Privacy Policy

Effective Date: November 5, 2026

FitX Brands Inc. ("FitX," "we," or "us") uses personal information to provide our websites, fit app, foot scanning, personalized footwear, and customer support. This policy explains what we collect, who receives it, and your choices. Our services are intended for adults in the United States.

Contact us at hello@fitxlab.com or 600 N Broad Street, Suite 5-912, Middletown, DE 19709.

1. Information we collect and why

Account and contact information. Your name, email, phone number if provided, account identifiers, and sign-in information help us manage your account, deliver scan links, communicate with you, and protect access. Sign-in links and codes can provide access to your account; keep them private. If you start a scan from a social app's built-in browser, we may ask for a mobile number instead of an email address and text you a link to your scan; that number then identifies your account until you add an email address.

Scans and fit information. Scanning captures images of your feet and produces 3D models and measurements. We also collect your fit preferences, footwear information, answers about fit problems and orthotics, follow-up notes, and fit feedback. We use this information to create your Fit Profile, recommend and produce personalized footwear, assess fit, and handle eligible remakes. We may derive fit recommendations from these records. You can ask our team to review a recommendation.

Fit needs you tell us. Before you buy, we may ask what you need from your shoes. You can type your answer or, where we offer it, speak it, and select common needs such as bunions, hammer toes, or low or high arches. We use your fit needs to show how FitX may adjust the shoe for them, to answer any question you send us about them and, if you go on to order, to make and review your pair. They can describe a foot condition, so we treat them as health information. We do not sell them, use them for advertising, or use them to train AI models. Our servers prepare your fit summary without logging them. To improve our fit summaries, we keep a copy of the fit needs you tell us and of the summary you saw for 180 days, then delete it. That copy carries no account, order, browser or contact identifier and only the day it was made, and we remove email addresses, phone numbers and web links from it before saving; anything else you typed stays as you typed it, so the copy is pseudonymous rather than anonymous. It stays in our own database, is not shown on your account page, and we do not use it for advertising or to train AI models. If you ask us to delete your data, we also delete the copies that match the fit needs saved with your order or email. When you start a checkout, the fit needs you told us and the summary you saw are saved with that order (section 6) so that the people who make and review your pair can read them; they are not added to your Fit Profile and are not shown on your account page. If you give

us your email at checkout but do not complete the purchase, or send your fit needs to our founders with a question, we keep a copy of them and of the summary you saw with that email for 90 days so that we can follow up, then delete it (section 6); we delete it sooner if you ask us to delete your data or once you complete the purchase you told us your fit needs for. If you send them with a question to a FitX co-founder, they go with that question (sections 2 and 6). Your browser keeps your answers and summary in the tab you used for up to two hours after your last change, or until you close it or sign out in it. A browser that reopens or duplicates a tab may bring them back within that time.

Orders and payments. We collect order details, shipping and billing information, payment status, and customization specifications. Shopify provides our current checkout and payment services. Payment providers handle card information; FitX does not store complete payment-card numbers.

Device and usage information. We collect IP addresses, browser and device details, approximate location inferred from IP, page visits, referral and advertising identifiers, and interactions such as clicks and completion events. These support security, troubleshooting, analytics, and advertising measurement, subject to the choices below.

Communications. We keep messages, support requests, email and text preferences, consent records, and unsubscribe requests to communicate with you and honor your choices.

2. Foot scanning, fit needs, and health-related fit answers

Volumental provides the scanner within our fit app and processes the scanning images and related technical information. FitX receives and stores the resulting models and measurements. Volumental also holds scanning data in its own systems; see Volumental's Privacy Policy for its data handling, retention, and privacy rights. Our cloud, grading, recommendation, and fit-review systems process information needed to provide your fit service.

OpenAI may process, on our behalf, the fit needs you tell us before buying. If you tap the microphone, your browser may ask for permission, and we record until you stop, for up to 60 seconds; the recording goes to OpenAI only to turn it into text that you can check and edit. If you cancel, we discard the recording without sending it. FitX does not keep your voice recording, and we do not use it to identify you. When you ask for your fit summary, OpenAI may read your words and selected needs to suggest which areas of the shoe to adjust, to write parts of the summary you see (how it restates what you told us and a short explanation), and to suggest when a FitX co-founder should review your needs before you buy. With your fit needs, we do not send OpenAI your name, email address, or account details, but it receives whatever you type or say; the campaign measurement that OpenAI's advertising service receives is separate and described in section 4. Under its terms with us, OpenAI may use this information only to provide its service, comply with law, enforce its policies, and prevent abuse, and may not use it to train its models. It may keep requests and its responses for up to 30 days to monitor for abuse, or longer

where the law requires or where needed to protect its services or others from harm. The summary is automated and about fit only: it may repeat what you told us, but it does not assess any condition and is not medical advice.

Our fit team may review a flagged scan together with fit answers and contact details through email and Microsoft Teams. If you send a question to a FitX co-founder, Postmark delivers it, with your email address and any fit needs and summary sent with it, to our founders' mailbox, which Zoho Mail hosts. Microsoft Teams alerts our team to new questions, usually with your email address and the start of your question; for a question sent with your fit needs, the alert includes neither your email address nor your needs. Manufacturing and fulfillment providers receive the specifications and contact information needed to make and deliver your order.

We do not collect gait or pressure measurements through this scan, and we do not use foot scans to authenticate your identity. A foot scan's legal classification depends on its use and applicable law.

We do not send foot photos, 3D models, measurements, orthotics answers, health-related fit answers, or fit needs to advertising platforms. Meta may receive a scan-completed event, associated identifiers, and technical information when the required Marketing permission is recorded. That event does not include your scan or fit answers.

Information about orthotics, symptoms, or physical conditions may receive additional protection under consumer-health laws. Our separate Consumer Health Data Privacy Policy explains those practices and rights. On fitxlab.com, continuing past the first of our fit questions is your agreement to this policy, our Terms of Service, and the Consumer Health Data Privacy Policy, including the session recording of those questions described in section 3; continuing past the question "What do you need from your shoes?" is your agreement to the same three documents.

3. Cookies, analytics, and session replay

We use cookies, pixels, and similar browser storage to maintain sessions, remember settings, understand visits, and measure advertising.

Google Analytics, PostHog, and our Google Cloud and BigQuery systems help us understand usage and troubleshoot problems. PostHog session replay records your activity on fitxlab.com, including page content, clicks, scrolling, and our fit questions (including those shown with a 3D foot) with the answers you select. Entered text and measurements are masked in recordings, and replay does not record the question "What do you need from your shoes?" or the fit summary and the form to ask a FitX co-founder that follow it. IP addresses and device identifiers may still be processed.

Analytics and advertising tools may begin operating before you answer the banner unless you have already disabled them or an applicable opt-out signal is received. Use Your Privacy Choices to change Analytics and Marketing settings. Turning Analytics off stops optional

analytics and session replay. When you select Start Scan, we record limited scan progress, completion, and technical errors to operate and troubleshoot the scanner, as disclosed below that button. This scan-operation measurement is part of the scanning service and continues when optional Analytics is off. Starting a scan does not reset your optional replay or Marketing preferences. Turning Marketing off stops advertising tracking and matching covered by that setting, including relevant server-side events.

Necessary account, payment, security, and service records continue so we can operate the service. A privacy choice does not erase information already collected. Browser choices can be specific to a browser or device and may reset if you clear storage. Where supported, we also apply your choice to your signed-in account. We honor recognized opt-out preference signals such as Global Privacy Control for sale or sharing.

Health-related answers are excluded from optional analytics event payloads; for fit needs, analytics record only steps, counts, and simple choices (such as where you started, whether you used the microphone, which kind of summary you saw, or the color you picked), never your words, the needs you select, or the summary's text. Session replay of the fit questions on fitxlab.com, including your orthotics and fit-problem answers, runs unless you have turned optional Analytics off; continuing past the first of those questions is your agreement to it. Essential fitting records are maintained separately.

4. Advertising and communications

We work with Meta, Google Ads, TikTok, Reddit, and OpenAI (ChatGPT ads) to measure campaigns and reach prospective customers. Depending on the integration and your choices, these platforms may receive browsing or conversion events, order values, click identifiers, IP and device information, and hashed email or phone identifiers; the ChatGPT ads pixel can read an email address or phone number you submit in a form on fitxlab.com and send it to OpenAI hashed. Hashing helps match records; it does not make them anonymous. These activities may qualify as a sale or sharing of personal information under applicable privacy laws. You can opt out through Your Privacy Choices.

Customer.io and Postmark support email and account communications; Twilio supports verification and text messaging. Communication services may process contact details, message content, account and order information, scan status, and permitted non-medical fit details. Separately from marketing email, Postmark also delivers the fit-review emails and the questions to our founders described in section 2, which can include health-related fit details. Orthotics and health-related fit answers are excluded from marketing-message systems.

Marketing emails go only to addresses that have turned on the email-marketing option where we offer it, such as in your account settings. You can turn it off or unsubscribe later. Necessary account, security, scan, order, and support emails can continue after a marketing unsubscribe.

Marketing texts are optional and require the consent described where we ask for it, currently in your account settings. Providing a phone number for checkout, verification, or support alone does not subscribe you to marketing texts. Message frequency varies; message and data rates may apply. Reply STOP to unsubscribe, HELP for help, or contact hello@fitxlab.com. Our Terms describe the text program. Your text subscription and consent records are not provided to third parties for their own marketing.

Service texts you request. If you ask us to text you your scan link, we send a text to the number you enter each time you ask (at most a few a day). It contains a sign-in link to your scan that works for 30 days and can be reused; keep it private. We record that you requested the text and when the link is used. This is a service message: it does not subscribe you to marketing texts. Message and data rates may apply. Reply STOP to block all texts from us; we then cannot text your link, and you can continue by email.

5. Other disclosures and safeguards

Google Cloud supports hosting, storage, databases, and processing. Microsoft supports internal communications and fit review. OpenAI provides speech-to-text and AI processing for fit needs, and separately the ChatGPT advertising measurement described in section 4. Zoho Mail hosts our fitxlab.com email, including the mailboxes that receive support requests and questions to our founders. We do not collect, use, or sell personal data to train large language models. These and the providers named above receive information appropriate to their services. Advertising platforms and checkout services may also process information under their own policies.

We may disclose information to comply with law, protect people and our services, resolve disputes, or complete a corporate transaction subject to applicable privacy obligations.

We use reasonable safeguards, including access controls, to protect personal information. No service can guarantee absolute security. Although we serve US customers, providers may process information in other countries.

6. Retention and deletion

If you have not purchased and do not have an account, we delete identifiable scans, measurements, fit answers, and related recommendation records from our databases and file storage within 90 days after your scan. If you have an account but have not purchased, we delete those records after 24 months without a sign-in, scan, or Fit Profile update. Starting a free scan creates a FitX account for the email address or mobile number you enter. We honor any earlier shorter retention commitment and applicable deletion request. A separately maintained account or email subscription follows its own purpose and your choices. After purchase, we save the necessary Fit Profile as an account feature for repeat orders and eligible remakes while that saved-profile service continues. You may request profile deletion or close your account; applicable rights and lawful retention requirements still apply. Saving a profile does not mean

retaining every source photo or unrelated record indefinitely. Usage records have separate retention purposes and currently no fixed automatic expiry. Fit needs you tell us before buying, and your fit summary, stay in the browser tab you used for up to two hours after your last change, or until you close it or sign out in it; a browser that reopens or duplicates a tab may bring them back within that time. Fit needs saved with an order stay with that order. We delete them when you delete your account or when your fit records expire (above), and after 30 days on a checkout that was never paid. A copy of the fit needs you told us and of the summary you saw, from a checkout you did not complete or sent with a question to our founders, stays with the email you gave for 90 days, then we delete it; we delete it sooner if you ask us to delete your data or once you complete the purchase you told us your fit needs for. Fit needs you send with a question to our founders stay with that question (section 2). Pseudonymous copies of fit needs and fit summaries (section 1) stay for 180 days from the day the summary was shown, or go sooner with your account's fit needs when you ask us to delete your data. We delete the text of such questions from our message records after 180 days and keep only your email address and the date, as a record of the request. Postmark keeps its copy for a limited period, and copies in our mailboxes stay until we delete them, which you can ask us to do. We retain information only while needed for the purposes described here or applicable law.

Order, payment, fulfillment, and order-specific production records may be retained for accounting, transaction, warranty, or legal needs. We do not retain every part of a scan simply because an order exists. Server logs are ordinarily retained for 30 days. Suppression and consent records may be retained to honor communication choices and demonstrate consent.

Account deletion removes account information and scan files from FitX's primary account storage. It does not automatically remove order specifications, analytics history, recommendation-service records, emails in our mailboxes, or Volumental's copy. Fit needs saved with your orders are deleted with your account. To request deletion beyond the self-service action, email hello@fitxlab.com. We review the scope, carry out required deletion in our systems, and coordinate required requests with providers.

Self-service account deletion may be unavailable while an order is open. You can still email a privacy request; we assess it without treating an open order as a blanket reason to retain unrelated data. Any lawful retention exception will be explained. Applicable consumer-health deletion rights take priority over general retention exceptions.

7. Your choices and privacy rights

You can update account details, change privacy settings, unsubscribe from marketing, or email a privacy request to hello@fitxlab.com. Include the email address or mobile number on your account, or the email address you used to contact us, and what you want us to do. We may verify your identity using information reasonably needed for the request.

Depending on the law applicable to you and FitX, you may have rights to access, correct, receive a copy of, or delete information; withdraw consent; opt out of targeted advertising, sale, or sharing; and limit certain uses of sensitive information. We do not knowingly sell or share information for advertising about people under 16.

Authorized agents may submit requests where permitted. We will respond within applicable deadlines, generally within 45 days of receiving an access, correction, or deletion request, with any permitted extension explained. If an applicable law provides an appeal, reply to our response to appeal. We will provide the decision and the relevant regulator's complaint route within the required period. We will not unlawfully discriminate against you for exercising privacy rights.

Our services are intended for adults 18 and older. We do not knowingly collect information from children under 13; contact us if you believe a child has provided information.

We will post updates with a new effective date and provide additional notice or obtain consent when required. We will not use a policy update to bypass a consent or privacy choice.