

PRIVACY POLICY

Effective Date: May 29, 2026 | Last Updated: May 29, 2026

The Emotional Gym LLC | www.theemotionalgym.com

IMPORTANT: This platform is not a clinical mental health service and does not create a therapist-patient relationship. If you are in crisis, please contact the 988 Suicide & Crisis Lifeline by calling or texting 988.

1. Introduction

Welcome to The Emotional Gym, a product of The Emotional Gym LLC (“Company,” “we,” “our,” or “us”). We operate the website www.theemotionalgym.com and any associated mobile or web applications or services (collectively, the “Services”).

This Privacy Policy explains how we collect, use, store, share, and protect information about you when you interact with our Services — including our main website, waitlist landing pages, and any future app experience. It also describes your rights regarding your personal information and how to contact us.

By using our Services, visiting our website, or submitting your information to our waitlist, you acknowledge that you have read and understood this Privacy Policy.

2. About Our Service

The Emotional Gym is a wellness platform that uses original short films to help individuals process and discharge core emotions. We are not a licensed clinical mental health provider. Our Services are designed as a wellness and emotional well-being tool — not as a substitute for professional mental health treatment, therapy, counseling, or medical care.

Because our platform touches on emotional well-being and may, in the future, collect physiological data through an optional companion wearable device, we take your data privacy with the highest seriousness.

3. Information We Collect

3.1 Information We Collect Now (Current Phase)

At this stage, we operate a waitlist and early access community. We currently collect:

- First name (required)

- Last name (optional, if you choose to provide it)
- Email address (required)

We may also collect automatically via your use of our website:

- IP address
- Browser type and version
- Device type (mobile, desktop, tablet)
- Pages visited and time spent on each page
- Referring URL (the site you came from)
- Date and time of access

This technical data is collected through standard server logs and analytics tools (see Section 5 on Cookies and Tracking).

3.2 Information We Will Collect in the Future

As The Emotional Gym platform launches and evolves, we anticipate collecting additional information, including:

- **Age:** To verify eligibility and personalize content recommendations.
- **Billing and shipping address:** To process subscriptions or physical product orders.
- **Payment information:** Processed securely by a third-party payment processor (e.g., Stripe). We do not store raw credit card numbers on our servers.
- **Physiological and biometric signals:** Through an optional companion wearable device, we may collect data such as heart rate variability (HRV) and other physiological signals associated with emotional states. This category of data is highly sensitive and will only be collected with your explicit, informed, written consent.
- **Emotional and behavioral interaction data:** How you engage with content (e.g., films watched, emotional check-in responses), which may be used to personalize your experience and support research.
- **Account credentials:** Username and encrypted password if account creation is offered.

We will update this Privacy Policy and provide clear notice before collecting any new category of data beyond what is listed in Section 3.1.

3.3 Sensitive Data Notice

Some data we collect or may collect in the future qualifies as sensitive personal information under applicable law, including:

- Data that indicates or may indicate mental health status or emotional state
- Physiological and biometric data (future wearable)
- Health-related behavioral data inferred from platform use

We treat all such data with heightened protections, apply data minimization principles, and will obtain explicit consent before collecting sensitive data categories beyond what is described in Section 3.1.

4. How We Use Your Information

We use the information we collect for the following purposes:

- To send you waitlist confirmation and early access communications
- To notify you when the platform launches or when you have been selected for early access
- To send newsletters, product updates, or research participation invitations (with your consent and an easy opt-out in every message)
- To maintain and improve our Services
- To respond to your inquiries or support requests
- To comply with legal obligations
- To protect the security and integrity of our platform

Future uses (as the platform matures):

- To process payments and fulfill subscriptions
- To personalize your in-app content experience
- To conduct anonymized or de-identified research on emotional wellness outcomes
- To operate the companion wearable data feedback loop within the app
- To run marketing and advertising campaigns on third-party platforms (using non-sensitive data such as email, IP address, and general engagement behavior — never health or emotional state data)

We will not use your personal information for purposes that are materially different from those listed above without first providing notice and obtaining your consent where required by law.

5. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to understand how visitors use our website and to improve your experience. Types of cookies we use:

- **Strictly necessary cookies:** Required for the website to function (e.g., session management).
- **Analytics cookies:** We may use third-party analytics tools (such as Google Analytics) to understand traffic patterns and usage. These tools may collect your IP address and browsing behavior on our site.
- **Preference cookies:** To remember your settings and choices.
- **Advertising and marketing pixels (current and future):** We use or may use tracking pixels from third-party advertising platforms — including Google Ads, Meta (Facebook and Instagram), and other digital advertising networks — to measure the performance of our marketing campaigns, retarget visitors who have shown interest in our Services, and build audiences for promotional purposes on those platforms. These pixels may automatically collect your IP address, device identifiers, pages visited, and actions taken on our website.

Health Data Advertising Restriction: We do not share health-related, emotional state, or physiological data with advertising platforms for targeting purposes. If we ever change this practice, we will notify you in advance and obtain your explicit consent before doing so.

You can control or disable cookies and pixels through your browser settings or by using the opt-out tools listed in Section 8.1. Where required by law, we will obtain your consent before placing non-essential cookies or activating advertising pixels.

6. How We Share Your Information

6.1 We Do Not Sell Your Data

We do not sell, rent, or lease your personal information to any third party.

6.2 Service Providers

We may share your information with trusted third-party vendors who help us operate our Services, including:

- Email marketing and communications platforms
- Website hosting and infrastructure providers
- Analytics providers
- Payment processors (for future billing purposes)

All service providers are contractually required to handle your data only as directed by us and in accordance with applicable privacy law.

6.3 Advertising and Marketing Partners

We currently use, and may expand our use of, third-party advertising and marketing platforms to promote The Emotional Gym. These platforms include but are not limited to:

- **Google (Google Ads, Google Analytics):** May receive site engagement data, hashed email addresses for custom audience matching, and conversion event data.
- **Meta (Facebook and Instagram):** May receive the Meta Pixel data, hashed email addresses for Custom Audiences, and event data used to optimize ad delivery and measure campaign performance.
- **Other digital advertising networks:** We may expand to other platforms (e.g., TikTok Ads, LinkedIn, Pinterest) and will update this Policy accordingly.

What data may be shared with advertising partners:

- Hashed (one-way encrypted) email addresses for audience matching
- IP address and device identifiers captured by advertising pixels
- General behavioral data (pages visited, time on site, conversion actions)

What we do not share with advertising partners:

- Any health-related, emotional state, or mental wellness data
- Physiological or biometric data
- Any data that could reveal or be inferred to reveal a mental health condition or emotional vulnerability

If we ever intend to change these data-sharing restrictions, we will provide advance notice and obtain your explicit consent before doing so.

These platforms have their own privacy policies and data practices independent of ours. We encourage you to review them:

- **Google Privacy Policy:** <https://policies.google.com/privacy>
- **Meta Privacy Policy:** <https://www.facebook.com/privacy/policy/>

You may opt out of interest-based advertising delivered by these platforms using the tools described in Section 8.1.

6.4 Legal and Safety Disclosures

We may disclose your information if we believe in good faith that such disclosure is necessary to:

- Comply with applicable law, regulation, legal process, or government request
- Protect the rights, property, or safety of The Emotional Gym, our users, or others
- Investigate or prevent fraud or security incidents

6.5 Business Transfers

If The Emotional Gym is involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, or sale of company assets, your information may be transferred to a successor entity, subject to this Privacy Policy or a policy offering comparable protections.

6.6 Research Partners

We may share de-identified, aggregated data (data that cannot identify you) with academic or clinical research partners studying emotional wellness outcomes. We will never share personally identifiable information with research partners without your explicit consent.

7. Data Retention

We retain your personal information only for as long as necessary for the purposes described in this Policy or as required by law. Retention guidelines:

- **Waitlist data:** Retained while the waitlist is active and for a reasonable period after platform launch to manage onboarding. You may request deletion at any time.
- **Account data:** Retained while your account is active and for up to 3 years after account closure, unless a longer retention period is required by law.
- **Physiological/biometric data (future):** Retained only as long as needed for your in-app experience and research purposes, with a maximum defined retention period disclosed at the time of collection.
- **Analytics data:** Retained in aggregated, anonymized form indefinitely; identifiable data deleted or anonymized within 26 months.

8. Your Privacy Rights

8.1 All Users

Regardless of your location, you have the right to:

- Opt out of marketing communications at any time by using the unsubscribe link in any email we send
- Request access to the personal information we hold about you
- Request correction of inaccurate data
- Request deletion of your personal information (subject to legal retention requirements)
- Opt out of interest-based advertising by contacting us at mariahjreese@gmail.com

Third-Party Advertising Opt-Out Tools

You may also opt out of targeted advertising delivered by third-party platforms using these tools:

- **Google Ads Settings:** <https://adssettings.google.com>
- **Meta Ad Preferences:** <https://www.facebook.com/ads/preferences>
- **Digital Advertising Alliance (DAA) opt-out:** <https://optout.aboutads.info>
- **Network Advertising Initiative (NAI) opt-out:** <https://optout.networkadvertising.org>

Note: opting out of interest-based advertising does not mean you will stop seeing ads for The Emotional Gym entirely — it means those ads will no longer be tailored based on your browsing behavior.

8.2 California Residents (CCPA/CPRA)

If you are a California resident, you have the following additional rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA):

- Right to know what personal information we collect, use, disclose, and sell
- Right to delete your personal information
- Right to correct inaccurate personal information
- Right to opt out of the sale or sharing of your personal information, including sharing with advertising platforms for cross-context behavioral advertising (we do not sell data, but we may share data with advertising partners as described in Section 6.3 — you have the right to opt out of this)

- Right to limit use and disclosure of sensitive personal information
- Right to non-discrimination for exercising your rights

To exercise these rights, contact us at mariahjreese@gmail.com. We will respond within 45 days. We may require identity verification before processing your request. To opt out of data sharing with advertising platforms, you may also use the “Do Not Sell or Share My Personal Information” right by contacting us directly.

8.3 European Union / EEA / UK Residents (GDPR)

If you are located in the European Union, European Economic Area, or United Kingdom, you have rights under the General Data Protection Regulation (GDPR) or UK GDPR, including:

- Right of access to your personal data
- Right to rectification of inaccurate data
- Right to erasure (“right to be forgotten”)
- Right to restriction of processing
- Right to data portability
- Right to object to processing
- Right to withdraw consent at any time (where processing is based on consent)
- Right to lodge a complaint with your supervisory authority

Our lawful bases for processing your data include: performance of a contract (or pre-contract steps), your consent, compliance with legal obligations, and our legitimate interests (which we balance against your rights). We process only what is reasonably necessary.

8.4 Washington State Residents

Washington’s My Health My Data Act (MHMDA) provides additional protections for consumer health data. If you are a Washington state resident, you have enhanced rights regarding health-related personal information, including the right to confirm whether we collect health data, to withdraw consent, and to have health data deleted. Contact us to exercise these rights.

9. Children’s Privacy

Our Services are intended for individuals 18 years of age and older. We do not knowingly collect personal information from children under the age of 13 (or under 16 in certain jurisdictions). If we discover that we have inadvertently collected information from a child under the applicable age, we will promptly delete it.

If you believe a child under 13 has provided personal information to us, please contact us at the address in Section 13.

10. Security

We implement commercially reasonable technical and organizational security measures to protect your personal information from unauthorized access, use, alteration, or disclosure. Measures include:

- Encryption of data in transit (TLS/HTTPS)
- Access controls limiting who within our organization can access personal data
- Regular security assessments of our systems

No method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your data, we cannot guarantee absolute security. If a security breach occurs that affects your personal information, we will notify you as required by applicable law.

In accordance with the FTC's Health Breach Notification Rule, if we experience a breach of security involving your identifiable health-related information, we will notify affected individuals and the FTC within the timeframes required by law.

11. Future Physiological and Biometric Data (Wearable Device)

This section describes data practices that do not yet apply but will be implemented before any physiological data collection begins.

The Emotional Gym plans to offer an optional companion wearable device that measures physiological signals (such as heart rate variability) associated with emotional states. Before we collect any such data, we will:

- Update this Privacy Policy with specific disclosures about what physiological data is collected, how it is processed, how long it is retained, and with whom it may be shared
- Obtain your separate, explicit written consent before activating physiological data collection
- Comply with applicable biometric and health data laws, including the Illinois Biometric Information Privacy Act (BIPA) for Illinois residents, the California CPRA's sensitive personal information provisions, and similar state laws
- Never sell biometric or physiological data to third parties
- Apply a strict data minimization approach — collecting only what is necessary to deliver the in-app emotional progress feedback feature

12. Links to Third-Party Sites

Our Services may contain links to third-party websites. We are not responsible for the privacy practices of those sites. This Privacy Policy applies only to information we collect through our own Services. We encourage you to review the privacy policies of any third-party site you visit.

13. Contact Us

To exercise your privacy rights, ask questions about this Policy, or report a concern, please contact:

The Emotional Gym LLC

Attn: Privacy Officer

Email: mariahjreese@gmail.com

Website: www.theemotionalgym.com

We will respond to privacy-related requests within 30 days (or within the timeframe required by applicable law).

14. Changes to This Privacy Policy

We may update this Privacy Policy as our Services evolve, as applicable law changes, or when we begin collecting new categories of data. When we make material changes, we will:

- Post the updated Policy on our website with a new effective date
- Notify you by email (if you have provided an email address) at least 30 days before material changes take effect
- In cases where new data collection is involved, obtain your consent before doing so

Your continued use of our Services after the effective date of any changes constitutes your acceptance of the updated Policy.