

PRIVACY POLICY

Effective Date: December 7, 2025

Live TUFF (“Live TUFF,” “we,” “us,” or “our”) is committed to protecting your privacy and safeguarding your personal information. This Privacy Policy explains how we collect, use, disclose, store, and protect information obtained through our website, digital platforms, applications, events, programs, content, and all affiliated services (collectively, the “Services”).

By accessing or using our Services, you acknowledge that you have read, understood, and agree to be bound by this Privacy Policy.

1. INFORMATION WE COLLECT

We may collect the following categories of information:

A. Personal Information You Voluntarily Provide

Including but not limited to:

- Full name
- Email address
- Phone number
- Mailing address
- Billing and payment information
- Account login information
- User submissions, testimonials, comments, feedback, or forms
- Event registrations and participation data

B. Automatically Collected Information

Including:

- IP address
- Browser type and version

- Device identifiers
- Operating system
- Referral URLs
- Usage behavior and interaction data
- Cookies and tracking technologies

C. Third-Party Information

We may receive information from:

- Payment processors
- Social media platforms
- Marketing platforms
- Event registration providers
- Advertising partners

2. HOW WE USE YOUR INFORMATION

We may use your information for purposes including, but not limited to:

- Providing and operating our Services
- Processing payments and transactions
- Communicating with you
- Sending marketing, promotional, or educational communications
- Improving website functionality and performance
- Legal compliance and fraud prevention
- Customer support
- Content creation, testimonials, and promotional materials (with consent)
- Analytics, trend analysis, and business development

3. CONSENT TO CONTENT & MEDIA USE

By submitting content, testimonials, comments, messages, photos, audio, video, or participating in any Live TUFF content, programs, or events, you expressly grant Live TUFF a perpetual, irrevocable, royalty-free, worldwide license to use, reproduce, modify, display,

distribute, publish, and commercialize that content across all media platforms now known or later developed, unless otherwise prohibited by law.

4. COOKIES & TRACKING TECHNOLOGIES

We use cookies, pixels, tags, and similar technologies to:

- Track website usage
- Improve user experience
- Conduct analytics
- Deliver marketing and advertising

You may disable cookies through your browser settings; however, some features may not function properly.

5. INFORMATION SHARING & DISCLOSURE

We **do not sell your personal information**. However, we may share information with:

- Service providers and contractors
- Payment processors
- Hosting companies
- Advertising and analytics partners
- Legal authorities when required by law
- In connection with any business transfer, merger, sale, or acquisition

All partners are required to protect your information.

6. DATA SECURITY

We implement commercially reasonable administrative, technical, and physical security safeguards. However, no system is 100% secure, and we cannot guarantee absolute protection. You acknowledge data transmission over the internet is inherently risky and agree we are not liable for unauthorized access beyond our reasonable control.

7. DATA RETENTION

We retain personal data for as long as:

- Necessary to provide our Services

- Required for legal, tax, or regulatory purposes
- Needed to protect our legal interests

8. YOUR PRIVACY RIGHTS (U.S., CCPA/CPRA & GDPR)

Depending on your jurisdiction, you may have rights to:

- Access your data
- Correct inaccuracies
- Request deletion
- Restrict processing
- Data portability
- Withdraw consent
- Opt-out of marketing communications

Requests can be submitted to: **contactus@livetuff.org**

We reserve the right to verify identity before processing requests.

9. CHILDREN'S PRIVACY

Live TUFF's Services are intended for individuals 18 years of age or older. We do not knowingly collect, solicit, or process personal information from anyone under the age of 13 in compliance with the Children's Online Privacy Protection Act (COPPA).

If we become aware that we have collected personal information from a person under 13 without verified parental consent, we will promptly delete such information.

Individuals under 18 are prohibited from using our Services without the involvement and consent of a parent or legal guardian.

10. THIRD-PARTY LINKS

Our Services may contain links to third-party websites. We are not responsible for the privacy practices or content of any third-party platforms.

11. NO PROFESSIONAL SERVICES DISCLAIMER

Live TUFF is an educational and community-based organization. We do not provide medical, legal, financial, therapeutic, or mental health services. All information is for educational and entertainment purposes only.

12. LIMITATION OF LIABILITY

To the maximum extent permitted by law:

- Live TUFF is not liable for any indirect, incidental, consequential, special, exemplary, or punitive damages
- We disclaim all warranties related to website operation, accuracy, security, and reliability
- Users assume full responsibility for their participation and use of our Services

13. INTERNATIONAL USERS

If you access our website from outside the United States, you consent to the transfer of your information to the U.S., where data protection laws may differ.

14. CHANGES TO THIS POLICY

We reserve the right to modify this Privacy Policy at any time without notice. Updates become effective immediately upon posting. Your continued use constitutes acceptance.

15. CONTACT INFORMATION

For any privacy-related inquiries, contact:

Live TUFF Privacy Office

 contactus@livetuff.org

 LiveTUFF.org