Privacy Policy Effective Date: 7/26

This Privacy Policy explains how Heights Cycle collects, uses, and discloses personal information about our customers, prospective customers, and visitors to our website https://www.heightscycle.com

COLLECTION OF PERSONAL INFORMATION [DRAFTING NOTE: Information collected directly from you: We may collect personal information directly from you, for example through a web form, during registration, while making a reservation, or while setting up an account with us. Personal information we collect directly from you may include first and last name, address, email address, and phone number. Information collected from your device: Our website may use technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device including, for example, browser and operating system information, referring website address, and other information about how you interact with the website. Our email campaigns may also use tracking technologies such as browser: type and version, and email engagement statistics. Information collected from our partners: We may collect personal information about you from our third party partners and combine it with other information that we collect. Personal information we collect from our partners may include, for example, USE OF PERSONAL INFORMATION We may use information collected about you for any lawful purpose, including the following:

To provide you with our products and services, customer service and support, and other relevant information; ● To market our products and services to you, including by email and text message subject to your consent; ● To provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts; ● To comply with the law and to maintain the security of our website; or ● With your consent, or as otherwise disclosed at the time information is collected.

DISCLOSURE OF PERSONAL INFORMATION We may share the information we collect with other parties, including the following: ● With third-party service providers to assist us with providing and marketing our products and services, such as payment processors, data hosting services, analytics services, online store support, advertising partners, and email service providers. ● With Constant Contact, to send email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at https://www.constantcontact.com/legal/customer-contactdata-notice. ● With any affiliates or joint venture partners that we may have in the future. ● As part of a corporate sale, merger, or acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding. ● If necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights or the rights of third parties, or to protect the safety or security of any person or entity. ● With your consent or as otherwise disclosed at the time of data collection or sharing. We may share information that has been de-identified or aggregated without limitation. Our website may offer interactive features, such as the ability to leave reviews, that you can use to communicate with other website visitors or to submit and post your own

content. If you disclose information in one of these forums, this information can be viewed, collected, and used by others.

EMAIL AND TEXT MESSAGE COMMUNICATIONS If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you opt out of our email marketing, we will still send you messages related to our transactions and relationship with you, such as order confirmations. If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at SMS Terms & Conditions

DATA RETENTION Heights Cycle retains your personal information only for as long as necessary to provide our services, manage your account, process purchases, schedule and track classes, communicate with you, comply with legal obligations, resolve disputes, and enforce our agreements.

Your account information, membership details, class reservations, attendance history, purchase history, and related information may be stored through our third-party studio management platform, Walla, and retained for as long as your account remains active or as otherwise necessary to provide our services.

If you request deletion of your account or personal information, we will take reasonable steps to delete or anonymize your information within a reasonable timeframe, unless we are required or permitted by law to retain certain records for legal, tax, accounting, fraud prevention, or other legitimate business purposes.

To request data deletion:

1. Open the Walla App/Heights Cycle App.
2. Go to the Settings or Account section.
3. Tap 'Delete Your Account.'
4. Tap 'Request to Delete Your Account.'
5. Confirm the request when prompted: “Are you sure you want to request account deletion? This will notify the studio.”
6. An automated email is sent to your studio as soon as the request is submitted and action will be taken in a reasonable time frame.

Please note that certain information may also be retained by Walla in accordance with its data retention practices, contractual obligations, and applicable laws. Limited information may also remain in secure backup systems for a reasonable period before being permanently deleted.

To request deletion of your account or personal information, please contact us at frontdesk@heightscycle.com. We will respond to your request in accordance with applicable privacy laws.

UPDATING YOUR INFORMATION When you have an account with us, you may review, change, or update your contact information by logging into your account.

CHANGES TO THIS PRIVACY POLICY We may update this Privacy Policy at any time. Please review it frequently.

CONTACT INFORMATION If you have any questions about this policy or our privacy practices, please contact us at frontdesk@heightscycle.com.