

# KOA Sports Performance – Privacy Policy

---

**Effective Date:** August 6, 2025

KOA Sports Performance (“we,” “our,” or “us”) is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, store, and protect your personal information when you use our website, submit intake forms, or engage with our in-person and online training services.

## 1. Information We Collect

We collect the following categories of personal information when you complete our forms or interact with our services:

### Personal Identifiers:

- Full Name
- Email Address
- Phone Number
- Date of Birth
- Instagram Handle (optional)
- Location
- Emergency Contact Name & Number

### Training & Health Information:

- Previous training experience
- Current training routine and goals
- Weekly training commitment
- Sports or physical activities you participate in
- Equipment availability
- Injuries or medical conditions (current or past)
- Injury/condition descriptions, if applicable
- Preferred training schedule

### Permissions & Consents:

- Consent to use image, video, or likeness for social media or promotional use
- Parental/guardian acknowledgments (for athletes under 18)
- Final acknowledgment of program participation terms

## **2. How We Use Your Information**

We collect and use your information to:

- Design personalized fitness programs
- Communicate with you regarding training sessions and progress
- Monitor your training goals and safety
- Promote our services (only if you've granted media permission)
- Respond to inquiries or service requests
- Comply with legal obligations

We will never sell or rent your personal information to third parties.

## **3. Media and Promotional Consent**

If you choose to provide permission, we may use training footage, photos, or results for social media, marketing, or promotional content on our website or platforms. This consent is entirely optional and clearly indicated on our intake forms.

## **4. Data Storage and Security**

All information is stored securely and only accessible to authorized personnel. We take reasonable administrative, technical, and physical measures to protect your data from unauthorized access, disclosure, or misuse.

## **5. Information for Minors**

If the athlete is under the age of 18, we require the name and contact information of a parent or legal guardian and their acknowledgment before collecting or using any data.

## **6. Your Rights**

You have the right to:

- Request access to the personal information we hold about you
- Correct or update your information
- Withdraw consent to use your media at any time
- Request that we delete your data, where legally permitted

To exercise these rights, email us at [jaredkirven@koasportsperformance.com](mailto:jaredkirven@koasportsperformance.com).

## **7. Change to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on our website with an updated effective date.

