

Alpha Me Digital Privacy Policy

Effective August 20, 2017

This ALPHA ME Digital Privacy Policy describes how we collect and use your information through a variety of digital means. By accessing or using our website, mobile application or other ALPHA ME product or service on any computer, mobile phone, tablet, console or other device (collectively, "Device"), you consent to our Privacy Policy. ALPHA ME may modify this Privacy Policy at any time effective upon its posting. Your continued use of our products and services constitutes your acceptance to this Privacy Policy and any updates. This Privacy Policy is incorporated into, and is subject to, the [Terms of Use](#).

This Privacy Policy is intended to generally describe our privacy practices. Please look for these notices within our ALPHA ME services.

COLLECTING INFORMATION

WHAT YOU GIVE US

We collect information you give us or permit us to access. Information may include, but is not limited to, your name, image, birth date, email and physical address, telephone number, gender, contact lists, social media information and profile, location (GPS) information, activity and performance information, and when necessary, credit card information and other payment information.

WHAT WE COLLECT FROM YOU

We may automatically collect information regarding your interaction with, and use of, our products and services. Information we may collect includes, but is not limited to, your telephone number, Device identifier and hardware information, IP address, browser type and language, cookie information, system type, whether you have enabling software to access certain features, access times, referring website URLs, information about your purchases and other information about your interactions with us.

WHAT WE COLLECT FROM OTHER ALPHA ME INTERACTIONS AND THIRD PARTIES

We may combine information you give us with other information from ALPHA ME sources/ business partners, transactions and communications. This may include, but is not limited to, information from ALPHA ME's business partners, direct mail, catalogs, events, products and applications, or other ALPHA ME interactions. We may also combine that information with data that is publicly available and data from third parties. We also collection information that has been transferred/ shared among users on our products and services.

USING INFORMATION

We may use your information to do the following:

ENABLE YOUR USE

- Enhance, customize and personalize your ALPHA ME experiences and communications
- Use ALPHA ME features, such as event registrations, running routes, placing an order and other activities

OPERATE, IMPROVE AND ANALYZE

- Operate, provide, improve and maintain ALPHA ME's products and services, including analyzing user behavior and trends
- Send you administrative messages and other information about ALPHA ME. Communicate with you about your purchase, account information or customer service

PROVIDE AND CONDUCT MARKETING AND PROMOTIONS

- Communicate with you about our products, services and events, and for other promotional purposes
- Administer contests, promotions, events, surveys or other features
- Display relevant marketing to you

SHARING INFORMATION

SERVICE PROVIDERS

We may transfer your information to ALPHA ME service providers and our business partners to conduct our business. For example, they may handle credit card processing, shipping, data management, email distribution, market research, information analysis, and promotions management. We may also share your information to administer features (e.g. event registration, or workout routine).

BY LAW OR TO PROTECT RIGHTS

We may disclose information upon governmental request, in response to a court order, when required by law, to enforce our policies, or to protect our or others' rights, property or safety. We may share information to prevent illegal uses of ALPHA ME's products and services or violations of the Terms of Use, or to defend ourselves against third-party claims. We may also share information with companies assisting in fraud protection or investigation.

BUSINESS TRANSFERS

Your information may be transferred to a third party as a part of our business assets in a sale of a part or all of ALPHA ME. If this should happen, notice will be provided by posting to the website or other form of communication.

PUBLIC SHARING

DEFAULT SHARING

When you join or use certain services, you agree to publicly share a basic amount of information, which may include your username, city location, and profile picture.

SHARING YOU CHOOSE

You may choose to share certain information. In order to participate in certain features, you may have to adjust your privacy settings and share more information. You may also choose to share your activity on other platforms, such as Facebook and Twitter. Please read the privacy policies of those platforms, because your ALPHA ME activity published on those platforms will no longer be governed by ALPHA ME's Privacy Policy.

ALPHA ME SHARING

Information that is publicly shared may be used by Alpha Me for promotional purposes.

PROTECTING INFORMATION

Security Measures: We use a variety of security measures, including encryption and authentication tools, to help protect your information. We use secure servers when you place orders. All credit card information you supply is transmitted via Secure Socket Layer (SSL) technology and then encrypted within our databases.

NO GUARANTEE

However, like other companies, ALPHA ME cannot guarantee 100% the security or confidentiality of the information you provide to us.

COLLECTION TOOLS

HOW WE COLLECT INFORMATION

ALPHA ME automatically collects information within our products and services by your browser or Device. We use a variety of methods to collect this information, including, but not limited to, cookies and pixel tags/web beacons ("Collection Tools").

TURNING OFF COLLECTION TOOLS

If you turn off certain Collection Tools, you may not have access to many features that make your experience more efficient and some of our services and features may not function properly. Note that our websites may not recognize or respond to Do Not Track (DNT) headers from web browsers.

THIRD PARTY TRACKING

We also work with other companies who use tracking technologies to serve ads on our behalf across the Internet. These companies may collect information about your interaction with us, including advertising. These companies may not recognize or respond to DNT headers from web browsers . Note that if you opt-out from these third party tracking technologies, you may still see our ads at other websites, but the ads will not be tailored using third party tracking technologies associated with our website.

CHOICES

MODIFYING OR DELETING YOUR INFORMATION

You can modify or delete your profile within certain ALPHA ME services, through your account. Your information previously posted may still be publicly viewable. ALPHA ME may keep information and content in our backup files and archives.

COMMUNICATION/UNSUBSCRIBE/OPT-OUT

Regardless of the settings you select, ALPHA ME may send you service-related communications. To unsubscribe and stop receiving messages, please change your settings. If you have unsubscribed from any ALPHA ME communications, due to production schedules, you may receive communications already in production.

INTERNATIONAL USERS

Our digital operations are conducted, in whole or in part, in Thailand. Regardless of where you live, you consent to have your personal data transferred, processed and stored in Thailand, and allow ALPHA ME to use and collect your personal information in accordance with this Privacy Policy.