect your precise GPS location, payment card details, or any biometric data beyond the body measurements you voluntarily enter.

3. How We Use Your Information

We use the information we collect to:

- Create and manage your account
 - Facilitate appointment scheduling between trainers and clients
 - Track and display session credits and payment history
 - Process and respond to appointment requests and cancellations
 - Store and display body measurement progress
 - Send you notifications related to your appointments
 - Improve app functionality and user experience
 - Ensure the security and integrity of the App
 - Comply with legal obligations
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4. How We Share Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your information only in the following circumstances:

- With your trainer or clients within the App as required by the service
 - With service providers who assist us in operating the App (e.g. cloud hosting), bound by confidentiality agreements
 - If required by law, regulation, or legal process
 - To protect the rights, property, or safety of Apex Performance, our users, or the public
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5. Data Retention

We retain your personal information for as long as your account is active or as needed to provide you services. If you request account deletion, we will delete or anonymize your data within 30 days, except where we are required to retain it by law.

6. Data Security

We implement industry-standard security measures to protect your personal information, including:

- Encrypted data transmission (HTTPS/TLS)
- Secure password hashing
- Access controls and authentication tokens
- Regular security reviews

However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your data, we cannot guarantee absolute security.

7. Your Rights

Depending on your location, you may have the following rights regarding your personal data:

- Access — request a copy of the data we hold about you
- Correction — request correction of inaccurate or incomplete data
- Deletion — request deletion of your personal data
- Portability — request a portable copy of your data
- Objection — object to certain types of processing

To exercise any of these rights, please contact us at the email address provided in Section 10.

8. Children's Privacy

The App is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that a child under 13 has provided us with personal information, we will delete it immediately.

9. Future Features & Community

Apex Performance is growing. In future versions, the App may include:

- A community platform connecting trainers and athletes
- An in-app store for Apex branded training gear and merchandise
- Social and sharing features

When these features are introduced, this Privacy Policy will be updated accordingly and you will be notified of any changes that affect how your data is used.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any significant changes by updating the "Effective Date" at the top of this policy and, where appropriate, through an in-app notification. We encourage you to review this policy periodically.

11. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact us at:

Apex Performance

Email: info@rdd.software

Website: apex-performance.fit