

# Kipcoach Privacy Policy

Last Updated: March 21, 2026

Welcome to **Kipcoach** ("we", "our", or "us"). We are committed to protecting your privacy and ensuring that your personal data is handled securely and responsibly. This Privacy Policy explains how we collect, use, and share information when you use our AI-powered endurance coaching platform (the "Service").

## 1. Information We Collect

To provide you with personalized training plans, we collect the following types of information:

- **Account Information:** Name, email address, password, and basic physiological data (e.g., age, weight, gender).
- **Fitness & Activity Data:** Workout history, GPS tracks, heart rate, pace, power, elevation, and FIT/TCX files recorded during your activities.
- **Health & Wellness Metrics:** Resting Heart Rate (RHR), Heart Rate Variability (HRV), sleep data, and daily wellness logs.
- **Training Context:** Upcoming race calendars, self-reported injuries, and life events that impact your training availability.

## 2. Third-Party Wearable Integrations (Garmin, Suunto, Coros, etc.)

Kipcoach integrates with third-party fitness wearable APIs (such as Garmin Connect, Suunto, and Coros) to seamlessly sync your training data. **We only access this data if you explicitly authorize it via secure OAuth 2.0 authentication.**

When you connect your wearable device, we access:

- Completed activities and high-resolution biometric data (FIT files).
- Daily wellness and recovery metrics.

We strictly use this data to calculate training load (e.g., ACWR, TSB), monitor recovery, and dynamically adapt your customized AI-generated training plans. You can revoke Kipcoach's access to your wearable data at any time from your device manufacturer's companion app or directly within your Kipcoach account settings.

## 3. How We Use Your Data

We do not collect data for the sake of collecting data. Your information is used exclusively to improve your coaching experience:

- To generate, adjust, and evaluate personalized micro and macro training cycles.
- To push structured workouts directly to your connected wearable device.
- To track your progress and mitigate injury risks by analyzing training stress balance.
- To communicate essential service updates and account notifications.

## 4. Data Sharing and Disclosure

**We do not sell your personal data.** Your health and fitness data is your own.

### AI Processing & Data Anonymization

Kipcoach utilizes industry-leading Large Language Models (LLMs) from trusted enterprise AI providers to dynamically generate and adjust your training plans. When interacting with these AI models, we enforce strict data anonymization protocols:

- **Complete Anonymization:** No Personally Identifiable Information (PII) such as your name, email, or account identifiers are ever transmitted to the AI models.
- **No Location Data:** We **never** send raw GPS tracks, coordinates, or location history to the AI providers.
- **What the AI receives:** We only send fully anonymized, desensitized numeric and physiological metrics (e.g., training load, Acute:Chronic Workload Ratios, time in heart rate zones, and generic workout compliance logs). The AI uses these numerical parameters strictly to optimize your upcoming training blocks.

The enterprise AI partners we work with are bound by strict agreements preventing them from using your data to train their foundational models.

We may share data strictly with trusted service providers who assist us in operating our platform, such as:

- Secure cloud infrastructure providers hosting our core database (e.g., Oracle Database on AWS Infrastructure in South Africa).
- API partners (solely to push your planned workouts back to your connected watch ecosystem).

All third-party service providers are bound by strict confidentiality agreements and data protection standards.

## 5. Data Security & Retention

We employ industry-standard security measures, including encryption in transit and at rest, to protect your data against unauthorized access. We retain your personal and physical data only for as long as your account is active or as needed to provide you with the Service. Upon account deletion, your activity and biometric data will be permanently removed from our active databases.

## 6. Your Rights

Depending on your location (e.g., under GDPR or CCPA), you have the right to:

- Access the personal data we hold about you.
- Request corrections to any inaccurate data.
- Request the deletion of your account and associated data (Right to be Forgotten).
- Withdraw consent for third-party wearable integrations at any time.

## 7. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or how we handle your wearable API data, please contact our Data Protection Officer at:

**Email:** [admin@kipcoach.com](mailto:admin@kipcoach.com)

**Website:** [kipcoach.com](https://kipcoach.com)