

YOGA MOXI® LLC PRIVACY POLICY

1. Scope and Who This Policy Applies To

This Privacy Policy ("Policy") describes how Yoga Moxi® LLC ("Yoga Moxi," "we," "us," or "our") collects, uses, shares, and protects your personal information. Yoga Moxi® is a United States limited liability company with its principal mailing address at 151 N. Nob Hill Road #153, Plantation, FL 33324, USA. Yoga Moxi® is the Data Controller of the personal information collected through the channels described below.

1.1 Channels Covered by This Policy

This Policy applies to personal information collected by Yoga Moxi® through:

- The Yoga Moxi mobile application, available on the Apple App Store (iOS) and Google Play Store (Android);
- The Yoga Moxi website at www.yogamoxi.com and any sub-domains owned and operated by Yoga Moxi;
- Email newsletters, subscription forms, and contact forms operated by Yoga Moxi;
- Workshops, retreats, classes, courses, and events hosted or co-hosted by Yoga Moxi, whether in person, hybrid, or online;
- Social-media accounts owned and operated by Yoga Moxi (to the extent data is received by us from those platforms); and
- Any other digital or physical channel through which you interact with Yoga Moxi as a business.

1.2 Technical Infrastructure and Third-Party Providers

Yoga Moxi® delivers its services through a combination of third-party platforms, software, and service providers, which may change over time as our business evolves. These third parties may include, without limitation, customer relationship and course delivery platforms, mobile application stores, payment and subscription processors, email service providers, analytics tools, website hosts, cloud storage providers, and social media platforms.

When these third parties process personal information on our instructions, they act as our Data Processors under written agreements. When they process information for their own purposes, they act as independent Data Controllers and are governed by their own privacy policies.

1.3 Universality

Any reference in this Policy to a particular vendor, platform, or software (whether by trade name, brand, or product) is made solely for informational or illustrative purposes and does not limit the scope of this Policy. This Policy is intended to apply uniformly to any third-

party entity, platform, software, vendor, integration, successor, or replacement provider that Yoga Moxi® may engage from time to time to support its Services. Yoga Moxi® may add, remove, or substitute such providers at its discretion without amending this Policy, except where applicable law requires otherwise.

1.4 Third-Party Platforms Not Covered

This Privacy Policy does NOT apply to personal information collected independently by any third-party platform, application, software, service provider, or website, including any vendor, partner, integration, co-branded experience, embedded widget, or linked website that interacts with the Yoga Moxi® app or website. Each such entity has its own privacy policy, terms, and data-handling practices. Yoga Moxi® is not responsible for the privacy practices of any third party, even where a link, integration, embedded widget, or co-branded experience exists. We strongly encourage you to review the privacy policy of any third-party service you interact with.

1.5 Acceptance

By downloading, registering for, accessing, or using the Yoga Moxi® app, website, courses, or events, you acknowledge that you have read and understood this Privacy Policy. If you do not agree, please do not use our Services.

1.6 Relationship to Other Agreements

This Privacy Policy should be read in conjunction with our Terms of Service and, where applicable, our Video Submission Form and Release. In the event of a conflict between this Privacy Policy and any other agreement regarding your personal information, this Privacy Policy controls with respect to data-protection rights, except where another agreement explicitly provides greater privacy protections to you. Nothing in any other agreement shall be deemed to waive your rights under applicable data-protection law.

2. Data Controller and Contact Information

Yoga Moxi® is the data controller responsible for personal information collected through the channels described above.

- Business Name: Yoga Moxi LLC®
- Website: www.yogamoxi.com
- Primary Contact Email: yogamoxibiz@gmail.com and/or support@yogamoxi.com
- Privacy Inquiries: All privacy-related questions, requests, and complaints should be sent to yogamoxibiz@gmail.com and/or support@yogamoxi.com. *(A dedicated address, privacy@yogamoxi.com, may be activated in the future; any such change will be reflected in an updated version of this Policy.)*
- Mailing Address: Yoga Moxi LLC®, 151 N. Nob Hill Road #153, Plantation, FL 33324, USA

Yoga Moxi® is accessible to users in multiple countries, and users may exercise their

applicable data protection rights by contacting us at the email address above. We will respond within the timeframes required by applicable law (generally within 30 days).

3. What Information We Collect

We collect different categories of personal information depending on how you interact with us:

- **Identity, account, and profile information:** We collect this information when you create an account, complete or edit your profile, subscribe to our email list, submit a contact form, or register for events. Your username and password, name, email address, phone number, mailing address, gender, and other optional information such as: profile image or photo; the city, state, and country where you teach or are located; your account role or user type; your yoga teaching background and the year you began training; your certifications, lineage, or style preferences; whether you are a member of Yoga Alliance or another yoga registry; the yoga topics or content you are most interested in; and any other optional information or content preferences you choose to provide in your profile fields.
- **Professional credentialing information:** If you are a yoga teacher who uses Yoga Moxi® content for continuing education or teaching-hour purposes (for example, to satisfy Continuing Education or teaching-hour requirements for RYT, E-RYT, RYT-500, or similar credentials), we may collect and retain information necessary to document your participation, including the courses or content you completed, completion dates, total hours, and your full name and member identification number with your applicable yoga registry if you choose to provide it. We may issue certificates of completion or attendance records that include this information for your use in reporting hours to your applicable yoga registry. Yoga Alliance is a U.S.-based 501(c)(6) professional trade association that maintains a voluntary credentialing registry of yoga teachers and yoga schools. Yoga Alliance is not a government regulator and does not license yoga teachers; registration with it is voluntary. Independent organizations operating under similar names such as Yoga Pros Organisation Limited (Scotland/UK), Yoga Alliance International Registry (UK/Australia), Yoga Alliance International (India), Canadian Yoga Alliance, Yoga Alliance European Registry, and Yoga Alliance Italy, Yoga Australia, British Wheel of Yoga, and the International Association of Yoga Therapists, maintain their own registries and standards and are not affiliated with Yoga Alliance (US) or with each other.
- **Timer data:** The App offers three practice and teaching-hour timers: Hatha, Yin, and Yoga Nidra. All Yoga Moxi users may access and use any of these timers. If a user has a Premium subscription, the user may schedule one or more timers for a class, and the selected session details may be recorded for teaching-hour tracking. The timers do not record personal information from the user other than the Type of Session, Date, Time, and Number of Minutes for the session. Premium users may request an Excel spreadsheet of recorded hours for selected periods, such as the past 3 months, 6 months, or 1 year, to be sent to the email address associated with the user's account.

- **Payment and transaction information:** When you purchase a premium subscription or other paid services, our third-party payment and subscription processors collect your billing information. Yoga Moxi® does not store your full payment card information.
- **Health and wellness information:** If you voluntarily disclose physical conditions, injuries, limitations, pregnancy status, or other health-related information through intake forms, video release forms, or event registrations, we treat this information as sensitive personal information subject to heightened protections (see Section 16).
- **Device and technical information:** Your IP address, device type, operating system, browser type, app version, mobile device identifiers, language preferences, and general geographic location derived from your IP address.
- **Usage information:** How you interact with our app and website, including pages visited, content accessed, features used, and session duration, is collected through cookies and similar technologies (see Section 14).
- **Communications:** The content of emails, contact-form submissions, and other messages you send to us.
- **Event and class information:** Registration details, attendance records, and feedback from workshops, retreats, classes, courses, or other events.
- **Photography and video:** Images or recordings that may be captured during events, classes, or promotional sessions, subject to the consent practices described in Section 13 and any applicable video-release form you sign.

4. How We Collect Your Information

- **Directly from you:** when you create an account, fill out forms, subscribe to our email list, make a purchase, register for events, or voluntarily provide information.
- **Automatically through technology:** when you use our website or app, we (and third-party providers acting on our behalf) collect device and usage information through cookies, analytics tools, and similar technologies.
- **From third-party platforms:** from mobile application stores, payment and subscription processors, and social-media platforms, when you interact with our content.
- **From event partners:** if you register for events co-organized with other teachers or studios, we may receive your registration information from those partners.

5. How We Use Your Information

- **Providing our services:** To operate our app and website, deliver content, process subscriptions, manage your account, and facilitate event registrations.
- **Communication:** To respond to your inquiries, send transactional messages (confirmations, receipts, reminders) and provide customer support via yogamoxibiz@gmail.com.
- **Marketing and newsletters:** To send promotional emails and updates about Yoga Moxi® content, courses, events, and services, only with your consent, and subject to your right to opt out at any time. Yoga Moxi LLC sends marketing

communications; the specific “From” address used for marketing emails is identified in the message header in accordance with 15 U.S.C. § 7704 and 16 CFR Part 316 (CAN-SPAM Act). To unsubscribe at any time, use the unsubscribe link in any marketing email or contact us at yogamoxibiz@gmail.com.

- Improving our services: To analyze usage patterns, understand user preferences, troubleshoot technical issues, develop new features, and improve content quality.
- Safety and security: To protect our users, detect fraud, enforce our Terms of Service, and maintain platform security.
- Legal compliance: To comply with applicable laws, regulations, legal processes, or governmental requests.
- Professional credentialing: To document your completion of courses or content, issue certificates of completion or attendance records, respond to verification requests from yoga registries (with your authorization), and retain records sufficient to support credentialing audits if you so request.

6. How We Share Your Information

We share personal information only in the following circumstances:

6.1 Service Providers

We share information with third-party companies that help us operate our business, which may include:

- Hosting, website, customer-relationship-management (CRM), and course-delivery platforms;
- Mobile application stores (for app distribution and in-app purchases);
- PCI-DSS-compliant payment and subscription processors;
- Email service providers for managing our mailing list and newsletters;
- Analytics tools that help us understand how users interact with our app and website;
- Cloud-storage providers and similar infrastructure vendors.

These service providers are contractually bound to use your information only to perform services on our behalf and to maintain appropriate confidentiality and security measures. The specific identity of these providers may change from time to time.

6.2 With Your Consent

We may share your information with third parties when you have given us specific, affirmative consent. By way of example, this includes circumstances in which you authorize Yoga Moxi® to confirm your course completion or attendance with a yoga registry for a credentialing audit, application, or verification request. We will share only the information necessary to fulfill your specific request.

6.3 Event Collaborators

If you register for an event co-organized with partner teachers or studios, we may share your registration information with those partners to the extent necessary to facilitate the event. We will inform you at the time of registration.

6.4 Legal Requirements

We may disclose your information if required by law, regulation, subpoena, court order, or other legal process.

6.5 Business Transfers

If Yoga Moxi® is involved in a merger, acquisition, or sale of assets, your personal information may be transferred. We will notify you before your information becomes subject to a different privacy policy.

6.6 No Sale of Personal Information

Yoga Moxi® does not sell, rent, or trade your personal information to third parties for their own marketing purposes.

7. Third-Party Services and Independence

Yoga Moxi® is an independent entity. Yoga Moxi® is NOT affiliated with, endorsed by, sponsored by, or otherwise associated with any of the third-party platforms, software providers, or service providers referenced in this Policy, or any successor or replacement provider Yoga Moxi® may engage in the future.

Any references to specific third parties in this Policy are made solely for informational purposes only and are intended to describe our technology infrastructure and service-delivery methods. Each third-party platform is an independent company with its own privacy policies, terms of service, and data practices, and Yoga Moxi® bears no responsibility for them.

7.1 Course Delivery

Yoga Moxi® may deliver its courses, content, and community experiences through third-party learning, course-delivery, and customer-relationship platforms, which may be branded under a Yoga Moxi®-owned environment or service name. When you access course content through any such platform, your data is processed by that provider as a Data Processor acting on Yoga Moxi®'s instructions under a written Data Processing Agreement. Any such provider's public privacy policy governs that provider's general corporate practices and any independent processing it performs. To the extent that such a provider processes your Yoga Moxi® course data solely as our Data Processor, our written agreements with them require that they handle your data only on our instructions and in a manner consistent with this Policy.

7.2 Third-Party Links

Links to third-party websites or platforms from our app or website do not constitute endorsement of their content or privacy practices. We strongly recommend that you read the privacy policy of any third-party platform you visit.

8. Payment Processing and In-App Purchases

All in-app purchases and paid subscriptions are currently processed through our third-party payment and subscription-management processors. These processors facilitate transactions on the Apple App Store (iOS) and Google Play Store (Android), automatically handle currency conversion for international users, and administer subscription cancellations and renewals. Apple's App Store guidelines require the use of an Apple-compatible solution for in-app purchases on iOS; we may engage additional or alternative payment processors in the future, and any material change to our payment stack will be reflected in an updated version of this Policy.

8.1 What Payment Processors and the App Stores Collect

Your payment card information (or equivalent app store payment method), billing country, transaction amounts, subscription status, and related metadata are handled by those processors in accordance with their respective privacy policies. Yoga Moxi® does not directly receive or store your full payment-card number, CVV, or expiration date.

8.2 Currency Conversion

Because many of our users are located outside the United States, the applicable app store and/or payment processor automatically converts currencies based on your app-store country. The specific exchange rates, taxes, and fees applied are determined by those providers, not by Yoga Moxi®.

8.3 Cancellations and Refunds

Subscription cancellations and refund requests are generally handled through your Apple or Google account settings and through the applicable subscription-management provider's tooling. Please consult the Apple and Google support pages for details on their refund policies.

8.4 Recordkeeping

Subscription billing records, including transaction amounts and dates, are retained for the period required by applicable tax and accounting laws (see Section 10).

9. International Data Transfers and International Users

Yoga Moxi® is based in the United States, and our servers and service providers may process personal information in the United States and in other countries where our vendors operate. If you access the Services from outside the United States, your personal information will be transferred to and processed in the United States and/or other

jurisdictions whose data-protection laws may differ from those of your country.

We recognize that many of our users are located outside the United States. Regardless of the country from which you connect:

- You are entitled to the protections described in this Policy and to the rights granted by the data-protection laws applicable to you.
- Where required by applicable law and where such mechanisms have been made available by the receiving provider, we rely on appropriate transfer mechanisms such as the EU Standard Contractual Clauses, the UK International Data Transfer Addendum, or equivalent safeguards with our vendors. You may contact us at yogamoxibiz@gmail.com and/or support@yogamoxi.com for further information regarding the transfer mechanisms applicable to your data.
- You may contact us at yogamoxibiz@gmail.com and/or support@yogamoxi.com at any time to ask how your information is handled in connection with cross-border transfers.

10. Data Retention

We retain your personal information only for as long as reasonably necessary to fulfill the purposes described in this Policy, unless a longer retention period is required by law.

- Account information: retained for as long as your account is active, plus a reasonable period thereafter.
- Transaction records: Transaction records (including invoices, receipts, payment confirmations, and supporting financial documentation) are retained for a minimum of seven (7) years from the date of the transaction or filing of the related tax return, whichever is later. Payment card data is not retained beyond the period required to complete each transaction; we use PCI-DSS-compliant payment processors and do not store full primary account numbers (PANs) on our systems.
- Email marketing data and suppression lists: When you opt out of marketing communications, your email address is added to our suppression list, and we will not send you further marketing emails. Your account information and data will remain stored in the app's administrative panel, but you will be removed from future marketing email sends. We retain only the minimum information necessary on the suppression list, typically a hashed or plain email address, to honor your opt-out and ensure you are not re-added if your email is acquired from a future marketing list.
- Health information: retained only for the duration of your active participation in the class or event for which it was collected, then deleted promptly unless you request otherwise.
- Professional credentialing records: Records of professional credentialing activities, including yoga teacher continuing-education attendance, course completion, and any certificates issued under our Yoga Alliance Continuing Education Provider (YACEP®) status (where applicable), are retained for seven (7) years from the date of completion. This retention period is intended to cover (i) the Yoga Alliance three-year RYT/E-RYT continuing education cycle, (ii) Yoga Alliance's

discretionary audit and supporting-documentation requests, and (iii) general business recordkeeping consistent with this Section 10. Yoga Alliance does not itself impose a specific records-retention period on Continuing Education Providers; the seven years is selected as a prudent buffer to ensure that, if a teacher you trained with us is audited or seeks to verify completion in a later renewal cycle, we can produce documentation. You may request deletion at any time, but doing so may limit our ability to verify your past participation if you are subsequently audited.

- Practice and teaching-hour timer data: For Premium subscribers, recorded timer data used to track practice or teaching hours is available in the App and for spreadsheet export for up to one year. The App and any email spreadsheet export will not display or provide timer-history data older than 12 months. This timer history is limited to the Type of Session, Date, Time, and Number of Minutes for the session.
- Analytics and usage data: retained in aggregated or anonymized form and may be kept indefinitely for statistical analysis.

Upon receiving a verified deletion request, we will delete or anonymize your information within 30 days, except where retention is required by law.

11. Your Privacy Rights

Yoga Moxi® is accessible globally, and we welcome users from jurisdictions worldwide. We recognize that many jurisdictions have enacted data-protection or privacy laws that grant individuals certain rights regarding their personal information. Although the specific rights and procedures vary by jurisdiction, we will make reasonable, good-faith efforts to honor verifiable requests from users located in any country, consistent with applicable law.

Depending on your jurisdiction and the nature of your request, these rights may include:

- Right to confirm: whether we process personal information about you;
- Right to access: a copy of the personal information we hold about you;
- Right to correct or rectify: inaccurate or incomplete personal information;
- Right to deletion, cancellation, or erasure: of your personal information, subject to applicable legal exceptions;
- Right to object, restrict, or withdraw consent: for certain processing activities;
- Right to data portability: where technically feasible and legally required;
- Right to be informed: about how we collect, use, share, and retain your personal information;
- Right to lodge a complaint: with the data-protection authority or supervisory body in your jurisdiction;
- Right to non-discrimination: for exercising any of the foregoing rights.

11.1 How to Exercise Your Rights

To submit a request, please contact us at yogamoxibiz@gmail.com and/or support@yogamoxi.com with (i) a clear description of the right you wish to exercise, (ii) sufficient information for us to verify your identity, and (iii) the country or region from which you are making the request. We may request additional information to verify your identity before responding, and we will respond within the timeframes required by applicable law or, where no timeframe is specified, within a reasonable period not to exceed forty-five (45) days from receipt of a verifiable request.

11.2 Limitations

Our ability to honor a request may be limited by (i) our obligation to verify the requester's identity, (ii) applicable legal exceptions (including retention obligations, pending legal claims, fraud prevention, and protection of the rights of others), and (iii) the technical feasibility of the request. Where we cannot fully honor a request, we will explain the reasons to the extent permitted by law and inform you of any available recourse, including the right to lodge a complaint with the competent data-protection authority in your jurisdiction.

11.3 Conflicts of Law

Where the privacy law of your country of residence provides greater protections than those described elsewhere in this Privacy Policy, we will apply the higher standard to the extent required by applicable law. Nothing in this Privacy Policy is intended to waive any right that cannot lawfully be waived under your local law.

11.4 Account Deletion

You may delete your Yoga Moxi® account at any time from within the app or by emailing yogamoxibiz@gmail.com and/or support@yogamoxi.com. Upon account deletion, we will delete or anonymize your personal data within 30 days, except for information we are legally required to retain (such as transaction records).

12. Your Choices and Opt-Outs

12.1 Marketing Emails

We may send you marketing emails about Yoga Moxi® features, courses, and promotions if you have opted in to receive them. You may unsubscribe at any time by clicking the "Unsubscribe" link in any marketing email, or by contacting us at yogamoxibiz@gmail.com and/or support@yogamoxi.com. We will process opt-out requests within 10 business days. You will continue to receive transactional emails (such as subscription confirmations and receipts) even after unsubscribing from marketing.

12.2 Push Notifications

If you grant the Yoga Moxi® app permission to send push notifications, the app receives a unique device token (an Apple Push Notification service ("APNs") device token on iOS,

or a Firebase Cloud Messaging ("FCM") registration token on Android) that identifies your specific app installation on your device. The Yoga Moxi® mobile app is built using Flutter with Firebase Cloud Messaging; push tokens are processed solely through Apple's APNs, Google's Firebase Cloud Messaging, and our own backend infrastructure, and are not shared with any unrelated third-party messaging, analytics, or marketing service.

We transmit this token to our servers and store it associated with your user account so we can deliver notifications. The push token is treated as a unique device identifier and is considered personal data under the GDPR and personal information under the CCPA/CPRA. We do not transmit notification content through any party other than Apple (APNs) or Google (FCM); message payloads are processed in transit by these providers and are not retained for long-term storage.

Token lifecycle. Push tokens are managed primarily by Apple (APNs) and Google (Firebase Cloud Messaging), which control token issuance, refresh, rotation, and invalidation. During login or app startup, the app checks the current token and updates our backend only if the token has changed. We do not force token regeneration on each login. A push token remains stored on our servers until APNs or FCM refreshes or rotates the token (in which case the prior token is replaced), or until APNs or FCM returns an "unregistered" or "invalid" error indicating the token is no longer valid (for example, after app uninstall, OS reinstall, or, for FCM, 270 days of device inactivity), at which point the token is removed from our systems. Logging out of the Yoga Moxi® app does not, by itself, immediately delete the push token from our servers, consistent with standard mobile push notification handling; the token will be removed through the lifecycle events described above, or upon account deletion as set forth below.

Disabling notifications. You may turn push notifications on or off at any time through your device's notification settings (iOS: Settings > Notifications > Yoga Moxi; Android: Settings > Apps > Yoga Moxi > Notifications). Once disabled at the device level, no further notification messages will be delivered to your device, regardless of whether the push token remains on our servers.

Account deletion. When you delete your Yoga Moxi® account, all push tokens associated with it are removed from our servers within 30 days as part of the account deletion process.

Right to request deletion. If you wish to have your push token removed from our servers before it is invalidated by APNs or FCM, as described in the lifecycle above, you may contact us at yogamoxibiz@gmail.com and/or support@yogamoxi.com, and we will remove it from our records.

13. Photography, Video, and Your Likeness

Yoga Moxi® may photograph or record video during classes, workshops, retreats, events, and promotional sessions for promotional, educational, or archival purposes.

13.1 Notice and Consent

Before any photography or recording takes place, we will provide clear advance notice through a written video-release form, registration, or waiver; prominent signage at the event venue; and/or a verbal announcement at the start of class.

13.2 Your Right to Opt Out

If you do not wish to be photographed or recorded, notify the instructor or event organizer at any time, and we will make reasonable efforts to exclude you. If your image has already been used and you would like it removed, contact yogamoxibiz@gmail.com and/or support@yogamoxi.com.

14. Cookies and Tracking Technologies

Cookies are small text files placed on your device when you visit our website. We also use similar tracking technologies such as pixel tags, web beacons, and JavaScript tags. These technologies help us operate the website, understand usage patterns, and deliver targeted advertising. The Yoga Moxi® mobile app does not use web cookies.

14.1 Types of Cookies

Third-party services may use the following types of cookies and similar technologies:

- Strictly necessary cookies: required for basic website functionality such as page navigation and secure access.
- Analytics cookies: help us understand how visitors use our website, which pages are most popular, and how users navigate.
- Functionality cookies: remember your preferences and settings to enhance your experience.
- Marketing cookies: used to deliver relevant advertisements and track the effectiveness of marketing campaigns (where applicable).

14.2 Third-Party Tracking

Third-party services we use (such as analytics providers and advertising platforms) may collect information about your online activity across different websites and over time.

14.3 Do Not Track Signals

Our website currently does not respond to "Do Not Track" (DNT) browser signals. However, you can manage cookie preferences through your browser settings and opt out of interest-based advertising through industry tools such as the Digital Advertising Alliance (optout.aboutads.info) or the Network Advertising Initiative (optout.networkadvertising.org).

14.4 Managing Cookies

You can control or delete cookies through your browser settings. Disabling cookies may

affect the functionality of our website.

15. Children's Privacy

Yoga Moxi® is a professional development platform designed for and directed at yoga teachers and wellness professionals. Our Services are not directed to children, and we do not knowingly collect personal information from children under the age of 16, except where applicable law (including the EU General Data Protection Regulation as implemented by the relevant EU member state) sets a different age of digital consent.

In the United States, in accordance with the Children's Online Privacy Protection Act (COPPA), we do not knowingly collect personal information from children under 13. Users between 13 and 17 may use the Services only with the verifiable consent of a parent or legal guardian, consistent with our Terms of Service. Certain features of the Services, including video and content submissions, are restricted to users 18 and older as outlined in our Video Submission Form and Release.

If we become aware that we have inadvertently collected personal information from a child below the applicable age threshold without verifiable parental consent, we will promptly delete that information. If you believe we may have collected information from a child below the applicable age threshold, please contact us immediately at yogamoxibiz@gmail.com and/or support@yogamoxi.com.

16. Health and Wellness Disclaimer

Yoga Moxi® is a professional education, guidance, and inspiration platform for yoga teachers and practitioners. It is not a medical device, health-monitoring application, or clinical health platform. Yoga Moxi® does not collect biometric data or clinical health records, and does not diagnose, treat, cure, or prevent any medical condition.

If you voluntarily share health-related context within the app or in connection with a class or event (for example, noting interest in yoga for specific physical conditions, or disclosing pregnancy or injury on an intake or video-release form), Yoga Moxi® treats this information with heightened care: we do not use it for advertising, we do not share it with third parties for marketing purposes, and we apply data-minimization principles to its processing.

The content provided through Yoga Moxi® (including courses, guidance, and educational materials) is for informational and professional-development purposes only and does not constitute medical advice.

17. Data Security and Breach Notification

17.1 Security Measures

We implement commercially reasonable technical and organizational security measures to protect your personal information, including:

- Encryption in transit: using TLS/SSL protocols;
- Encryption at rest: for sensitive data, where applicable;
- Access controls: limiting employee and contractor access to personal data on a need-to-know basis;
- Security assessments: regular monitoring and periodic audits;
- Vendor requirements: contractual security obligations with all service providers who process data on our behalf.

Yoga Moxi® maintains insurance coverage to help address costs associated with security incidents, including potential data breaches. The existence of such coverage does not limit our legal notification obligations.

17.2 Breach Notification

For third-party vendor breaches: If a breach originates with a service provider, we will fulfill our notification obligations upon being informed by that provider, in accordance with our Data Processing Agreements.

17.3 Limitations

No method of electronic transmission or data storage is 100% secure. While we strive to protect your personal information, we cannot guarantee its absolute security. In the event of a breach despite our precautions, we will act promptly in accordance with our obligations above.

18. Email Marketing and Communications

Yoga Moxi® sends marketing emails in compliance with applicable laws:

- Sender information: All marketing emails include accurate sender information and a non-deceptive subject line.
- Physical address: All marketing emails include Yoga Moxi®'s valid physical postal address.
- Unsubscribe mechanism: All marketing emails include a clear, functional unsubscribe option.
- Opt-out processing: Opt-out requests are honored within 10 business days.
- Opt-in: We only send marketing emails to individuals who have affirmatively opted in.

Where we use social-media marketing funnels to reach potential students and course participants, we may, with applicable consent: share hashed email addresses with social platforms to create Custom Audiences for ad targeting; use pixel-based retargeting to show ads to individuals who have previously visited our website; and track conversions from social-media advertising to course purchases. We will obtain consent for such

activities where required by applicable law and will honor opt-out requests.

19. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. When we make material changes, we will:

- Post the update: the revised Privacy Policy will appear on our website with a new "Last Updated" date.
- Notify registered users: by email at least 14 days before material changes take effect; and
- In-app notice: display a notice in the app's Settings tab.

Your continued use of the Yoga Moxi® app or website after the effective date of any changes constitutes your acceptance of the updated Privacy Policy. If you do not agree with the changes, you may delete your account before the changes take effect.

20. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

- Email: yogamoxibiz@gmail.com and/or support@yogamoxi.com
- Website: www.yogamoxi.com
- Mailing Address: Yoga Moxi LLC® — Attention: Privacy Officer, 151 N. Nob Hill Road #153, Plantation, FL 33324, USA

We will respond to all privacy inquiries within 30 days. For complex requests or where permitted by law, we may extend the response period by an additional 30 days with prior notice.