

Privacy Statement

This Privacy Statement informs users of the Sweet Strength website and the Sweet Strength iPhone application about how Sweet Strength, trading as Sweet Strength ("Sweet Strength " or "we") gathers and uses personal information submitted to Sweet Strength and aggregated information collected from the Sweet Strength website or via the Sweet Strength iPhone application.

Collection of personal information

If you use the Sweet Strength iPhone application, you may enter data into the application running locally on your iPhone, to set, track and manage your diet and exercise goals. This data may include your birth date, your height and weight, your gender, and specific details of the foods and drinks that you consume and the exercise you do. If you do not subscribe to Sweet Strength or create an account at the Sweet Strength website, your Personal data will remain on your iPhone, and we will have no access to it.

If you subscribe to Sweet Strength, you will be asked to provide your email address and to select a password. Subscribing to Sweet Strength will automatically create an account at the Sweet Strength website under your email address and password, and your Personal data will automatically be synched to your website account. If you create an account at the Sweet Strength website, you will be asked to provide an email address and password, and you may enter Personal data into the website.

In addition to the above personal information, we collect standard information about Sweet Strength users such as IP addresses, browser type, operating system, pages visited on our site, referring and exit pages, and the dates and times of the visits. This site visitation data is used to administer the site and provide general statistics regarding the use of Sweet Strength. Site visitation data is never linked to your personal information, and we do not use it to identify you individually.

Use of personal information

We will treat your Personal data as confidential, and we will not share your personal information or Personal data with third parties without your permission, except in the limited circumstances described below.

We will use the personal information you give us to fulfill the services and products you request from us. This may include billing and shipping of products that you order, sending information that you have requested, or contacting you about products and services that you have purchased. In some circumstances we may use third party contractors to perform these services on our behalf. In such circumstances, we will only provide the contractor with the information needed to perform the services (for example, name and address if a contractor is delivering a product to you), and all contractors will be required to agree to confidentiality obligations with respect to your personal, non-public information.

If you do not opt-out of communications from Sweet Strength, we may send you marketing notices including promotions of our products and services. You can opt-out of communications from Sweet Strength at any time (see control of personal information below).

We may disclose your personal information when we reasonably believe that it is required by a law or legal process and to protect and defend the rights and interests of Sweet Strength, its affiliates, suppliers, or users. In the event Sweet Strength goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, users' personal information and Personal data will, in most instances, be part of the assets transferred.

We may use and disclose personal data, in a form that does not identify any individual, to allow Sweet Strength and our advertisers to present targeted advertising to you. We may disclose to third parties, including advertisers and potential business partners, aggregated statistics that we develop from Personal data. For example, we may disclose the total number of pounds lost by all Sweet Strength users, the average weight loss of Sweet Strength users, or generalized information about diet and exercise habits based on aggregated statistics developed from Personal data. This statistical information will not identify any individual.

Control of personal information

You can confirm, change, or update personal information you have provided to us by contacting us directly at Linda.sweetstrength@gmail.com with your request.

If you want to opt-out of communications from Sweet Strength, you can do so by emailing your request to Linda.sweetstrength@gmail.com. If you change your mind, you can opt-in again, by emailing this same address. When you opt-out of promotional communications from us, you may still receive service messages (such as an order confirmation) and legally mandated notices.

Security of the information we collect.

We use a range of technologies and procedures to protect your personal information. For example, we store personal information and Personal data Information in a secure, limited access facility, and we use industry-standard firewalls and security software design to protect the security and integrity of your Personal data Information.

Protection of children's privacy

Sweet Strength is a general interest website, and we do not knowingly collect any personal information from children. If you are under 18, you are not permitted to use Sweet Strength.

Use of cookies and tracking technology

When you visit our site, a cookie may be saved on your computer (if your computer accepts cookies), and if you return to the site the cookie may be read. We use cookies to help us collect the site visitation data described above and, in some cases, to deliver specialized content. Cookies are not linked to your personal information.

We may also use web beacons, clear gif technology, or action tags as mechanisms to collect aggregate site visitation data by tracking how users navigate to and through our website. We may also use this

technology to track the delivery of HTML email messages. Data collected through this mechanism is not linked to personal information.

In addition, if you are using the iPhone application only, Sweet Strength or our partners may use analytics technology to track anonymous traffic data about use of the application. This data does not include your personal data.

Some of the analytics technology described in this section is provided to us by Google, Inc ("Google"). Under the Google Analytics Terms of Service, Google and its subsidiaries have the right to retain and use the anonymous traffic data collected by the Google Analytics service from users of this website or the Sweet Strength iPhone application. Google's use of such data is subject to the Google Privacy Policy located at <http://www.google.com/privacy.html>.

Enforcement of this statement

If you have questions about the policies described in this statement, please email us directly at linda.sweetstrength@gmail.com.

Links to other websites

Our website may contain links to other websites. Please be aware that we are not responsible for the privacy practices of these other sites, and we encourage you to review the policies of each site you use.

Changes to this statement

We may from time to time update this privacy statement. When we make these updates, we will change the "last updated" date listed below. If we make a major change to this statement, we will update users by placing a more prominent notice on our home page. Your use of Sweet Strength after an updated privacy statement becomes effective will indicate your acceptance.

Users from outside the United States

Sweet Strength and the Sweet Strength servers are located in the United States and are subject to the applicable state and federal laws of the United States. If you use Sweet Strength, you consent to the use and disclosure of information in accordance with this privacy statement and subject to such laws.

Contact information.

We welcome your input on our privacy statement. If you have any questions or suggestions regarding our privacy statement, please contact us at linda.sweetstrength@gmail.com.

Last updated 02/29/2015.

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User License Agreement

SWEET STRENGTH, LLC trading as SWEET STRENGTH, LLC. ("SWEET STRENGTH, LLC), provides the Sweet Strength website and Sweet Strength iPhone application (the "Service"). By providing your email address and creating an account as a user of the Service (a "User"), or by otherwise using the SWEET STRENGTH, LLC website, you agree to comply with and be bound by the following terms and conditions (this "Agreement"), which we may change at any time by posting notice on the SWEET STRENGTH, LLC website. PLEASE READ THIS AGREEMENT CAREFULLY, AND PLEASE CHECK THESE TERMS AND CONDITIONS PERIODICALLY FOR CHANGES. If you do not agree to these terms and conditions, please do not use the Service.

By signing up for SWEET STRENGTH, LLC 's service ("Service"), you are agreeing to be bound by the following terms and conditions ("Terms of Service"). Any new features or tools which are added to the current Service shall be also subject to the Terms of Use. You can review the most current version of the Terms of Use at any time by visiting this webpage. SWEET STRENGTH, LLC reserves the right to update and change the Terms of Service by posting updates and changes to the SWEET STRENGTH, LLC website.

You acknowledge and agree that if SWEET STRENGTH, LLC disables access to your account, you may be prevented from accessing the Services, your account details or any files or other content which is contained in your account.

In order to access certain Services, you may be required to provide information about yourself (such as identification or contact details) as part of the registration process for the Service, or as part of your continued use of the Services. You agree that any registration information you provide to SWEET STRENGTH, LLC will always be accurate, correct and up to date.

You agree not to access (or attempt to access) any of the Services by any means other than through the interface that is provided by SWEET STRENGTH, LLC , unless you have been specifically allowed to do so in a separate agreement with SWEET STRENGTH, LLC . You specifically agree not to access (or attempt to access) any of the Services through any automated means (including use of scripts or web crawlers) and shall ensure that you comply with the instructions set out in any robots.txt file present on the Services.

You agree and understand that you are responsible for maintaining the confidentiality of passwords associated with any account you use to access the Services. Accordingly, you agree that you will be solely responsible to SWEET STRENGTH, LLC for all activities that occur under your account. If you become aware of any unauthorized use of your password or of your account, you agree to notify SWEET STRENGTH, LLC immediately at linda.sweetstrength@gmail.com

You understand and agree that all information contained within the Services and all data and information compiled by SWEET STRENGTH, LLC associated with the Services (such as data files,

written text, computer software, music, audio files or other sounds, photographs, videos or other images) which you may have access to as part of, or through your use of, the Services is considered content of SWEET STRENGTH, LLC . You may not modify, rent, lease, loan, sell, distribute or create derivative works based on this content (either in whole or in part) unless you have been specifically authorized to do so by SWEET STRENGTH, LLC in a separate agreement.

You acknowledge and agree that SWEET STRENGTH, LLC owns all legal right, title and interest in and to the SWEET STRENGTH, LLC content and the Services, including any intellectual property rights which subsist in the content and the Services (whether those rights happen to be registered or not, and wherever in the world those rights may exist).

Unless you have agreed otherwise in writing with SWEET STRENGTH, LLC , nothing in these Terms of Service gives you the right to use any of SWEET STRENGTH, LLC 's trade names, trademarks, service marks, logos, domain names, trade dress and other distinctive brand features.

You understand that SWEET STRENGTH, LLC in performing the required technical steps to provide the Services to our users, may: (i) transmit or distribute your content over various public networks and in various media, and (ii) make such changes to your content as are necessary to conform and adapt that content to the technical requirements of connecting networks, devices, services or media. You agree that this license shall permit SWEET STRENGTH, LLC to take such actions. You confirm to SWEET STRENGTH, LLC that you have all the rights, power and authority to grant the above license.

Without limitation of the foregoing, SWEET STRENGTH, LLC and SWEET STRENGTH, LLC Affiliates make no representations or warranties of any kind regarding the Service, the Site Content or the User Content. The Service, Site Content and User Content are provided in "AS IS" condition, and SWEET STRENGTH, LLC and SWEET STRENGTH, LLC Affiliates EXPRESSLY DISCLAIM ANY AND ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING: ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, NONINFRINGEMENT, AND ANY AND ALL WARRANTIES ARISING FROM COURSE OF DEALING AND USAGE OF TRADE; THAT THE SERVICE, THE SITE CONTENT AND USER CONTENT WILL MEET YOUR REQUIREMENTS, WILL ALWAYS BE AVAILABLE, ACCESSIBLE, UNINTERRUPTED, TIMELY, SECURE OR OPERATE WITHOUT ERROR, AS TO THE RESULTS THAT MAY BE OBTAINED FROM THE OPERATION, USE OR OTHER EXPLOITATION OF THE SERVICE, THE SITE CONTENT AND USER CONTENT, AND AS TO THE ACCURACY OR RELIABILITY OF ANY INFORMATION OBTAINED FROM THE SERVICE OR THE SITE CONTENT.

No advice or information, whether oral or written, obtained by you from SWEET STRENGTH, LLC , any of SWEET STRENGTH, LLC Affiliates or through the Service, Site Content or User Content will create any warranty not expressly stated herein.

YOU USE THE WEBSITE, THE SITE CONTENT AND USER CONTENT AT YOUR OWN RISK, AND NEITHER SWEET STRENGTH, LLC NOR SWEET STRENGTH, LLC AFFILIATES WILL BE LIABLE FOR ANY DAMAGES OF ANY KIND ARISING FROM OR RELATING TO ANY OF THEIR OPERATION, USE OR OTHER EXPLOITATION.

UNDER NO CIRCUMSTANCES WILL YOU BE ENTITLED TO RECOVER FROM SWEET STRENGTH, LLC OR SWEET STRENGTH, LLC AFFILIATES ANY INCIDENTAL, CONSEQUENTIAL, DIRECT, INDIRECT, PUNITIVE OR SPECIAL DAMAGES (INCLUDING DAMAGES FOR LOSS OF BUSINESS, LOSS OF PROFITS OR LOSS OF USE), WHETHER BASED ON CONTRACT, TORT (INCLUDING NEGLIGENCE), OR OTHERWISE ARISING FROM OR RELATING TO THE WEBSITE, SITE CONTENT OR USER CONTENT, EVEN IF SWEET STRENGTH, LLC OR SWEET STRENGTH, LLC AFFILIATES HAS BEEN INFORMED OR SHOULD HAVE KNOWN OF THE POSSIBILITY OF SUCH DAMAGES.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF WARRANTIES OR OF LIABILITY, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.

Account Terms and Conditions

- This Service is not directed at users under the age of 18. If you are under the age of 18, you are not permitted to register as a User or use the Service.
- You must provide a valid email address and any other information needed in order to complete the signup process.
- You may not use the service for any illegal or unauthorized purpose nor may you, in the use of the Service, violate any laws in your jurisdiction (including but not limited to copyright laws) as well as the laws of your country.
- A breach or violation of any of the Account Terms as determined in the sole discretion of SWEET STRENGTH, LLC will result in an immediate termination of your services.
- We assume members of SWEET STRENGTH, LLC will act responsibly and use the tools provided by SWEET STRENGTH, LLC in a law-abiding manner. If SWEET STRENGTH, LLC determines that any member is not using the system responsibly, we can and will censor, edit or block their transmissions or use of SWEET STRENGTH, LLC .

General Terms and Conditions

- SWEET STRENGTH, LLC may amend or modify the terms and conditions of this Agreement at any time by posting a revised SWEET STRENGTH, LLC Terms of Use document on the SWEET STRENGTH, LLC web site.
- Your use of the Service is at your sole risk. The Service is provided on an “as is” and “as available” basis without any warranty or condition, express, implied or statutory.
- SWEET STRENGTH, LLC does not warrant that the results that may be obtained from the use of the service will be accurate or reliable.

- You expressly understand and agree that SWEET STRENGTH, LLC shall not be liable for any direct, indirect, incidental, special, consequential or exemplary damages, including but not limited to, damages for loss of profits, goodwill, use, data or other intangible losses resulting from the use of or inability to use the service.
- You agree not to reproduce, duplicate, copy, sell, resell or exploit any portion of the Service, use of the Service, or access to the Service without the express written permission by SWEET STRENGTH, LLC .
- Verbal or written abuse of any kind (including threats of abuse or retribution) of any SWEET STRENGTH, LLC customer, SWEET STRENGTH, LLC employee, member, or officer will result in immediate account termination.

Medical Agreement

The creators of this web site are not responsible for any unwanted consequences associated with the use of this web site. SWEET STRENGTH, LLC is intended for informational purpose only and as such does not subject to liability. For all information regarding the correct use of the recommended values and ways of weight loss that are contained in this web site, please consult your physician.

SWEET STRENGTH, LLC has been developed to help users track their health and fitness progress, achieve their diet and weight goals and lead a healthy lifestyle. All information found on this web site are for educational purposes only and we do not recommend our users to begin any diet or fitness program, before consulting a physician or a nutritional expert. The authors of this web site, and all its content, cannot guarantee any exercise, health, weight loss or fitness results or improvements to the users of SWEET STRENGTH, LLC . SWEET STRENGTH, LLC IS NOT A MEDICAL ORGANIZATION. Neither our trainers nor our other staff can provide you with medical advice or diagnosis. Nothing that you may read on this site or that is otherwise provided to you by our Support Team should be construed as such advice or diagnosis. Such information is not a substitute for physician consultation, evaluation, or treatment. This site is intended for use only by healthy adult individuals.

SWEET STRENGTH, LLC is not responsible for any health problems that may result from training programs, products, or events you learn about through SWEET STRENGTH, LLC . If you engage in any diet or exercise program you receive through SWEET STRENGTH, LLC , you agree that you do so at your own risk, and are voluntarily participating in these activities.

You are advised that health, diet and fitness advice is often subject to change due to medical research and developments. No assurance can be given that the Service will reflect the most recent findings or developments with respect to the particular material. You are encouraged to consult with your health care provider with any questions or concerns you may have regarding any health condition.

Questions about the Terms of Service should be sent to Linda.sweetstrength@gmail.com.