

Privacy Policy

Effective Date: January 10, 2020

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Your privacy is VERY important to us. Please read the full policy below for details.

Introduction

Our privacy policy (the “Privacy Policy”) explains the information we collect, how we use and share it, how to manage your privacy controls and your rights in connection with all related mobile applications and services (collectively, the “Service”). Please also read our Terms of Service which sets out the terms governing the Service.

Climbing Buddy App is headquartered in Boston, MA and our Service is provided to you by **BAM Technology LLC** (which shall be referred to as “**BAM**”). If you are a resident of the European Economic Area (“EEA”), **BAM** is the controller of your personal data for the purposes of EEA data protection law.

This policy was written in English. To the extent a translated version conflicts with the English version, the English version controls. Unless indicated otherwise, this Privacy Policy does not apply to third party products or services or the practices of companies that we do not own or control, including other companies you might interact with on or through the Services.

Questions or comments about this Privacy Policy may be submitted via email to ClimbingBuddyApp@gmail.com.

Collection of Information

Information You Provide

We collect information you provide directly to us. For example, we collect information when you become a member; schedule a plan; access and use our Service (including when you write a review or participate in other interactive areas of our Service); create an online account or profile; sign up for or participate in contests, promotions, sweepstakes, customer experience research, surveys, mailing lists, events, outings or trips; engage with us via social media platforms; and when you email or otherwise communicate with us.

The types of information we may collect include your name, address, phone number, email address, ZIP code, photos, videos, social media usernames, payment information, demographic information, information about your interests, outdoor activities, and preferences, information about your fitness condition and physical characteristics, the content you post to the interactive areas of our Services, and any other information you choose to provide.

In some cases, we may also collect information you provide about others, such as when you provide emergency contact information. We will use this information to fulfill your requests and

will not send communications to your contacts unrelated to your requests, unless they separately consent to receive communications from us or otherwise engage with us.

Information We Collect Automatically

When you access or use the Service or transact business with us, we automatically collect certain information about you, including:

- **Log and Usage Information:** We obtain information about the device you use to access our Service and your use of our Services, including the operating system and app version, mobile network information, IP address, unique device identifiers, access times, pages viewed, links clicked, and browsing behavior.
- **Transaction Information (applicable to admin accounts):** When you purchase or register for an account, we collect information about the transaction, such as subscription details, subscription price, and the date and location of the transaction.

Information we Collect from Other Sources

We may also receive information about you from other sources and combine or link with information we have about you.

Information We Infer or Derive About You.

We may use or combine personal information that you provide, that we collect automatically, or that we obtain from other sources to derive or infer additional personal information about you.

Use of Information

We are dedicated to your privacy rights. We use the information we collect about you to provide, maintain, and improve our Services and the other interactions we have with you. For example, we use the information we collect to:

- Facilitate and improve your app experience.
- Manage your account with us, host chat forums and interactive areas of our Service, provide technical support (including to debug and troubleshoot), and send you technical notices, updates, security alerts, and support and administrative messages.
- Respond to your comments and questions and provide customer service
- Communicate with you about our mobile application and related mobile applications created by **BAM Technology LLC**.
- Monitor and analyze trends, usage and activities.

- In connection with our Service and experiences
- (For Admin accounts) We administer your account and communicate with you about your subscription.

Aggregate Information

We do not sell your personal information. **BAM** may aggregate the information you and others make available in connection with our Service and post it publicly or share it with third parties. Examples of the type of information we may aggregate include information about gyms, usage, demographics, routes and performance. **BAM** may use, sell, license, and share this *aggregated information* with third parties for research, business or other purposes. Please visit your **privacy controls** if you object to **BAM** using your information for these purposes.

How Information is Shared

In addition to sharing aggregated data about our members, we also share personal information in accordance with your preferences, as needed to run our business and provide the Services, and where required for legal purposes.

Sharing of Information

When you participate in the interactive areas of our Service (such as by creating a profile, posting an event, posting comments and other content, writing feedback), certain information about you may be displayed publicly on our Service and also may be distributed on third-party sites. For example, your photos, videos, stories, posts, comments, feedback, and information about your participation in outdoor activities and any other content or information you choose to provide will be shared with users of our Service.

We may share your information in response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, including lawful requests by public authorities to meet law enforcement or national security requirements.

If we believe your actions are inconsistent with our **Terms of Use** or other agreements or policies, or to protect the rights, property, and safety of **BAM**, our members, our users, or any other persons.

We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

Publicly Available Information

When you join the **Climbing Buddy** community, your profile and your activities are set to be viewable by everyone by default. Your name and other profile information is viewable by other **Climbing Buddy** members and the public and, subject to your privacy controls, additional information and content you share may also be viewable. For example, your photos and routes may be accessed by other **Climbing Buddy** members. You can control the sharing of your information and we encourage our members to adjust their controls to align with their desired experience.

Sharing Information and Activities

As a social network, we share your information with other **Climbing Buddy** members and the public in accordance with your privacy controls. You can change the visibility of your scheduled climbing events. You should use caution when sharing information via third parties and you should carefully review the privacy practices of such third parties.

Social Sharing Features

The Service may offer social sharing features or other integrated tools, which let you share actions you take on the Service with other media and vice versa. The use of such features enables the sharing of information with your friends or the public, depending on the settings you establish with the third party that provides the social sharing feature. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please see the privacy policies of the third parties that provide these features.

Your Choices

Your Account Information

You may update or correct your Climbing Buddy account information by logging into your mobile application and updating your information or by emailing ClimbingBuddyApp@gmail.com. You may also email us if you wish to deactivate your mobile account, but note that we may retain information about you for legitimate business purposes or as required by law.

Mobile Push Notifications/Alerts

With your consent, we may send promotional and non-promotional push notifications or alerts to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

Contacts Information

You can choose to add your contacts' information by connecting your contacts from your mobile device or social networking accounts to **Climbing Buddy**. If you choose to share your contacts with **BAM**, **BAM** will, in accordance with your instructions, access and store your contacts' information in order to identify connections and help you connect with them.

How We Protect Information

We take several measures to safeguard the collection, transmission and storage of the data we collect. We employ reasonable protections for your information that are appropriate to its sensitivity. The Services use industry standard Secure Sockets Layer (SSL) technology to allow for the encryption of personal information and credit card numbers. **BAM** engages providers that are industry leaders in online security, including Services verification, to strengthen the security of our Services. The Services are registered with site identification authorities so that your browser can confirm **BAM's** identity before any personal information is sent. In addition, **BAM's** secure servers protect this information using advanced firewall technology.

Advertising and Analytics Services Provided to Admin Accounts

The **Climbing Buddy App** hosts "Admin" accounts, which are operated by third parties (climbing gyms). We provide Admin accounts with some basic analytics services (for example, how many of their gym members use their app, how many people are making plans to meet at their gym). We allow third parties to provide promotional information via their announcements and specific "Admin" calendar.

Payment Information (Admin Accounts)

When you make a payment on **BAM Technology LLC** mobile applications, you may provide payment information such as your payment card or other payment details. We use Payment Card Industry compliant third-party payment services and we do not store your credit card information.

Privacy Policy Information

BAM reserves the right to modify this Privacy Policy at any time. Please review it occasionally. If **BAM** makes changes to this Privacy Policy, the updated Privacy Policy will be posted on the Services in a timely manner and, if we make material changes, we will provide a prominent notice. If you object to any of the changes to this Privacy Policy, you should stop using the Services and delete your account.

Contact Us

If you have any questions, comments or concerns about this Policy or about our privacy practices, please email us at **ClimbingBuddyApp@gmail.com**