Privacy Policy

FIT Frameworks System, LLC · Effective date: October 16, 2026

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This Policy applies to personal information collected in connection with the Services and contains the following:

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1. Who We Are and What This Policy Covers

FIT Frameworks System, LLC ("FIT Frameworks," "we," "us," or "our") is a limited liability company organized under the laws of the State of Georgia. We provide business development programs, educational materials, assessments, onboarding tools, and related products and services for business owners (collectively, the "Services").

This Privacy Policy (this "Policy") describes how we collect, use, disclose and protect personal information in connection with the Services, including but not limited to our websites, landing and funnel pages, surveys, questionnaires, quizzes, assessments, applications, forms, scheduling pages, email communications and programs. By accessing or using the Services, you acknowledge that you have read and understand this Policy.

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2. Information We Collect

a. Information you provide to us

- **Identifying information.** Your name, business name, email address, telephone number and mailing address, to the extent you provide them.
- **Survey, form and questionnaire responses.** The answers you submit through our surveys, forms, questionnaires and assessments, which may include information about your business, its products and services, pricing, customers, operations, brand and communications.
- **Application information.** Information you submit when applying to or inquiring about a program.
- **Transaction information.** Records of purchases, registrations and enrollments. Payment card details are collected and processed by our third party payment processor. We do not collect or store complete payment card numbers.
- **Communications.** The content of emails, messages, support requests and other correspondence you send to us, and our responses.
- **Scheduling information.** Information you provide when booking a call or session, including the date, time and any details you choose to share.
- **Program sessions.** We do not record sessions or create automated transcripts. We may keep written notes to support your participation, commitments and progress. Where other participants are present, they can hear or see information you choose to share. We ask participants to respect confidentiality and not to record sessions, but we cannot guarantee their actions.

b. Information collected automatically

- **Device and usage information.** Internet protocol (IP) address, browser type and version, operating system, device identifiers, referring and exit pages, pages viewed, links selected, and the dates and times of your visits, depending on the tools in use at the time.
- **Tracking technologies.** Cookies, pixels and similar technologies may collect information about visits to our pages, whether emails are opened, and which links are clicked, as described in Section 5.

You choose what to submit, and you remain responsible for information you submit about other people. We ask that you not include sensitive personal information about yourself or others, including government identification numbers, financial account numbers or health information. When sharing examples involving customers, team members or other people, use made-up names and leave out details that could identify them.

c. Information received from third parties

- Analytics and advertising platforms may provide us with information about how visitors reached or interacted with our pages, in aggregated, de-identified or individual form.
- Service providers may provide us with delivery, engagement and transaction information relating to the Services.

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3. How We Use Your Information

We use the information described above for the following purposes:

- To deliver the materials, programs and services you requested
- To review applications and onboard new participants
- To process payments, registrations and refunds
- To send you emails regarding our programs, resources and offers
- To respond to your questions and provide support
- To deliver, measure and improve our advertising

- To operate, evaluate and improve the Services, including our pages, questions and program materials
- To detect, prevent and address fraud, abuse, security incidents and other harmful activity
- To comply with applicable law and to establish, exercise or defend legal claims

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4. How We Share Your Information

We do not sell your personal information for money. We disclose personal information only in the following circumstances:

- **Service providers.** Vendors that perform services on our behalf, such as customer relationship management and marketing platforms, email delivery, document and file storage, video conferencing, scheduling and payment processing. These providers receive information as necessary to provide the relevant service, under terms requiring them to protect it.
- **Professional advisors.** Attorneys, accountants, bookkeepers, auditors and insurers, in connection with the operation of our business.
- **Other participants.** Where the Services bring you together with other participants, information you choose to share in that setting is visible to them, as described in Section 2.
- **Analytics and advertising partners.** As described in Section 5.
- **Legal requirements.** Where required by applicable law, regulation, legal process or enforceable governmental request, including a valid subpoena or court order.
- **Protection of rights and safety.** Where we believe in good faith that disclosure is necessary to protect the rights, property or safety of FIT Frameworks, our participants or others, or to investigate fraud or a violation of our Terms.
- **Business transfers.** In connection with a merger, acquisition, financing, reorganization or sale of assets, in which case we will seek to ensure the recipient remains bound by the commitments in this Policy, and will provide notice where practicable before your information becomes subject to a different policy.

- **With your consent.** For any other purpose disclosed to you at the time, including the use of your results, feedback or testimonial as an example, which we will do only with your express permission.

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5. Cookies, Analytics and Advertising

Cookies are small data files placed on your device that help websites function and remember your visit. We and our partners use cookies, web beacons, pixels, tags and similar technologies on our websites and pages, and in the email messages we send.

These technologies currently include the analytics features built into our customer relationship management and funnel platform. We may also use Google Analytics, the Meta (Facebook) advertising pixel and comparable analytics or advertising technologies in order to measure the performance of our pages and to deliver and measure advertising.

When you first visit our pages, a banner tells you that we use cookies and other tracking technologies. You may block or delete cookies through your browser settings, although certain features of our pages may not function properly if you do so.

Some of these technologies allow third parties to collect information about your online activities over time and across different websites and services. Certain state privacy laws define such disclosures broadly, and may characterize them as a "sale" or "sharing" of personal information even where no money is exchanged. We do not exchange your personal information for money.

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6. Do Not Track Signals

Some web browsers offer a "Do Not Track" feature that signals a preference not to have your online activity tracked. There is at present no uniform industry or legal standard for recognizing or honoring these signals. We do not currently respond to Do Not Track browser signals. You may block or delete cookies through your browser settings.

Global Privacy Control ("GPC") is a more recent signal that communicates an opt-out preference to the websites you visit. We do not currently respond to GPC signals. Where applicable law requires us to honor such a signal, we will do so.

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7. Email Communications

Every marketing email we send includes a link allowing you to unsubscribe. If you unsubscribe, we will stop sending you marketing email. We may continue to send you messages whose primary purpose is transactional or administrative, such as a receipt, a scheduling confirmation, or information about a program in which you are enrolled. Where the primary purpose of a message is commercial, we treat it as marketing and honor your unsubscribe request.

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8. Text Messages

We send text messages only to individuals who have provided a telephone number and affirmatively consented to receive them. Consent is requested separately for two categories of messages, and you may consent to either, both or neither:

- **Service messages.** Messages relating to an inquiry, application, enrollment, appointment, scheduling or the administration of a program in which you are participating.
- **Marketing messages.** Messages regarding our programs, offers and promotions.

Consent to receive marketing text messages is not a condition of purchasing any product or service.

Message frequency varies. Message and data rates may apply. Reply HELP for assistance or STOP to opt out. You may revoke your consent at any time by replying STOP, or by any other reasonable means, including by emailing us at info@FITFrameworks.com, and we will honor the request within the period required by applicable law.

We do not sell or share telephone numbers or text messaging consent with third parties for their own marketing purposes. Telephone numbers are disclosed to our service providers only as necessary to deliver the messages described above, as set out in Section 4.

Carriers are not liable for delayed or undelivered messages.

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9. Data Security and Retention

We use established third party platforms and apply administrative and technical measures intended to protect personal information, including limiting internal access to those who need it. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

We retain personal information for as long as reasonably necessary to provide the Services, operate our business, resolve disputes, enforce our agreements and comply with our legal obligations, after which we take steps to delete or de-identify it.

Where required by applicable law, we will notify affected individuals and the appropriate authorities of a breach of security involving personal information, without unreasonable delay.

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10. Your Privacy Rights

Subject to applicable law, you may request that we:

- Confirm whether we process personal information about you and provide access to it
- Correct inaccurate personal information
- Delete personal information we hold about you
- Provide a copy of your personal information in a portable format
- Stop sending you marketing communications

- Opt out of the sale or sharing of your personal information, or of its use for targeted advertising, where applicable law provides that right

Where we use advertising technologies, you may limit them through your browser settings and through the opt-out tools the advertising platforms themselves provide. To exercise any of these rights, email us at info@FITFrameworks.com. We may ask you to verify your identity before responding. We will respond within the time required by applicable law. We will not discriminate against you for exercising any privacy right. We may decline a request, in whole or in part, where an exception applies under applicable law, including where we are required to retain the information for tax, accounting or legal purposes, or where a request is manifestly unfounded or excessive.

Depending on your state of residence, you may have additional rights under applicable law. If we decline a request and you wish to appeal, write to us by email or at the postal address in the Contact section, marked "Privacy Appeal," and include a copy of our response and the reason you believe it was in error. We will review the decision and respond.

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11. Children's Privacy

The Services are intended for business owners and are not directed to children. We do not knowingly collect personal information from any individual under eighteen (18) years of age. If you believe a minor has provided personal information to us, contact us at info@FITFrameworks.com and we will take steps to verify and delete it.

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12. Geographic Scope

The Services are intended for access and use within the United States only. By accessing or using the Services, you affirm that you are located in and a resident of the United States. If you access the Services from outside the United States, your use is unauthorized and at your own risk.

13. Third-Party Services and Links

This section concerns services you choose to use independently of us. It does not apply to the service providers described in Section 4. Those providers process information on our behalf and under our instruction, and our collection and sharing of information through them is covered by this Policy.

The Services may link to, or suggest that you use, websites, platforms and tools operated independently by others, including artificial intelligence tools into which you may choose to enter information about your business. Where you use such a tool under your own account, you do so subject to that provider's own privacy policy and terms, which we encourage you to read. We do not control those services and are not responsible for their privacy or security practices, or for information you submit to them.

14. Changes to This Policy

We may update this Policy from time to time. When we do, we will revise the effective date at the top of this page. If we make material changes to how we collect, use or disclose personal information, we will provide notice through the Services or by email, and will obtain consent where required by applicable law.

15. Contact Us

Questions about this Policy or about your personal information may be directed to:

FIT Frameworks System, LLC
1720 Mars Hill Road, Suite 8-266
Acworth, GA 30101
678-383-4848
info@FITFrameworks.com