Privacy Policy

Effective date: November 22, 2026.

Previous version: Privacy Policy — Archived before 2026-11-22 revision.

FitX Brands Inc. ("FitX," "we," or "us") uses personal information to help you find a better fit, continue your conversations, make personalized footwear, and receive support. This policy explains the information we collect, how we use it to provide and improve the services you receive, 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.

Scans and fit information. We receive foot models and measurements from the Volumental scanning service. We also collect fit preferences, footwear information, answers about shoe fit and the space needed for inserts or orthotics, follow-up notes, and fit feedback. We use this information to maintain your fit records, 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.

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, visitor and session identifiers, page visits, referral and advertising identifiers, clicks, chat openings, scan or checkout progress, and purchases. These support security, troubleshooting, analysis of journeys before and after a conversation, service improvement, and advertising measurement, subject to the choices below.

Conversations and communications. We collect your messages, selections, any voice messages you submit, our AI or team replies, and related conversation records, including when you have no account or email on file. Saving conversations helps us remember your fit needs and continue your fitting, order, and support requests. We also keep communication preferences, consent records, and unsubscribe requests.

Connected records and service improvement. We may connect conversations and fit records with visitor or account identifiers, site activity, scans, checkout, purchases, and contact information you later provide. Permitted uses include reviewing and improving our answers and AI-assisted guidance, developing better-fitting footwear, understanding purchase needs or concerns, and planning relevant communications and marketing. These uses follow applicable law, your choices, and our Consumer Health Data Privacy Policy where relevant. Removing a name from linked records does not make them anonymous.

2 Foot scanning and health related fit answers

Volumental provides the scanner embedded in our fit app and processes the scanning images and technical information within its service. FitX receives and stores the resulting foot models and measurements, rather than the original photos. Volumental handles the scanning data it holds under its own Privacy Policy. FitX handles the information it receives under this policy. Our cloud, grading, recommendation, and fit-review systems process relevant records for your fit service.

Our fit team may review a flagged scan together with fit answers and contact details through email and Microsoft Teams. 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, or health-related fit answers to advertising platforms. Meta may receive a scan-completed event, associated identifiers, and technical information where permitted by applicable law and your advertising choices. That event reports scan completion and does not include your scan or fit answers.

Our fitting questions focus on footwear preferences, foot shape, and fit. Information that meets an applicable consumer-health data definition, such as symptoms or health conditions you choose to share or covered health inferences, receives the additional handling and rights described in our Consumer Health Data Privacy Policy. The classification depends on the information, its use, and applicable law.

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 improve the service. Where enabled, PostHog session replay can record page content, clicks, scrolling, selections, chat messages, and other text or measurements entered or displayed

on recorded pages. We limit capture where needed to protect access credentials and payment details and keep collection appropriate to the disclosed purposes. IP addresses and device identifiers may also be processed.

We use analytics, replay, and advertising tools as permitted by applicable law and your privacy choices. Activities requiring prior consent begin after that consent; applicable opt-out rights are honored. Use **Your Privacy Choices** to manage the optional uses listed in the panel. Turning optional Analytics off stops the analytics and replay covered by that setting. Turning advertising tracking off stops the covered tracking and matching, including relevant server-side events.

Conversation history, fit records, and operational records continue where needed for your service, support, security, troubleshooting, and permitted quality review. Limited scan progress, completion, and error records help us support your scan even when optional Analytics is off. Starting a scan does not change your optional analytics, replay, or advertising choices.

Browser choices may be device-specific or reset when you clear storage; where supported, they also apply to your signed-in account. Previously collected information remains subject to applicable rights and retention rules. We honor recognized signals, including Global Privacy Control, as required by law. We do not change our practices in response to traditional browser Do Not Track signals, which differ from legally recognized opt-out signals.

Processing of covered health information in conversations, customer research, analytics, or replay follows the purposes, legal requirements, and choices in our Consumer Health Data Privacy Policy.

4 Advertising and communications

We work with Meta, Google Ads, TikTok, and Reddit 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. 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 and customer-record services may process contact details, message content, account and order information, scan status, and relevant fit details. Authorized teams and contracted providers may process fit or covered health information for internal research, purchase analysis, or relevant FitX communications only as permitted by law, your choices, and our Consumer Health Data Privacy Policy. Section 2's advertising-platform restrictions apply.

We may use contact information you provide to send marketing emails about FitX, subject to applicable law and your choices. Our marketing emails identify FitX, include our postal address

and a clear way to unsubscribe, and use accurate sender information and subject lines. We honor unsubscribe requests within 10 business days. Necessary account, security, scan, order, and support emails can continue after a marketing unsubscribe.

Marketing texts are optional and require the consent described at the point of signup. 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.

5 Other disclosures and safeguards

We use hosting, storage, AI, customer-support, communication, research, and record-management providers. Google Cloud supports hosting and processing; Microsoft supports internal communications and fit review; Notion supports customer records, conversation review, and internal research. Crisp supports live chat with our team, including the messages and any contact details you share there and, when you ask to chat with our team from our AI fit assistant, your conversation with the assistant up to that point. PagerDuty alerts our team to unread chat messages without receiving their text or your contact details. AI services process relevant messages and fit context to generate and evaluate replies. Providers receive information appropriate to their services under applicable agreements. 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

We retain personal information as long as reasonably necessary for the disclosed purposes permitted by law. We consider ongoing inquiries, account activity and updates to your fit information, order and aftercare needs, continuing relevance for permitted research or improvement, applicable consent, and legal obligations. We review continuing need and delete or legally de-identify records no longer needed. Earlier retention commitments and applicable deletion rights continue to apply.

Records Retention purpose and criteria

Conversations, voice messages, transcripts, and support records Continuing your inquiries and saved conversation history, coordinating fitting, orders and support, and carrying out permitted

quality review or customer research. We consider whether these purposes remain active and whether the original audio or other source record is still needed.

Foot models, measurements, fit answers, and other fit information Using saved fit information for personalized production, repeat orders and fit support, and permitted product improvement or research. We consider updates to your fit information, the ongoing service relationship, your requests, and applicable consent.

Order, payment, fulfillment, and production records Completing transactions and meeting accounting, tax, warranty, dispute, and other legal requirements.

Usage data, analytics, session replay, and security or technical logs Operating and protecting the service, resolving technical issues, evaluating usage or campaigns, and permitted improvement work, taking account of current need and applicable choices.

Consent, preference, and suppression records Documenting and honoring your choices and meeting applicable legal requirements.

Account deletion removes account information and foot-model files from FitX's primary account storage. Email hello@fitxlab.com for a privacy request covering other FitX systems, customer records, research copies, or relevant provider records. We complete required deletion and provider follow-through. Volumental's own records follow its policy and applicable rights; we assist with required coordination.

If self-service account deletion is unavailable while an order is open, you can still email a privacy request. We retain records needed for an active order or another lawful purpose and apply deletion rights to other records as required. Applicable consumer-health deletion requirements take priority where the law requires.

7 Your choices and privacy rights

Update account details, change privacy settings, unsubscribe from marketing, or email a privacy request to hello@fitxlab.com. Include your request and the email you provided, if any, or other details reasonably useful to locate the records. No new account is needed. We may request information reasonably necessary to locate records and authenticate your request. If reasonable efforts are unsuccessful, we explain the outcome and any available appeal.

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 respond within the deadlines required by applicable law and explain any permitted extension. If an applicable law provides an appeal, reply to our response to appeal. We 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 post updates with a new effective date and provide additional notice or obtain consent when required. Changes affecting existing information follow applicable law and the choices and commitments under which that information was collected.