

Privacy Policy for The Performance Lab San Diego

Last Updated: February 24, 2026

Effective Date: February 24, 2026

The Performance Lab San Diego (“we”, “us”, “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website <https://theperformancelabsd.com/> (the “Site”) and when you interact with us in connection with our services, programs, and training.

By accessing or using the Site or any services provided by The Performance Lab San Diego, you consent to the practices described in this Privacy Policy.

1. INFORMATION WE COLLECT

Personal Information You Provide

We collect personal information you voluntarily provide when you:

- Complete contact or inquiry forms;
- Sign up for services, training, newsletters, promotions, or events;
- Communicate with us by phone, email, or chat.

Examples of this information may include:

- Full name
- Email address
- Phone number
- Mailing address
- Date of birth (if provided for training purposes)
- Athletic or performance details relevant to services

Automatically Collected Information

When you visit the Site, we may automatically collect certain information about your device and use of the Site, including:

- IP address
- Browser type and version
- Pages visited and time spent
- Referring/exit pages

- Clickstream data

We may use tracking technologies such as cookies, web beacons, pixels, and similar tools to collect this data. These tools help us analyze site usage and improve functionality.

2. COOKIES AND TRACKING TECHNOLOGIES

We use cookies and similar technologies to gather information about website usage and deliver customized content. Cookies are small text files stored on your device that help us recognize you and understand how you use the Site. You can manage cookie preferences through your browser settings.

We may partner with third-party analytics providers (such as Google Analytics) to better understand user behavior. These tools collect metrics such as pages visited and interactions but do not directly identify you.

3. HOW WE USE YOUR INFORMATION

We use the information we collect to:

- Operate, maintain, and improve the Site and our services;
 - Provide, process, and administer training programs, memberships, and appointments;
 - Communicate with you, including responding to inquiries and sending updates;
 - Personalize your experience and tailor services;
 - Monitor and analyze trends, usage, and performance;
 - Comply with legal obligations.
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4. INFORMATION SHARING AND DISCLOSURE

We may share your information with:

- **Service providers** who perform functions on our behalf (e.g., email platforms, analytics services);
- **Professional advisors** or legal authorities when required by law or necessary to protect our rights;
- **Business partners** if you consent or if reasonably necessary to deliver advertised promotions, events, or programs.

We do not sell or rent your personal information to third parties for marketing without your consent.

5. THIRD-PARTY LINKS

The Site may contain links to third-party websites not operated by us. We are not responsible for the content or privacy practices of those websites, and we encourage you to review their policies.

6. SECURITY

We implement appropriate administrative, technical, and physical safeguards designed to help protect your personal information from unauthorized access, loss, or misuse. However, no method of transmission over the internet is 100% secure.

7. CHILDREN'S PRIVACY

Our services are not directed to individuals under the age of 13, and we do not knowingly collect personal information from children under 13. If you believe we have collected personal information from a child under 13, please contact us immediately so we can take appropriate action.

8. YOUR RIGHTS AND CHOICES

Depending on your jurisdiction, you may have rights related to your personal information, including:

- Accessing a copy of the information we hold about you;
- Correcting inaccurate or incomplete information;
- Requesting deletion or restriction of processing;
- Opting out of marketing communications.

To exercise these rights, please contact us using the details below.

9. UPDATES TO THIS POLICY

We may update this Privacy Policy from time to time to reflect changes in our operations, legal requirements, or technology. The updated policy will be posted on the Site with a revised “Last Updated” date.

10. CONTACT INFORMATION

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

The Performance Lab San Diego

Email: Support@theperformancelabsd.com

Address: 14989 Via De La Valle, Del Mar, California 92014