

## **Privacy Policy**

**This Privacy Policy applies to AlexandraAlignment.com, operated by Kinetic Balance Bliss (Romania).**

### **Introduction**

S.C. Kinetic Balance Bliss S.R.L considers the protection of your personal data essential, which is why we have implemented appropriate technical and organizational measures to protect them. We have issued internal policies regarding how our employees and collaborators process your personal data.

If you wish to browse anonymously and do not want your browsing behavior to be independently monitored by us and by service providers, you must make the appropriate settings in your browser. You may, for example, browse in "incognito" mode with Google Chrome or "private" mode with Firefox.

By accepting this Privacy Policy, you agree to the collection, processing, and use of personal data by S.C. Kinetic Balance Bliss S.R.L, considering the Data Protection Law/GDPR and the following terms and conditions.

The operator is the legal entity that, alone or jointly with others, determines the purposes and means of processing personal data.

Company Info:

- Company Name: S.C. Kinetic Balance Bliss S.R.L
- Company Address: Cluj-Napoca, Romania
- Trade Registry Number: J2024046537007
- VAT Number: 50985838
- Phone: (+40)790931383
- Email: [info@reply.kineticbalancebliss.com](mailto:info@reply.kineticbalancebliss.com)

You can contact our Data Protection Officer at: [info@reply.kineticbalancebliss.com](mailto:info@reply.kineticbalancebliss.com)

### **Brand and Legal Entity**

AlexandraAlignment.com is a brand and online platform operated by Kinetic Balance Bliss, a company registered in Romania.

All content, services, programs, and digital assets provided through AlexandraAlignment.com are the property of Kinetic Balance Bliss.

For the purposes of this Privacy Policy, any references to “Alexandra Alignment,” “we,” “us,” or “our” shall be understood as referring to Kinetic Balance Bliss, which acts as the data controller in accordance with applicable data protection laws.

Your Rights:

You control your personal data, which means you have the right to refuse the collection, processing, or use of personal data by S.C. Kinetic Balance Bliss S.R.L in accordance with the Data Protection Law. To do this, just send an email to the address mentioned above. However, refusal might affect your ability to use our website due to technical reasons.

### **1. Your Rights:**

- Right of Access: Right to know the data collected and how it's processed.
- Right to Rectification: Right to request modifications if your personal data is not up to date.
- Right to Erasure / "Right to be Forgotten": Right to request deletion of your personal data.
- Right to Restrict Processing: Right to limit the processing of your personal data.
- Right to Data Portability: Right to transfer personal data in a structured, commonly used format.
- Right to Object: Right to withdraw consent or object to the processing of personal data.
- Right to File a Complaint with a Supervisory Authority: Right to file a complaint against Kinetic Balance Bliss with the supervisory authority.

Data We Collect, When, Why, and How We Collect Your Data:

S.C. Kinetic Balance Bliss S.R.L collects, processes, stores, and discloses various personal data to deliver the services you ordered. We detail below the purposes and circumstances under which we disclose your data to others.

Categories of Personal Data:

- Collected when you visit our website.
- When you purchase a product or service.
- When you use our products on various devices like PC, phone, or tablet.
- For customer relations and order fulfillment.
- For security and cyber protection.

## Defined Purposes and Legal Basis:

- **Customer Relationship:** Storing the information you provide when contacting us.
- **Order Processing:** Needed for fulfilling your contract with us.
- **Cyber Protection:** Collection of personal data helps us protect our services and prevent risks.

## 2. Personal Data We Collect When:

### a) You Visit Our Website

When you access our website without being logged in, we collect the following personal data:

- **Device Information:** This includes device ID, operating system, and version or other device identifiers.
- **Connection Data:** This involves the time, date, and duration of website usage, origin, corresponding IP address, and other protocol data. These details are collected to display the website visited and to ensure we comply with the principle of data minimization by collecting only the data that is absolutely necessary.

### b) You Visit Our Website and Purchase a Product

All collected data is strictly related to well-defined purposes. After making a purchase, you will receive a confirmation email from us, along with updates and questionnaires. We collect all the necessary data needed to process orders, with mandatory fields marked accordingly. Without this information, we cannot process your orders. All other information not marked as mandatory is optional, and if provided voluntarily, it will help us improve our services.

- **Access Data**
- **Account Information**
- **Device Information**
- **Communication Data**
- **Connection Data**
- **Other Information**

To provide a personalized experience, during the initial access to our program or a 1-1 call, you may choose to complete or answer a questionnaire. We collect data relevant to

your therapy and fitness process, which includes details such as weight and height, medical history, personal data like birth date and gender, dietary preferences, and physical activity habits. We also collect photos provided by you, which are essential for the therapy process. This data is used exclusively to tailor your fitness and nutrition plans. Should you choose not to provide certain details, you can skip this step, and a generic program will be assigned.

### **3. Defined Purposes and Legal Basis**

We collect your personal data only when necessary, legally, and contractually.

- **a) Why We Collect Your Personal Data:**

- **Client Relationship:** When you contact us for information or to lodge a complaint, we store the information you provide. This could include the reason for contact and unsatisfactory orders. Depending on your contact reason, personal data may vary. Our aim is to keep you satisfied as a client, storing any data provided securely on our internal server.

*Categories of Personal Data:* Account data, access data, communication data, other information.

*Legal Basis:* These details are necessary to fulfill your order obligations and contract (legitimate interest in providing the best experience).

- **b) Order Process:**

- Once your order is confirmed, you receive access to the services purchased.

*Categories of Personal Data:* Order details, name, last name, email address.

*Legal Basis:* We need this personal data to enable platform access and fulfill your order (contract fulfillment).

Other personal data categories may be provided post-purchase via questionnaires covering age, weight, gender, medical issues, dietary preferences.

*Legal Basis:* Used to enhance your experience with our services, personalization, and detail provision.

- **c) Security and Cyber Protection:**

- To offer the best experience, we collect personal data to identify potential attackers and prevent risks. We also record that you have been informed about the privacy policy. We note in your account that you received the relevant information, and the privacy policy was available.

*Categories of Personal Data:* Login data.

*Legal Basis:* We are legally required to protect your data adequately (legal obligations) and to safeguard the company (legitimate interest).

- **d) Further Processing Based on Legitimate Interest:**
  - Besides the mentioned purposes and legal bases, personal data processing might also occur due to legitimate interest. This includes data processing within a corporate group, network and information security, and direct marketing activities. We use personal data to pursue legitimate interests without compromising your rights and freedoms.
  - **Legitimate Interest Purposes:**
    - **Advertising:** You'll receive emails about discounts, promotions, and opinion surveys for service improvement. You can opt out of further data processing for advertising with each email, by contacting our data protection officer.
    - **Email Marketing:** Only relevant marketing communications matching your preferences will be sent. Opt-out options are available with each email.
    - **Measurement Data:** Collected to improve services and optimize ads.
    - **Transfer and Acquisition, Merger and Acquisition, Change of Partners:** If a transfer, merger, or partial acquisition happens, we'll disclose personal data to the acquiring company, ensuring they adhere to data protection laws.
    - **Additional Information:** Voluntary information during website use, and data from other sources like social media, will be collected and processed together with requested data.

#### **4. When Do We Delete Your Data?**

In general, we delete data once the purpose is fulfilled. Different deletion rules apply based on processing purposes. Collected data is tagged with a deletion rule, and upon completion of retention periods, stored data will be deleted accordingly.

- Your personal data will be deleted whenever you wish, immediately after notification, or after 2 years of purpose fulfillment. Inactive accounts for two years will be deleted after prior separate notification to your registered email.

- Legal retention periods may prolong data storage (e.g., tax information must be retained for ten years).
- Despite requests for data deletion, legal regulations may necessitate continued storage of certain data. In these instances, data will be restricted from further processing.

## **5. WHO DO WE DISCLOSE YOUR DATA TO?**

S.C. Kinetic Balance Bliss S.R.L does not provide your data to unauthorized third parties. However, as part of our operations, we engage selected service providers and grant them limited and strictly monitored access to some of our data.

For example, outsourced customer relationship agents or programmers might have access to your information to perform services for you. Your information will be treated as private and confidential by such service providers and will not be used for any other purpose than those we have authorized. Additionally, we might use advertising agencies or other service providers to place advertisements on our website on behalf of S.C. Kinetic Balance Bliss S.R.L or third-party advertisers. These companies may use cookies and web beacons to measure the effectiveness of advertising. Any information these parties collect via cookies and web beacons is entirely anonymous. Before transmitting personal data to these partner companies for processing on our behalf, we ensure they comply with legal requirements for personal data protection and can demonstrate their data protection level with appropriate evidence.

## **6. COOKIE POLICY**

When you use the [www.kineticbalancebliss.com](http://www.kineticbalancebliss.com) website, cookies will be stored on your computer, mobile, or tablet.

Our website is continually adapted to meet the needs of our users. For this purpose, we use cookies to send you personalized offers on both our site and social networks. Read below to learn what a cookie is, how it works, and how we use them on our site.

### **a) What is a cookie file and what is its purpose?**

Our website uses cookie technology to provide you with a better and more personalized web service. The data stored by the cookies used on our website never shows personal details that could determine an individual identity. A cookie is a small text file that is stored and/or read by your web browser on your device's hard drive (e.g., computer, laptop, or smartphone) depending on the websites you visit. Cookies also make your interaction with websites safer and faster, as they can remember your preferences (e.g., login) and send back the information to the original website (first-party cookie) or another

website they belong to (third-party cookie) when you revisit the website using the same final device.

## **b) How can you control cookie files?**

You can withdraw your consent regarding cookies at any time. You can block or remove cookies through your web browser settings or using third-party software or by following specific instructions for different categories of cookies outlined in the sections below. Disabling cookies may lead to issues with the use of certain parts of Kinetic Balance Bliss 's website.

If you wish to remove the cookie files stored on your devices and configure your web browser to refuse cookies, you can use your browser preferences to do so. Usually, you can find navigation settings related to cookies in the "Options," "Tools," or "Preferences" menus of the web browser you use to access Kinetic Balance Bliss's website. The methods of disabling cookies vary depending on different web browsers. For more information, visit your browsers' websites:

- Cookie settings in Internet Explorer – Internet Explorer
- Cookie settings in Firefox – Firefox
- Cookie settings in Chrome – Chrome
- Cookie settings in Safari – Safari
- Cookie settings in Edge – Edge
- Cookie settings in Opera – Opera

To learn more about cookies, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.youronlinechoices.eu](http://www.youronlinechoices.eu), which contain additional information regarding behavioral advertising and online privacy.

## **c) Cookies used on the Kinetic Balance Bliss website**

According to their function and purpose, cookies are usually classified into the following categories, which our website utilizes:

- **Strictly Necessary Cookies:** These allow you to navigate the website and use its basic functions. They are typically installed in response to actions you perform which equate to a services request. These cookies are essential for using websites.
- **Functionality Cookies:** These are used to recognize you when you return to our website and to offer you enhanced and more personalized features, such as remembering your preferences. These cookies collect anonymous information and cannot track your browsing activities to other websites. Their expiration period is up to 2 years.

- **Analytical and Performance Cookies:** These allow us to recognize, count users, and gather information about how the website is used (e.g., the pages visited most often and if users receive error messages from certain pages). This helps improve the way our website works, ensuring you can easily find what you're looking for. Their expiration period is up to 2 years. For third-party cookies, it may vary and exceed 2 years. See Section d) for more details.
- **Marketing and Targeting Cookies:** These track your visit to our website, the pages you visit, and the links you follow. We will use this information to make our website, and the advertising displayed more relevant to your interests. They are also used to limit the number of times you see an advertisement and help measure the effectiveness of advertising campaigns. Their expiration period is up to 2 years. For third-party cookies, it may vary and exceed 2 years.
- **Social Networks Cookies:** These allow you to share your activity on the website on social networks like Facebook, Instagram, or other social media platforms that we may use. These cookies are not controlled by us.
- **Other Types of Cookies:** That may be utilized later. You will be informed through our updated policies that other cookie types should be used.

Please note that Kinetic Balance Bliss uses third-party services to obtain information about your website usage to optimize your user experience and present you with advertising outside the website. These third parties (including, for example, advertisers and external service providers such as web traffic analysis services) may also use cookies, over which we exercise no control.

#### **d) Cookies used for statistical purposes and web traffic monitoring**

- **Google Analytics**

Our website uses Google Analytics, a web analysis service provided by Google. Google Analytics uses cookies to help a website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted and stored by Google on servers possibly located in the EU, EEA, and/or the United States. Google will use this information to evaluate your website use, compile reports on website activity for website operators, and provide other services relating to website activity and internet usage.

Google may transfer this information to third parties if required by law or where such third parties process the information on Google's behalf. Google will not associate your IP address with other data held by Google.

You may opt-out of Google Analytics without affecting how you visit our website. Detailed information about Google Analytics and personal data protection (including how to control the information sent to Google) can be found at: [Google Privacy & Terms](#).

To prevent being tracked by this cookie, you can install a browser add-on: [Google Analytics Opt-out Browser Add-on](#).

#### **e) Social Networks Cookies**

On Kinetic Balance Bliss's website, third parties that provide applications through this website may place their cookies to monitor the performance of their applications or to customize these applications for you. For example, when you share an article using a social media sharing button (e.g., Facebook or Tik Tok) available on the website, the social network platform associated with that button will record this. The website may also contain "embedded" content, such as third-party videos from VIMEO or YouTube, which may also place their cookies.

Such cookies cannot be accessed by Kinetic Balance Bliss.

#### **f) Refusing the Use of Cookies**

If you do not want Kinetic Balance Bliss to collect and analyze information about your visit, you can opt-out at any time in the future. Please contact us using the contact details mentioned above if you wish to opt out.

#### **Last Updated: March 16, 2026**

We may update this policy from time to time and will notify you of any changes by posting the new version on our website. If you have provided us with your contact details and authorized us to contact you, we will inform you if there are substantial changes to this policy. Please periodically review this policy for any updates. Should there be any changes in the current legislation, we will promptly inform you.