



OUR PLEDGE

We promise to respect your privacy, to be transparent about our data practices, to keep your data safe, we will never sell your personal data and we will let you decide how your information is shared, and to only collect data that helps us improve our products and services.

Active by Asafa Powell designs products and tools that track everyday health and fitness to empower and inspire users to lead healthier, more active lives. This Privacy Policy applies to our personal fitness and electronic body monitoring products (“Devices”), our website located at www.iamasafa.com, the Active by Asafa Powell Connect software (“Software”), and Active by Asafa Powell mobile applications (the “Apps”). The Devices, Sites, Software and Apps are collectively referred to in this Policy as the “Active by Asafa Powell Service” By proceeding to use the Active by Asafa Powell Service you consent that we may process the data that we collect from you in accordance with this Privacy Policy.

Because we’re always looking for new and innovative ways to help you achieve your fitness goals, this policy may change over time, but any future changes will not affect data that was collected under a previous version of this policy. If any modifications substantially change your rights, we will send an email summarizing the changes to the address associated with your Active by Asafa Powell account and provide notice on the Site.

This privacy Policy covers the following:

What Data Does Active by Asafa Powell Collect?

How We Use Your Data

What Data May be Shared With Third Parties?

How Long We Save Your Data

How To Edit or Modify Data

How To Deactivate Your Active by Asafa Powell Account

How Does Active by Asafa Powell Keep My Data Safe?

How Does Active by Asafa Powell Handle Data From International Visitors?

When We Collect Data

ACTIVATE A DEVICE

When activating a Active by Asafa Powell Device, you will be asked to download the Active by Asafa Powell App or install Software and enter information about yourself, such as height, weight and gender. We use this information to personalize your fitness stats—for example, calories burned and distance traveled. Depending upon the specific Device you use, it can collect data such as the number of steps you take, your weight, measure your sleep quality and transmit this data to Active by Asafa Powell.

CREATE An Active by Asafa Powell ACCOUNT

If you want to access data collected by your Device, you must create an Active by Asafa Powell account. When you create an Active by Asafa Powell account, we ask for some personal information, including your email address and date of birth. Your email address will be your Active by Asafa Powell account user name, which you will use to log-into your account. We do not display your email address to other users. Instead, others will see the name or nickname you enter in your profile settings.

You can also create your Active by Asafa Powell account using a different credential such as a Facebook or Google+ account. We will ask permission to access basic information from that account, such as your name, profile picture, and friend list. You can stop sharing that information with us at any time by removing Active by Asafa Powell's access to that account. We will access your phone's contact list for the purpose of letting you identify contacts who are Active by Asafa Powell users. We do not store your phone's contact list, and it is deleted immediately after it is used for this purpose.

ADD INFO TO YOUR ACCOUNT

You can customize your Active by Asafa Powell experience by adding other types of information to your account, such as entering a food log or setting an alarm, personalizing your profile with photos, participating in discussion boards, or sending messages to your Active by Asafa Powell friends. Whenever you add this type of data, we collect it and store it in your Active by Asafa Powell account.

VISIT OUR SITES

Active by Asafa Powell collects industry standard data from everyone who visits our Sites—even if you don't have a Active by Asafa Powell account. This includes log data that automatically records information about your visit, such as your browser type, operating system, the URL of the page that referred you, the different actions you performed, and the IP address you used to access pages on the Site. We use this type of information to provide you with an experience that's relevant to your location based on the IP address, to prevent Site misuse, and to ensure the Site is working properly. We also collect data from cookies. To see the full list cookies we use and how we use them, please read our Cookie Policy.

SYNC YOUR DEVICE

When you sync your Device through an App or the Software, data recorded on your Device about your activity is transferred from your Device to our servers. This data is stored and used to provide the Active by Asafa Powell Service and is associated with your account. Each time a sync occurs, we log data about the transmission. Some examples of the log data are the sync time and date, device battery level, and the IP address used when syncing.

ADD FRIENDS

To help you stay motivated on your fitness journey, Active by Asafa Powell lets you add friends who are already Active by Asafa Powell users or invite friends who have not yet joined. You can add friends in several ways, such as by providing their email addresses, or by accessing social networking accounts or from the contact list on your phone. When you share your friends' contact information with us to add them as a friend, we will only use it for this purpose. We do not store your phone's contact list, and it is deleted immediately after it is used for this purpose.

ACTIVATE LOCATION FEATURES

The Active by Asafa Powell Service includes features that require the collection of specific location data, including: GPS signals, device sensors, Wi-Fi access points, and cell tower IDs. We only collect this type of data when you activate a location feature, such as run mapping. We stop collecting this type of data when you deactivate the feature. We store this information in your Active by Asafa Powell account. If you are using a mapping feature, we will send your location information to our mapping service provider so they can display your location on a map. They are contractually prevented from sharing or using this data for any other purpose.

We only collect information about you when you're interacting with Active by Asafa Powell Products & Services.

Why We Collect Data

Active by Asafa Powell uses your data to provide you with the best experience possible, to help you make the most of your fitness, and to improve and protect the Active by Asafa Powell Service. Here are some examples:

Height, weight, gender and age are used to estimate the number of calories you burn.

Contact information is used to send you notifications, allow other Active by Asafa Powell users to add you as a friend, and to inform you about new features or products we think you would be interested in. Please see "Can I Opt-out Of Receiving Active by Asafa Powell Emails?" for information on how you can opt-out of future communications.

Data and logs are used in research to understand and improve the Active by Asafa Powell Device and Active by Asafa Powell Service; to troubleshoot the Active by Asafa Powell Service; to detect and protect against error, fraud or other criminal activity; and to enforce the Active by Asafa Powell Terms of Service.

De-identified data that does not identify you may be used to inform the health community about trends; for marketing and promotional use; or for sale to interested audiences. See "Sharing of De-identified Data That Does Not Identify You" to learn more.

What Kinds of Data We Share

DATA THAT COULD IDENTIFY YOU

Personally Identifiable Information (PII) is data that includes a personal identifier like your name, email or address, or data that could reasonably be linked back to you. We will only share this data under the following circumstances:

With companies that are contractually engaged in providing us with services, such as order fulfillment, email management and credit card processing. These companies are obligated by contract to safeguard any PII they receive from us.

If we believe that disclosure is reasonably necessary to comply with a law, regulation, valid legal process (e.g., subpoenas or warrants served on us), or governmental or regulatory request, to enforce or apply the Terms of Service or Terms of Sale, to protect the security or integrity of the Active by Asafa Powell Service, and/or to protect the rights, property, or safety of Active by Asafa Powell, its employees, users, or others. If we are going to release your data, we will do our best to provide you with notice in advance by email, unless we are prohibited by law from doing so. We may disclose or transfer your PII in connection with the sale, merger, bankruptcy, sale of assets or reorganization of our company. We will notify you if a different company will receive your PII and the promises in this Privacy Policy will apply to your data as transferred to the new entity.

DATA THAT DOES NOT IDENTIFY YOU (DE-IDENTIFIED DATA)

Active by Asafa Powell may share or sell aggregated, de-identified data that does not identify you, with partners and the public in a variety of ways, such as by providing research or reports about health and fitness or as part of our Premium membership. When we provide this information, we perform appropriate procedures so that the data does not identify you and we contractually prohibit recipients of the data from re-identifying it back to you.

DATA THAT YOU DIRECT US TO SHARE

You can direct us to share data with other parties. For example, you might authorize us to link your Active by Asafa Powell account with a third-party app listed on <https://www.Active by Asafa Powell.com/apps>; send status updates to your Facebook or Twitter account; or direct us to share data with your employer as part of a wellness program. Once you direct us to share your data with a third party, that data is governed by the third-party's privacy policy. You can revoke your consent to share with the third party at any time in your Active by Asafa Powell account settings.

Ways You Might Share Your Data

DEFAULT VISIBILITY SETTINGS

The privacy settings on new Active by Asafa Powell accounts are set to reveal minimal data about you with the purpose of getting you active and involved with the Active by Asafa Powell Service. To see what is visible to others use the "Profile viewed by" tool in your account settings. You can adjust your privacy settings at www.Active by Asafa Powell.com/user/profile/privacy.

Active by Asafa Powell SOCIAL TOOLS

Active by Asafa Powell provides many ways for you to share data with other Active by Asafa Powell users, such as with the 7-day Leaderboard, Challenges, or by posting comments to the Active by Asafa Powell community message boards. When you interact with others in these ways, you will be displaying your data based upon the visibility settings in your Active by Asafa Powell account settings. Always check specific policies associated with any Challenge to understand what data will be visible to other participants.

COMMUNITY POSTS

To post to Active by Asafa Powell community message boards, you'll be asked to create a community username that's separate from your Active by Asafa Powell profile name. This community username will be posted next to any comments you publish on community message boards. Other information, like a profile photo that you've added to your Active by Asafa Powell account will also be visible on message boards, depending on your Active by Asafa Powell account settings.

CONTESTS AND GIVEAWAYS

Active by Asafa Powell may offer opportunities to participate in contests, giveaways and other promotions. Any data you submit in connection with these activities will be treated in accordance with this Privacy Policy, unless the rules for those offers note otherwise.

SURVEYS

Active by Asafa Powell may also ask you to participate in surveys (processed by Active by Asafa Powell or third parties) that help us understand your use of the Active by Asafa Powell Service. Any PII you provide to Active by Asafa Powell (or supplied by you or Active by Asafa Powell to such third-party survey providers) in connection with these surveys will only be used in relation to that survey and as stated in this policy.

How Long We Save Your Data

We store your PII for as long as you maintain a Active by Asafa Powell account.

How To Edit or Modify Data

Data that you provide to Active by Asafa Powell through the Site can be modified from your dashboard or Active by Asafa Powell account preferences. If you remove data from your Active by Asafa Powell account, it will no longer appear to you or others who use the Active by Asafa Powell Service. Backups of that data will remain associated with your Active by Asafa Powell account and in our archive servers.

How To Deactivate Your Active by Asafa Powell Account

You can deactivate your Active by Asafa Powell account by contacting Customer Support. When you do, data that can identify you will be removed from the Active by Asafa Powell Service, including but not limited to your email, name, photo(s), friends list and links to sites such as Facebook and Twitter. Backup copies of this data will be removed from our server based upon

an automated schedule, which means it may persist in our archive for a short period. Active by Asafa Powell may continue to use your de-identified data after you deactivate your account.

Active by Asafa Powell's Policies For Children

Active by Asafa Powell is not directed at persons under the age of 13. We do not knowingly collect any PII from children under 13. If you are aware of a user under the age of 13 using Active by Asafa Powell, please contact us at info@iamasafa.com.

How Does Active by Asafa Powell Keep My Data Safe?

Active by Asafa Powell uses a combination of technical and administrative security controls to maintain the security of your data. If you have a security-related concern, please contact Customer Support.

How Does Active by Asafa Powell Handle Data From International Visitors?

The Services are hosted in the United States and are subject to United States law. We may share your personal information internally with our affiliates and other recipients, as described in this Privacy Policy, and they may be located in countries other than your country. If you are accessing the Services from outside Jamaica please be advised that laws of Jamaica and other countries may not offer the same privacy protections as the law of your jurisdiction.

Cookie Policy

We are generally a healthy bunch, but some Active by Asafa Powell employees like to eat cookies don't you? In addition, we use cookies and other technologies like pixel tags and web beacons to improve the functionality of the Active by Asafa Powell Service.

TECHNOLOGIES WE USE

Cookies are text files that are sent by servers to web browsers and stored on your computer. They tell us which parts of the Active by Asafa Powell Service you've visited so we can figure out which promotions you may like to see or to alert you to software compatibility issues.

Web beacons and pixel tags are images embedded in a webpage or email for the purpose of measuring and analyzing usage and activity. Active by Asafa Powell, or third party service providers acting on our behalf, may use web beacons and pixel tags to help us analyze usage and improve our functionality.

Social media tools, like widgets and plug-ins, are used so you can share information from Active by Asafa Powell on other sites such Facebook and Twitter. These interactive mini-programs collect your IP address, record the pages you visit on our Sites, and set cookies that will enable the widget to function properly. Your interactions with these widgets are governed by the privacy policy of the company providing them, not by Active by Asafa Powell's Privacy Policy. We also use the Facebook and Twitter pixel tags to help us understand how effective our marketing is on those sites.