

# Privacy Policy

**Effective Date:** 12/30/2024

## 1. Introduction

Welcome to the SWS human performance platform (the “App”), owned and operated by **SiteWell Solutions, LLC** (“SWS,” “we,” “us,” or “our”). This Privacy Policy describes how we collect, use, store, and share information about you when you use our App. By accessing or using the App, you agree to the terms of this Privacy Policy and consent to the data practices described herein.

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## 2. Business and Contact Information

- **Legal Entity:** SiteWell Solutions, LLC
  - **Registered Address:** 5202 Tower Dr., Cape Coral, FL 33904, USA
  - **Contact Email:** info@sitewellsolutions.com
  - **Support Email (for Privacy/Data Requests):** app.support@sitewellsolutions.com
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## 3. Purpose of the App

The SWS App is a **human performance platform** designed to help individuals improve their health, prevent injuries, and manage stress through personalized programs, goal tracking, and related resources.

## 4. Type of Personal Data Collected

### 4.1 Account Information

We may collect certain personal details such as your name, email address, username, phone number, and—if provided—a profile photo or avatar. This information helps us set up your account, maintain secure login credentials, and personalize your experience within the platform. Some details (e.g., phone number, profile photo) are optional and will not affect your ability to use the App if you choose not to provide them.

### 4.2 Health & Fitness Data

Because the SWS App is designed to support human performance and wellness, we collect information related to your physical condition and activities. This may include your height, weight, body measurements, activity logs, and (if integrated) wearable data such as heart rate.

You may also share medical or injury-related details that could influence your fitness routine. While providing more data can enhance your experience, it is optional, and you can still benefit from core features without sharing every detail.

### **4.3 Device & Usage Information**

We automatically gather technical data about the device you use to access the SWS App, including your IP address, operating system, browser type, device identifiers, and OS version. We also collect information on how you interact with the App—such as which features you use, session durations, and crash logs—to help us improve performance and user engagement. If you enable location-based features on your device, we may collect location data; however, you can disable this feature at any time without losing access to the primary functions of the App.

### **4.4 Communications Data**

If you use any in-app messaging or chat features, we store the content of those communications for customer support, quality assurance, and to monitor for potential misuse of the service. You may choose how much information (including health details) you provide in your communications. Note that this app is intended to support general wellness goals. If you are receiving support from a medical provider associated with SWS, directly message them to request access to our fully HIPAA-compliant platform.

### **4.5 Cookies & Tracking Technologies**

The SWS App may use cookies and similar technologies to authenticate your sessions, ensure security, and gather analytics that help us understand how users engage with the platform. You can manage your cookie preferences through your device or browser settings; however, disabling certain cookies may affect some functionalities.

### **4.6 Payment Information (If Applicable)**

If we offer premium subscriptions or paid features, we may process billing information (e.g., credit or debit card details) to complete transactions. This information is only required if you decide to purchase paid services. We maintain a record of these transactions for accounting and billing purposes.

## **5. Collection Methods**

We collect personal data in several ways to provide a seamless experience:

- **Manual Entry:** You may enter information during account registration, profile updates, and questionnaires.
- **Device Sensors:** If you link wearable devices (e.g., fitness trackers), relevant health and activity metrics (heart rate, steps, etc.) are automatically transmitted to us.
- **Automated Logging:** Technical data such as IP address, usage patterns, and crash logs are gathered automatically through built-in device sensors and software.

By combining manually entered information with data from connected devices, we offer tailored performance insights and recommendations.

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## 6. Health Information and HIPAA Compliance

Certain health data you provide may be considered sensitive, particularly if it relates to your medical history. While the SWS App itself focuses on fitness and wellness tracking, we integrate with **Healthie**, a **HIPAA-compliant platform**, for users who require clinical or medical services. In these instances, you will be directed to Healthie for managing any protected health information (PHI). We do **not** store PHI on our own servers. For details on Healthie's practices, please see [Healthie's Privacy Policy](#).

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## 7. Use of Third-Party Services

The SWS App is **built on and hosted by Everfit technology**, which processes certain user data to power our human performance features. Please refer to [Everfit's Privacy Policy](#) for details on how Everfit stores, processes, and secures data.

1. **Everfit**
    - We may analyze participant information to report **aggregate human performance trends** (e.g., improvements in outcomes, app adherence, or goal progress) to our clients. These reports are anonymized and never include names or identifying details.
  2. **Healthie**
    - For clinical or medical services requiring HIPAA compliance, users are directed to Healthie's secure, HIPAA-compliant platform, as detailed in [Healthie's Privacy Policy](#).
  3. **Other Third Parties**
    - We may use external tools (e.g., surveys, analytics, cloud hosting, marketing services) to enhance our offerings. These services may have their own privacy policies, which we encourage you to review.
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## 8. Data Sharing

We strictly limit data sharing to fulfill our services and demonstrate program effectiveness to our "clients," ie. the businesses and organizations we contract with. Only **aggregated, anonymized user data** is shared to highlight group trends, app adherence, and performance improvements. **No individual** user's personal information is disclosed, ensuring each participant's privacy is maintained.

Thought for a couple of seconds

Below is a comprehensive **Privacy Policy** for the **SWS human performance platform**. This policy incorporates all relevant sections you have requested. Please review, edit, and finalize it to ensure it aligns with your specific practices and legal requirements.

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We strictly limit data sharing to fulfill our services and demonstrate program effectiveness to our “clients,” such as the National Guard or Martel Construction. Only **aggregate, anonymized user data** is shared to highlight group trends, app adherence, and performance improvements. **No individual** user’s personal information is disclosed, ensuring each participant’s privacy is maintained.

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## 9. Lawful Basis for Data Processing

SWS processes personal data primarily to deliver and improve the App’s features, fulfill contractual obligations, and comply with applicable regulations. For any medical or clinical services under HIPAA, data is handled via Healthie. Fitness and wellness data in Everfit is not subject to HIPAA, as it is not considered medical data under federal law. However, we strive to handle all user data responsibly and securely.

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## 10. Storage, Retention, and Security

### 10.1 Data Storage Locations

Everfit stores personal information on secure servers in the United States and may transfer data to other jurisdictions in compliance with relevant laws.

### 10.2 Retention Policies

Everfit retains personal data as long as necessary to deliver services or meet legal and business requirements. Once data is no longer needed, Everfit deletes or anonymizes it under their internal policies.

### 10.3 Security Measures

Everfit follows industry-standard administrative, technical, and physical safeguards to protect personal information. While no system is 100% secure, these measures aim to prevent unauthorized access, alteration, or disclosure of user data. For additional details on Everfit’s security protocols, please review [Everfit’s Privacy Policy](#).

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## 11. User Rights and Choices

## 11.1 Access and Control

You have the right to access or update your personal information at any time by editing your account profile settings in the App. If certain fields are unavailable for editing or if you need assistance, please contact us at [app.support@sitewellsolutions.com](mailto:app.support@sitewellsolutions.com).

## 11.2 Deletion Requests

To delete your data or close your account, submit a request to [app.support@sitewellsolutions.com](mailto:app.support@sitewellsolutions.com). We will delete or anonymize your data as promptly as possible, subject to any retention requirements (e.g., legal or regulatory). If some data is handled by Everfit, we will coordinate with them to ensure your request is honored per their policy.

## 11.3 Opt-Out

We may send essential service-related communications (e.g., platform updates). These are necessary to maintain your account and cannot be opted out of. However, you can opt out of marketing or promotional messages at any time by following the unsubscribe instructions in those communications or by contacting us. We will process your request promptly.

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## 12. Cookies and Tracking Technologies

### 12.1 Use of Cookies & Similar Technologies

The SWS App, powered by Everfit, uses cookies and similar tools to remember your preferences, analyze usage patterns, and enhance performance. By using the App, you agree to this practice as described herein and in Everfit's Privacy Policy.

### 12.2 Managing Cookies & Trackers

Most browsers and mobile devices allow you to adjust cookie settings or disable them entirely. Doing so, however, may affect certain features of the SWS App. For more information on Everfit's use of cookies, please consult their [Privacy Policy](#).

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## 13. International Data Transfers

If you access the App from outside the United States, please note that personal information may be transferred to servers in the U.S. or other countries where Everfit or its service providers operate. These jurisdictions may have different data protection laws than your home country. Where required, we rely on legally recognized mechanisms (such as Standard Contractual Clauses) to ensure your data is adequately protected.



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## 14. Children's Privacy

The SWS App is **not intended for individuals under 18 years of age**. We do not knowingly collect or solicit personal information from minors. If you are a parent or guardian who believes your child under 18 has provided us with personal information, please contact **app.support@sitewellsolutions.com** so we can promptly delete such data. We will also comply with any additional or more stringent requirements under local laws if applicable.

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## 15. Medical Disclaimer

The content and guidance provided through the SWS human performance platform do **not** replace professional medical advice, diagnosis, or treatment. Always consult a qualified healthcare provider before making any changes to your diet, exercise routine, or healthcare regimen. Use of any information provided by the App or its associated services is solely at your own risk.

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## 16. Policy Updates

We may revise this Privacy Policy from time to time to reflect changes in our practices, legal obligations, or for other reasons. If we make significant changes, we will notify you through the App or by other appropriate means. Since the App runs on Everfit technology, also review [Everfit's Privacy Policy](#) for their update practices. Your continued use of the SWS App after any revisions indicates your acceptance of the updated policy.

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## 17. Consent / Acceptance

By using the SWS human performance platform, you acknowledge that you have read and understood this Privacy Policy and consent to the data practices described herein.

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## 18. Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

- **SiteWell Solutions, LLC**

- **5202 Tower Dr., Cape Coral, FL 33904**
  - **Email:** [info@sitewellsolutions.com](mailto:info@sitewellsolutions.com)
  - **Support:** [app.support@sitewellsolutions.com](mailto:app.support@sitewellsolutions.com)
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