

Privacy Policy for **KFit Nutrition LLC**

Effective Date: November 05, 2025

Last Updated: November 05, 2025

KFit Nutrition LLC ("we," "us," or "our") operates the website [www.kfitnutrition.com] (the "Site") and provides personalized meal plans, fitness coaching, workout programs, and related services (collectively, the "Services"). We are a Texas limited liability company committed to protecting your privacy.

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our Site or use our Services. By accessing the Site or using the Services, you agree to this Policy. If you do not agree, please do not use the Site or Services.

We may update this Policy at any time. Changes will be posted here with an updated effective date. Your continued use after changes constitutes acceptance.

1. Information We Collect

We collect information you provide directly and automatically.

Personal Information

- **Contact Details**: Name, email address, phone number, mailing address.
- **Account Information**: Username, password, payment details (processed via secure third-party processors; we do not store full card numbers).
- **Profile Data**: Age, gender, fitness goals, preferences.
- **Health & Fitness Data** (Sensitive Personal Information): Height, weight, body measurements, dietary restrictions, allergies, medical conditions, exercise history, progress photos, or meal logs. We collect this only with your explicit consent to customize plans.

Automatically Collected Information

- **Usage Data**: IP address, browser type, device info, pages viewed, time spent, referring URLs.
- **Cookies & Tracking**: We use cookies, pixels, and similar tech for analytics, personalization, and ads. See our Cookie section below.

From Third Parties

- Fitness trackers (e.g., Apple Health, Google Fit) if you connect them.
- Payment processors or social media if you log in via those services.

2. How We Use Your Information

We use your data to:

- Deliver Services: Create meal plans, track progress, send workouts.
- Communicate: Emails, newsletters, reminders, support responses.
- Improve: Analyze usage, develop features.
- Process Payments: Bill for subscriptions or plans.
- Comply: Respond to legal requests or prevent fraud.
- Market: Send promotions (opt-out anytime).

We never use health data for marketing without separate consent.

3. Legal Bases (for International Users)

If GDPR or similar laws apply, we process data based on contract (Services), consent (health data), or legitimate interests (analytics).

4. Sharing Your Information

We do not sell your personal data.

We share only as needed:

- ****Service Providers****: Hosting (e.g., AWS), email (e.g., Mailchimp), analytics (Google Analytics), payments (Stripe).
- ****Coaches/Staff****: Internal access for coaching.
- ****Legal Requirements****: Subpoenas, law enforcement.
- ****Business Transfers****: Mergers or sales.
- ****With Consent****: Referrals to partnered dietitians (opt-in).

All providers are bound by contracts requiring data protection.

5. Data Security

We use industry-standard measures: SSL encryption, firewalls, access controls, regular audits. No method is 100% secure; we cannot guarantee absolute security.

6. Data Retention

We keep data as long as needed for Services, legal obligations, or disputes. Account data is retained during active use + 3 years. You can request deletion sooner.

7. Your Rights Under Texas Law (TDPESA)

As a Texas resident, you have rights effective July 1, 2024:

- ****Confirm/Access****: See what data we process.
- ****Correct****: Fix inaccuracies.
- ****Delete****: Remove your data (exceptions apply).
- ****Portability****: Get a copy in usable format.
- ****Opt-Out****: Of targeted ads, profiling, or "sales" (we don't sell).
- ****Non-Discrimination****: No penalties for exercising rights.

Submit requests to ****privacy@kfitnutrition.com**** or our portal. We verify identity and respond within 45 days (extendable). Appeal denials via the same channel.

Universal opt-out: We honor Global Privacy Control (GPC) signals.

8. Sensitive Data (Health Info)

We process height/weight, conditions, etc., only with your affirmative consent. Withdraw anytime—deletes future processing but not past.

****HIPAA Note****: We are not a HIPAA-covered entity (no insurance billing). We follow HIPAA-like standards for health data security.

9. Children's Privacy

Services are for ages 18+. We do not knowingly collect data from children under 13 (or 16 for sensitive data). Contact us to delete if discovered.

10. Cookies & Tracking

We use:

- Essential: Site function.
- Analytics: Google Analytics.
- Marketing: Facebook Pixel.

Manage via browser settings or our cookie banner. Opt-out of Google here: tools.google.com/dlpage/gaoptout.

11. Third-Party Links

Our Site links to others (e.g., recipe sites). Their policies apply there.

12. Do Not Track

We do not honor DNT signals beyond GPC.

13. International Transfers

Data may transfer to U.S. servers. We use safeguards like Standard Contractual Clauses.

14. Contact Us

Questions?

Email: [**nutritionbykfit@gmail.com**](mailto:nutritionbykfit@gmail.com)

****KFit Nutrition LLC****

15. Texas-Specific Notices

- ****Breach Notification****: We notify you and the Texas AG of breaches per Texas law.
- ****No Financial Incentives****: We offer no discounts for data sharing.
