



Contact@fitforshift.com | www.fitforshift.com

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## PRIVACY POLICY

*Effective Date: January 1, 2025*

*Last Updated: May 5, 2026*

### 1. INTRODUCTION

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Fit For Shift ("we," "our," or "us") is a wellness platform designed exclusively for first responders, including law enforcement officers, firefighters, emergency medical services personnel, correctional officers, and 911 dispatchers. This Privacy Policy explains how Fit For Shift collects, uses, stores, and protects information gathered through our website located at [www.fitforshift.com](http://www.fitforshift.com) (the "Site"), our online forms, and our wellness platform.

By visiting our Site, submitting any form, or using our platform, you acknowledge that you have read and understood this Privacy Policy. If you do not agree with the practices described in this Policy, please do not use our Site or submit your information through our forms.

Fit For Shift is headquartered in the State of Texas. This Policy is governed by and construed in accordance with the laws of the State of Texas.

### 2. INFORMATION WE COLLECT

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We collect information in the following ways depending on how you interact with Fit For Shift.

**a. Website Visitor Data:** Our website is hosted on Wix. When you visit [www.fitforshift.com](http://www.fitforshift.com), Wix and standard web analytics tools may automatically collect certain technical information, including your IP address, browser type and version, operating system, pages visited, time spent on pages, and referring URLs. This data is collected for the purpose of understanding how our Site is used and improving the visitor experience. This information is collected by Wix as the website platform provider and is subject to Wix's own Privacy Policy, available at [wix.com/about/privacy](http://wix.com/about/privacy).

**b. Inquiry and Interest Forms:** Our Site contains forms through which visitors may submit inquiries as a prospective member, agency, or sponsor. Through these forms, we may collect your name, email address, agency or organization name, number of personnel or members, and any additional information you voluntarily provide. This information is used solely to respond to your inquiry and determine the appropriate next steps for your account setup. It is not used for marketing to third parties and is not sold.

**c. Member Verification Data:** When an individual registers for the Fit For Shift platform, we collect their name, email address, and an uploaded agency-issued identification document for the purpose of verifying first responder employment status. This verification information is collected and reviewed exclusively by Fit For Shift. It is not transmitted to, stored within, or associated with our platform provider, Virtuagym. Once a Member's Fit For Shift account has been successfully created through Virtuagym, the verification documents submitted during the screening process are not retained on file by Fit For Shift.

**d. Payment Information:** Payments for sponsor and agency plans are processed through MoonClerk and Stripe, which serve as our payment processing providers. When you submit payment, your payment information is collected and stored securely by MoonClerk and Stripe in accordance with their respective privacy and security standards. Fit For Shift does not store payment card numbers, banking information, or other sensitive financial data directly. Payment information is not stored within or associated with the Virtuagym platform.

**e. Platform Usage Data:** Once a Member has created an account through Virtuagym, their platform activity, fitness data, nutrition inputs, and wellness information are stored and managed by Virtuagym as our designated platform provider. This data is stored on secure servers through Amazon Web Services. Virtuagym's handling of platform data is governed by their Privacy Statement, available at [support.virtuagym.com](https://support.virtuagym.com). Fit For Shift does not have access to individual Member health data, activity history, or feature usage through the Virtuagym platform.

### 3. HOW WE USE YOUR INFORMATION

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Fit For Shift uses the information we collect for the following purposes only.

**To verify eligibility:** We use name, email, and identification documents submitted at registration to confirm that individuals meet the first responder eligibility requirements for platform access.

**To respond to inquiries:** We use information submitted through our website forms to follow up with prospective members, agencies, and sponsors and to provide relevant information about the Program.

**To administer accounts:** We use contact and payment information to set up and manage sponsor and agency plans, process billing, send renewal notifications, and deliver quarterly or monthly membership reports.

**To operate and improve the platform:** We use aggregate, non-identifiable data to understand how the Program is being used and to make improvements to the service.

**To comply with legal obligations:** We may use or disclose information as required by law, court order, or lawful government request. Where permitted by law, we will make reasonable efforts to notify the affected party prior to any such disclosure.

We do not use your information for third-party advertising, we do not sell your data to any party, and we do not share your information outside of the operational requirements described in this Policy.

### 4. THIRD-PARTY SERVICE PROVIDERS

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Fit For Shift works with the following third-party service providers in the operation of our Site and platform. Each provider processes data only as necessary to deliver their respective services.

**Wix:** Our website is built and hosted on the Wix platform. Wix may collect technical visitor data through the Site as described in Section 2. Wix's Privacy Policy is available at [wix.com/about/privacy](https://wix.com/about/privacy).

**Virtuagym:** Our wellness platform is powered by Virtuagym. Member platform activity and wellness data is stored and processed by Virtuagym on Amazon Web Services infrastructure. Virtuagym acts as a data processor on behalf of Fit For Shift. Their Privacy Statement is available at [support.virtuagym.com](https://support.virtuagym.com).

**MoonClerk and Stripe:** Payment processing for sponsor and agency plans is handled by MoonClerk and Stripe. These providers collect and store payment information in accordance with Payment Card Industry Data Security Standards (PCI DSS). Their privacy practices are governed by their respective privacy policies.

Fit For Shift does not authorize any of these providers to use personal data for their own independent marketing or commercial purposes beyond what is necessary to provide services to Fit For Shift.

## 5. COOKIES AND TRACKING TECHNOLOGIES

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Our website may use cookies and similar tracking technologies as part of Wix's standard platform functionality. Cookies are small text files stored on your device that help the Site function properly and allow us to understand how visitors interact with our pages.

**Functional cookies:** Used to enable core website functionality such as form submissions and page navigation.

**Analytical cookies:** Used to collect anonymous data about how visitors use the Site, including which pages are visited and how long visitors remain on the Site. This data is used solely to improve the Site experience.

You may adjust your browser settings to decline cookies. Please note that disabling cookies may affect the functionality of certain features on our Site. Fit For Shift does not use cookies for third-party advertising or behavioral tracking outside of our own Site.

## 6. DATA RETENTION

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**Verification documents:** As described in Section 2, member verification documents submitted during registration are not retained by Fit For Shift after a Member's Virtuagym account has been successfully created.

**Inquiry form data:** Information submitted through our website inquiry forms is retained for the duration of the relationship with the prospective or active sponsor or agency, and for a reasonable period thereafter for record-keeping purposes.

**Account and payment records:** Billing and account records are retained for a period consistent with applicable tax, financial, and legal record-keeping requirements.

**Platform data:** Member wellness and activity data stored through Virtuagym is retained in accordance with Virtuagym's data retention practices, as described in their Privacy Statement at [support.virtuagym.com](https://support.virtuagym.com).

## 7. DATA SECURITY

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Fit For Shift takes the security of your information seriously. We rely on the technical and organizational security measures implemented by our platform and payment providers, including Wix, Virtuagym, MoonClerk, and Stripe, to protect data in transit and at rest. Verification documents submitted during the registration process are handled with restricted access and are not retained after account creation.

However, no method of electronic transmission or storage is guaranteed to be 100% secure. By submitting information through our Site or platform, you acknowledge this inherent limitation. If you believe your information has been compromised, please contact us immediately at [Contact@fitforshift.com](mailto:Contact@fitforshift.com).

## 8. YOUR PRIVACY RIGHTS

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Depending on your location, you may have certain rights with respect to your personal information. These may include the right to request access to the information we hold about you, the right to request correction of inaccurate information, the right to request deletion of your information where

it is no longer necessary for the purposes for which it was collected, and the right to withdraw consent where processing is based on consent.

To exercise any of these rights, please contact Fit For Shift at [Contact@fitforshift.com](mailto:Contact@fitforshift.com). For requests related to data stored within the Virtuagym platform, you may also submit a data subject request through Virtuagym's process at [support.virtuagym.com](mailto:support.virtuagym.com).

Fit For Shift will respond to all valid data rights requests within a reasonable timeframe and in accordance with applicable law.

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## **9. CHILDREN'S PRIVACY**

Fit For Shift is intended for use by adult first responder professionals only. We do not knowingly collect personal information from individuals under the age of 18. If we become aware that a minor has submitted information through our Site or platform, we will take prompt steps to remove that information. If you believe a minor has submitted information to us, please contact us at [Contact@fitforshift.com](mailto:Contact@fitforshift.com).

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## **10. PRIVACY OF FIRST RESPONDER PERSONNEL**

Fit For Shift recognizes the unique privacy considerations that apply to law enforcement officers and other first responder personnel. We are committed to ensuring that individual Member data is never disclosed to employing agencies, supervisory authorities, or any third party outside of our operational requirements.

Agencies that purchase memberships on behalf of their personnel receive only aggregate membership availability counts and do not have access to information identifying which individuals have enrolled, how often Members use the platform, or what content or features Members engage with. This protection applies regardless of any request by the Agency and is a foundational principle of how Fit For Shift operates.

Fit For Shift will comply with lawful court orders, subpoenas, or other valid legal processes requiring disclosure of data and will make reasonable efforts to notify the affected individual prior to disclosure where permitted by law.

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## **11. THIRD-PARTY LINKS**

Our Site may contain links to third-party websites or resources. Fit For Shift is not responsible for the privacy practices or content of those third-party sites. We encourage you to review the privacy policies of any external site you visit. The inclusion of a link on our Site does not constitute an endorsement of that site or its privacy practices.

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## **12. CHANGES TO THIS PRIVACY POLICY**

Fit For Shift reserves the right to update or modify this Privacy Policy at any time. When we make material changes, we will update the Effective Date at the top of this page and, where appropriate, notify active sponsors and agencies via the email address on file. Your continued use of our Site or platform following the posting of any updates constitutes your acceptance of the revised Policy.

We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

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## **13. CONTACT US**

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

**Fit For Shift**

Email: [Contact@fitforshift.com](mailto:Contact@fitforshift.com)

Website: [www.fitforshift.com](http://www.fitforshift.com)

*This Privacy Policy has been prepared by Fit For Shift for informational and operational purposes. Fit For Shift recommends consulting with a licensed attorney or privacy professional to ensure full compliance with all applicable federal, state, and local privacy laws relevant to your jurisdiction, particularly if you are a government entity or operate under specific regulatory requirements.*