

PRIVACY POLICY

Refora, LLC

Effective Date: March 4, 2025

This Privacy Policy (the "Policy") describes how Refora, LLC ("Refora," "we," "us," or "our") collects, uses, and protects the personal information you provide when visiting our website, using our mobile app, purchasing memberships, using our fitness studio, visiting our café, purchasing products online or in person, or otherwise interacting with us (collectively, the "Services"). By using our Services, you agree to the collection and use of information as described in this Policy.

1. INFORMATION WE COLLECT

1.1 Personal Information

When you register for a membership, visit our studio or café, make a purchase, use our mobile app or loyalty program, or contact us, you may provide us with personally identifiable information, including:

- Full name
- Email address
- Phone number
- Postal address
- Date of birth and age
- Gender and other demographic information
- Fitness-related information (e.g., health goals, class attendance, progress)
- Payment and billing information (credit/debit card details)
- Loyalty program activity and purchase history
- Username and password for your Refora account

1.2 Financial Information

When you make a purchase — whether for a membership, café order, or online product — we or our third-party payment processors collect payment information such as your credit or debit card number and billing address. We do not store your full card number; only the last four digits may be retained for your records.

1.3 Usage and Traffic Data

When you visit our website or use our mobile app, we automatically collect certain technical information, including:

- IP address and device type
- Browser type and version
- Pages visited and time spent on each page
- Referring website or source
- App usage patterns and preferences

This information is collected using cookies, pixels, and similar technologies (see Section 5 below).

1.4 Café and Retail Transaction Data

When you make purchases at our café or online store, we may collect order details including items purchased, order history, and any preferences or customizations associated with your loyalty account.

2. HOW WE COLLECT INFORMATION

We collect information in the following ways:

- Directly from you, when you register, purchase, or contact us
- Through our website and mobile app, using cookies and automated tracking tools
- Through our loyalty and membership program, as you use our services
- From third-party service providers (e.g., payment processors, analytics platforms) who assist us in operating our business

3. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

- To process memberships, café orders, and online store purchases
- To manage your Refora account, loyalty program, and membership benefits
- To personalize your experience in our studio, café, and digital platforms
- To send you transactional communications related to your account or purchases
- To send you promotional emails, offers, and updates (where you have opted in)
- To improve our Services, website, app, and overall customer experience

- To conduct internal research and analytics
- To comply with applicable laws, regulations, and legal processes
- To protect the security of our customers, staff, and facilities

We will not use your personal information for purposes unrelated to those described in this Policy without first giving you an opportunity to opt out.

4. HOW WE SHARE YOUR INFORMATION

Refora does not sell, rent, or trade your personal information. We may share your information only in the following limited circumstances:

4.1 Service Providers and Vendors

We may share your information with trusted third-party vendors who help us operate our business, including payment processors, email service providers, app developers, analytics providers, and cloud hosting services. These vendors are contractually obligated to protect your information and may not use it for any purpose beyond the services they provide to us.

4.2 Business Transfers

If Refora is involved in a merger, acquisition, or sale of assets, your personal information may be transferred as part of that transaction. We will notify you before your information becomes subject to a different privacy policy.

4.3 Legal Requirements

We may disclose your information when required by law, court order, or governmental authority, or when we believe disclosure is necessary to protect our rights or the safety of our customers and staff.

5. COOKIES AND TRACKING TECHNOLOGIES

We use cookies and similar tracking technologies on our website and mobile app to improve your experience and understand how our Services are used. The types of cookies we use include:

- **Essential Cookies:** Necessary for the website and app to function properly. These cannot be disabled.
- **Functional Cookies:** Enable enhanced features such as saved preferences and personalized content.
- **Analytics Cookies:** Help us understand how visitors use our site, so we can improve it.
- **Advertising Cookies:** May be used by our marketing partners to serve you relevant advertisements.

You can manage or disable cookies through your browser settings. Disabling cookies may limit some functionality of our website or app. Please note that our app may use similar technologies for analytics and personalization.

6. MOBILE APP AND LOYALTY PROGRAM

Our mobile app and loyalty program collect information about your usage, class bookings, café purchases, and rewards activity. This information is used to manage your account, track rewards, and personalize your Refora experience. We may send you push notifications through the app if you have enabled them; you may opt out at any time through your device settings.

7. ONLINE STORE

When you make a purchase through our online store, we collect the information necessary to process and fulfill your order, including your name, shipping address, email address, phone number, and payment information. Order history is retained to support customer service and any applicable returns or exchanges.

8. DATA RETENTION

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected, including to maintain your account, comply with legal obligations, resolve disputes, and enforce our agreements. If you request deletion of your account, we will remove

your personally identifiable information within 30 days, subject to any legal retention requirements.

9. SECURITY

We take reasonable administrative, technical, and physical measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. Sensitive data such as payment information is encrypted using secure socket layer (SSL) technology. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

10. YOUR CHOICES AND RIGHTS

Depending on where you live, you may have the following rights regarding your personal information:

- **Right to Know:** Request information about the personal data we have collected about you.
- **Right to Access:** Request a copy of your personal information.
- **Right to Correct:** Request correction of inaccurate information.
- **Right to Delete:** Request deletion of your personal information, subject to legal exceptions.
- **Right to Opt Out:** Opt out of promotional communications at any time by using the unsubscribe link in our emails or contacting us directly.
- **Right to Data Portability:** Request a portable copy of your data where applicable.

To exercise any of these rights, please contact us using the information in Section 13 below. We will not discriminate against you for exercising your privacy rights.

11. CHILDREN'S PRIVACY

Our Services are not directed to individuals under the age of 18, and we do not knowingly collect personal information from anyone under 18. If you believe a minor has provided us with personal information, please contact us immediately so we can remove it.

12. THIRD-PARTY WEBSITES AND LINKS

Our website and app may contain links to third-party websites or services. Refora is not responsible for the privacy practices or content of those third parties. We encourage you to review the privacy policies of any third-party sites you visit.

13. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. When we do, we will revise the effective date at the top of this document and, if the changes are material, notify you by email or by a prominent notice on our website or app. Your continued use of our Services following any changes constitutes your acceptance of the updated Policy.

14. CONTACT US

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

Refora, LLC

700 Woodruff Road, Suite 1

Greenville, SC 29607

Email: reform@reforagvl.com