



New York Transparency Report Q4 2025

Strava is the app for active people. Strava's mission is to motivate people to live their best active life. As part of that mission, Strava is committed to building a safe and welcoming space for its users.

The information below is provided in accordance with New York's General Business Law § 1102 and covers the period between October 1, 2025 – December 31, 2025 ("Relevant Period").

Strava's Terms of Service

The following policies ("Policies") applied to use of Strava's platform during the Relevant Period:

- Strava's Terms of Service (effective date September 30, 2024), available on Strava's website at www.strava.com/legal/terms and attached to this report at **Annex A**; and
- Strava's Acceptable Use Policy (effective date July 2, 2025), available at www.strava.com/legal/acceptable_use and attached to this report at **Annex B**.

Strava's Policies are available in the same languages in which Strava's product features (e.g., menus, prompts) are available. A list of the languages supported by Strava is available [here](#).

Content Moderation on Strava

Strava's content moderation policies. Strava's Acceptable Use Policy addresses the types of content and behavior permitted on Strava. It includes the following specific policies, which may address in whole or in part, hate speech or racism, extremism or radicalization, disinformation or misinformation, harassment, and/or foreign political interference:

- Hateful content: "We do not allow hateful content on Strava. Hateful content is content that attacks, demeans, discriminates, or promotes harmful stereotypes about a group of people based on their race, ethnicity, age, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, serious disease, disability, body type, or immigration status."
- Dangerous, violent, or graphic content: "We do not allow dangerous, violent, or graphic content on Strava. Dangerous content is content that can likely cause serious harm or injury. Violent content is content that depicts, glorifies, justifies, facilitates, or promotes violence. Graphic content is content that elicits reactions of

shock, disgust, or distress.

Examples of prohibited content: . . .

- Terrorist or radical extremist content such as content praising acts of terrorism, sharing manifestos, images or logos associated with terrorist organizations, recruiting or fundraising for terrorist organizations, or sharing content produced by terrorist organizations.”
- False or misleading information: “We do not allow content that is fraudulent or contains false, deceptive, or misleading statements, claims or representations.

Examples of prohibited content:

- False or misleading content about health or medical information
- False or misleading content about civic processes
- False or misleading information about events or topics that can incite violence or create serious safety risks (e.g., misleading information related to wildfires or active shootings)
- Conspiracy theories (e.g., denying well-documented violent events)
- Manipulated media designed to deceive or defraud someone by altering a reasonable person's understanding of real world events with potential to cause significant harm to individuals or groups
- The targeted sharing of misleading content with the intent of undermining faith in public institutions of another country”
- Harassment: “We do not allow content that intimidates, or causes someone to fear for their safety.”

Automation and Human Review. Strava employs a combination of techniques, including technology and human review, to detect and moderate content that violates Strava’s Policies. Strava’s automated systems detect potentially violating content for human review or, in cases where there is a high confidence that the content violates Strava’s Policies, automatically removes the content.

User Reports. Strava provides users with tools to report content that they believe violates Strava’s Policies. Strava reviews reports against our Terms of Service and Acceptable Use Policies and takes appropriate enforcement actions.

Removal of Content, Users, or Groups that Violate Strava’s Policies. As stated in Strava’s Terms of Service, we may remove any content that violates our Policies or is otherwise objectionable. We may also revoke or limit access to features or suspend or block account access when users violate our Policies.

Information Relating to Content Moderation Actions During the Relevant Period

Flagged Items of Content.

This table shows the number of flagged items of content during the Relevant Period based on relevant user-reported reason.

Strava Policy Category (Content Type)	Number of flagged pieces of content.	Number of flagged pieces of content flagged by users	Number of flagged pieces of content flagged by Strava employees	Number of flagged pieces of content flagged using technology	Number of flagged pieces of content actioned by Strava employees	Number of actioned pieces of content actioned using technology
TOTAL	26673	22516	22	4135	1328	133
Hateful Content	6729	3870	8	2851	360	70
<i>Hateful Content - Activity</i>	992	98	1	893	3	6
<i>Hateful Content - Club</i>	349	349	0	0	2	0
<i>Hateful Content - Comment</i>	2253	1437	3	813	187	16
<i>Hateful Content - Other</i>	0	0	0	0	0	0
<i>Hateful Content - Photo</i>	357	356	1	0	17	0
<i>Hateful Content - Post</i>	1685	577	2	1106	124	47
<i>Hateful Content - Profile</i>	863	837	1	25	0	0
<i>Hateful Content - Segment</i>	218	204	0	14	27	1
<i>Hateful Content - Video</i>	12	12	0	0	0	0
Harassment	5918	4623	11	1284	336	25
<i>Harassment - Activity</i>	449	101	3	345	9	2
<i>Harassment - Club</i>	369	369	0	0	0	0
<i>Harassment - Comment</i>	2341	1755	1	585	236	2
<i>Harassment - Other</i>	1	1	0	0	1	0
<i>Harassment - Photo</i>	175	174	1	0	3	0

Harassment – Post	673	327	1	345	60	21
Harassment – Profile	1822	1815	0	7	15	0
Harassment – Segment	71	64	5	2	12	0
Harassment – Video	17	17	0	0	0	0
False or misleading information	12234	12233	1	0	554	2
False or misleading information – Activity	997	996	1	0	0	0
False or misleading information – Club	478	478	0	0	0	0
False or misleading information – Comment	1321	1321	0	0	215	0
False or misleading information – Photo	140	140	0	0	12	0
False or misleading information – Post	825	825	0	0	319	2
False or misleading information – Profile	2253	2253	0	0	0	0
False or misleading information – Segment	6205	6205	0	0	7	0
False or misleading information – Video	15	15	0	0	1	0
Dangerous, violent, or graphic content.	1792	1790	2	0	78	36
Dangerous, violent, or graphic content – Activity	57	56	1	0	0	0
Dangerous, violent, or graphic content – Club	375	375	0	0	0	0
Dangerous, violent, or graphic content – Comment	262	262	0	0	29	0
Dangerous, violent, or graphic content – Photo	135	134	1	0	7	0
Dangerous, violent, or graphic content – Post	269	269	0	0	34	36
Dangerous, violent, or graphic content – Profile	420	420	0	0	0	0
Dangerous, violent, or graphic content – Segment	256	256	0	0	5	0
Dangerous, violent, or graphic content – Video	18	18	0	0	3	0

Actioned Items of Content.

This table shows the number of actioned items of content during the Relevant Period based on relevant assessed violation reason.

Strava Policy Category (Content Type)	Number of actioned items of content.	Number of flagged pieces of content flagged by users	Number of flagged pieces of content flagged by Strava employees	Number of flagged pieces of content flagged using technology	Number of actioned pieces of content actioned by Strava employees	Number of actioned pieces of content actioned using technology
TOTAL	639	536	11	92	547	92
Hateful Content	172	80	3	89	83	89
<i>Hateful Content – Activity</i>	7	1	0	6	1	6
<i>Hateful Content – Club</i>	0	0	0	0	0	0
<i>Hateful Content – Comment</i>	61	34	1	26	35	26
<i>Hateful Content – Other</i>	0	0	0	0	0	0
<i>Hateful Content – Photo</i>	16	15	1	0	16	0
<i>Hateful Content – Post</i>	83	26	1	56	27	56
<i>Hateful Content – Profile</i>	0	0	0	0	0	0
<i>Hateful Content – Segment</i>	5	4	0	1	4	1
<i>Hateful Content – Video</i>	0	0	0	0	0	0
Harassment	429	422	7	0	429	0
<i>Harassment – Activity</i>	9	8	1	0	9	0
<i>Harassment – Club</i>	0	0	0	0	0	0
<i>Harassment – Comment</i>	363	362	1	0	363	0
<i>Harassment – Other</i>	1	1	0	0	1	0
<i>Harassment – Photo</i>	4	4	0	0	4	0

Harassment – Post	24	24	0	0	24	0
Harassment – Profile	15	15	0	0	15	0
Harassment – Segment	13	8	5	0	13	0
Harassment – Video	0	0	0	0	0	0
False or misleading information	10	10	0	0	10	0
False or misleading information – Activity	0	0	0	0	0	0
False or misleading information – Club	0	0	0	0	0	0
False or misleading information – Comment	0	0	0	0	0	0
False or misleading information – Photo	1	1	0	0	1	0
False or misleading information – Post	0	0	0	0	0	0
False or misleading information – Profile	0	0	0	0	0	0
False or misleading information – Segment	9	9	0	0	9	0
False or misleading information – Video	0	0	0	0	0	0
Dangerous, violent, or graphic content.	28	24	1	3	25	3
Dangerous, violent, or graphic content – Activity	0	0	0	0	0	0
Dangerous, violent, or graphic content – Club	0	0	0	0	0	0
Dangerous, violent, or graphic content – Comment	14	11	0	3	11	3
Dangerous, violent, or graphic content – Photo	7	6	1	0	7	0
Dangerous, violent, or graphic content – Post	3	3	0	0	3	0
Dangerous, violent, or graphic content – Profile	0	0	0	0	0	0
Dangerous, violent, or graphic content – Segment	1	1	0	0	1	0
Dangerous, violent, or graphic content – Video	3	3	0	0	3	0

Actioned Items of Content Resulting in User or Group of User Action.

This table shows the number of actioned items of content resulting in action by Strava against the user, or group of users, responsible for the content during the Relevant Period based on relevant assessed violation reason.

Strava Policy Category (Content Type)	Number of actioned items of content that resulted in action taken by the social media company against the user or group of users responsible for the content.	Number of flagged pieces of content flagged by users	Number of flagged pieces of content flagged by Strava employees	Number of flagged pieces of content flagged using technology	Number of actioned pieces of content actioned by Strava employees	Number of actioned pieces of content actioned using technology
TOTAL	188	179	9	0	188	0
Hateful Content	51	48	3	0	51	0
<i>Hateful Content – Activity</i>	1	1	0	0	1	0
<i>Hateful Content – Club</i>	0	0	0	0	0	0
<i>Hateful Content – Comment</i>	22	21	1	0	22	0
<i>Hateful Content – Other</i>	0	0	0	0	0	0
<i>Hateful Content – Photo</i>	12	11	1	0	12	0
<i>Hateful Content – Post</i>	16	15	1	0	16	0
<i>Hateful Content – Profile</i>	0	0	0	0	0	0
<i>Hateful Content – Segment</i>	0	0	0	0	0	0
<i>Hateful Content – Video</i>	0	0	0	0	0	0
Harassment	129	123	6	0	129	0
<i>Harassment – Activity</i>	0	0	0	0	0	0

Harassment – Club	0	0	0	0	0	0
Harassment – Comment	106	105	1	0	106	0
Harassment – Other	0	0	0	0	0	0
Harassment – Photo	0	0	0	0	0	0
Harassment – Post	7	7	0	0	7	0
Harassment – Profile	10	10	0	0	10	0
Harassment – Segment	6	1	5	0	6	0
Harassment – Video	0	0	0	0	0	0
False or misleading information	0	0	0	0	0	0
False or misleading information – Activity	0	0	0	0	0	0
False or misleading information – Club	0	0	0	0	0	0
False or misleading information – Comment	0	0	0	0	0	0
False or misleading information – Photo	0	0	0	0	0	0
False or misleading information – Post	0	0	0	0	0	0
False or misleading information – Profile	0	0	0	0	0	0
False or misleading information – Segment	0	0	0	0	0	0
False or misleading information – Video	0	0	0	0	0	0
Dangerous, violent, or graphic content.	8	8	0	0	8	0
Dangerous, violent, or graphic content – Activity	0	0	0	0	0	0
Dangerous, violent, or graphic content – Club	0	0	0	0	0	0
Dangerous, violent, or graphic content – Comment	6	6	0	0	6	0
Dangerous, violent, or graphic content – Photo	1	1	0	0	1	0
Dangerous, violent, or graphic content – Post	0	0	0	0	0	0
Dangerous, violent, or graphic content – Profile	0	0	0	0	0	0
Dangerous, violent, or graphic content – Segment	0	0	0	0	0	0
Dangerous, violent, or graphic content – Video	1	1	0	0	1	0

Actioned Items by Impression Data.

Strava does not in the ordinary course of business track impression data for all types of content across its platform

Actioned Items of Content by User Sharing Data.

This table shows the number of times actioned items of content may have been shared by users on or off-platform by clicking a share option (e.g., post to Club, send to user, share to external application) during the Relevant Period based on relevant assessed violation reason.

Strava Policy Category (Content Type)	The number of times actioned items of content were shared.	Number of flagged pieces of content flagged by users	Number of flagged pieces of content flagged by Strava employees	Number of flagged pieces of content flagged using technology	Number of actioned pieces of content actioned by Strava employees	Number of actioned pieces of content actioned using technology
TOTAL	21	19	0	2	19	2
Hateful Content	4	2	0	2	2	2
<i>Hateful Content - Activity</i>	1	0	0	1	0	1
<i>Hateful Content - Club</i>	0	0	0	0	0	0
<i>Hateful Content - Comment</i>	0	0	0	0	0	0
<i>Hateful Content - Other</i>	0	0	0	0	0	0
<i>Hateful Content - Photo</i>	0	0	0	0	0	0
<i>Hateful Content - Post</i>	3	2	0	1	2	1
<i>Hateful Content - Profile</i>	0	0	0	0	0	0
<i>Hateful Content - Segment</i>	0	0	0	0	0	0
<i>Hateful Content - Video</i>	0	0	0	0	0	0
Harassment	6	6	0	0	6	0
<i>Harassment - Activity</i>	0	0	0	0	0	0
<i>Harassment - Club</i>	0	0	0	0	0	0

Harassment – Comment	0	0	0	0	0	0
Harassment – Other	0	0	0	0	0	0
Harassment – Photo	0	0	0	0	0	0
Harassment – Post	6	6	0	0	6	0
Harassment – Profile	0	0	0	0	0	0
Harassment – Segment	0	0	0	0	0	0
Harassment – Video	0	0	0	0	0	0
False or misleading information	0	0	0	0	0	0
False or misleading information – Activity	0	0	0	0	0	0
False or misleading information – Club	0	0	0	0	0	0
False or misleading information – Comment	0	0	0	0	0	0
False or misleading information – Photo	0	0	0	0	0	0
False or misleading information – Post	0	0	0	0	0	0
False or misleading information – Profile	0	0	0	0	0	0
False or misleading information – Segment	0	0	0	0	0	0
False or misleading information – Video	0	0	0	0	0	0
Dangerous, violent, or graphic content.	11	11	0	0	11	0
Dangerous, violent, or graphic content – Activity	0	0	0	0	0	0
Dangerous, violent, or graphic content – Club	0	0	0	0	0	0
Dangerous, violent, or graphic content – Comment	0	0	0	0	0	0
Dangerous, violent, or graphic content – Photo	0	0	0	0	0	0
Dangerous, violent, or graphic content – Post	11	11	0	0	11	0
Dangerous, violent, or graphic content – Profile	0	0	0	0	0	0
Dangerous, violent, or graphic content – Segment	0	0	0	0	0	0
Dangerous, violent, or graphic content – Video	0	0	0	0	0	0

User Appeals of Strava Actions and User Appeal Reversals.

This table shows the number of appeals submitted by users for actioned content, and the number of appeals granted, during the Relevant Period based on relevant assessed violation reason. Appeals are reviewed by Strava employees.

Strava Policy Category (Content Type)	The number of times users appealed social media actions taken on the platform and the number of reversals disaggregated by each type of action.	Appeal – decision reversed; content restored	Appeal – decision reversed; content not restored	Appeal – uphold initial decision, change in enforcement action	Appeal – uphold initial decision, no change in enforcement action	Appeal – no action (initial decision upheld)
TOTAL	13	13	11	11	2	2
Hateful Content	12	12	10	10	2	2
<i>Hateful Content – Activity</i>	0	0	0	0	0	0
<i>Hateful Content – Club</i>	1	1	0	0	1	1
<i>Hateful Content – Comment</i>	5	5	5	5	0	0
<i>Hateful Content – Other</i>	3	3	2	2	1	1
<i>Hateful Content – Photo</i>	1	1	1	1	0	0
<i>Hateful Content – Post</i>	1	1	1	1	0	0
<i>Hateful Content – Profile</i>	0	0	0	0	0	0
<i>Hateful Content – Segment</i>	1	1	1	1	0	0

Hateful Content – Video	0	0	0	0	0	0
Harassment	1	1	1	1	0	0
Harassment – Activity	0	0	0	0	0	0
Harassment – Club	0	0	0	0	0	0
Harassment – Comment	1	1	1	1	0	0
Harassment – Other	0	0	0	0	0	0
Harassment – Photo	0	0	0	0	0	0
Harassment – Post	0	0	0	0	0	0
Harassment – Profile	0	0	0	0	0	0
Harassment – Segment	0	0	0	0	0	0
Harassment – Video	0	0	0	0	0	0
False or misleading information	0	0	0	0	0	0
False or misleading information – Activity	0	0	0	0	0	0
False or misleading information – Club	0	0	0	0	0	0
False or misleading information – Comment	0	0	0	0	0	0
False or misleading information – Photo	0	0	0	0	0	0
False or misleading information – Post	0	0	0	0	0	0
False or misleading information – Profile	0	0	0	0	0	0
False or misleading information – Segment	0	0	0	0	0	0
False or misleading information – Video	0	0	0	0	0	0
Dangerous, violent, or graphic content.	0	0	0	0	0	0
Dangerous, violent, or graphic content – Activity	0	0	0	0	0	0
Dangerous, violent, or graphic content – Club	0	0	0	0	0	0
Dangerous, violent, or graphic content – Comment	0	0	0	0	0	0
Dangerous, violent, or graphic content – Photo	0	0	0	0	0	0
Dangerous, violent, or graphic content – Post	0	0	0	0	0	0
Dangerous, violent, or graphic content – Profile	0	0	0	0	0	0
Dangerous, violent, or graphic content – Segment	0	0	0	0	0	0
Dangerous, violent, or graphic content – Video	0	0	0	0	0	0

Annex A: Strava Terms of Service

Effective Date: September 30, 2024

Welcome to Strava! We want you to know and understand your rights and our rights relating to the provision of the Services (as defined below). Please review them carefully.

Here's a summary of some key terms, and read the full policy below:

- We respect your privacy. See how we collect, use, share, and protect your personal information in our [Privacy Policy](#).
- You must be at least 13 years old or meet the minimum age requirement in your country to create an account.
- [You can cancel your subscription or delete your account at any time.](#)
- [You own your content, but give us a right to use it.](#)
- You must comply with our [Acceptable Use Policy](#) and we can disable access to your account or content if you act in violation of our rules.
- [Strava is not liable for your activities and no warranties are made by Strava.](#)
- [We can suspend or terminate your account if you violate our Terms.](#)
- [You agree to arbitrate if there is a dispute between us \(unless you reside in the European Union\).](#)
- Strava, Inc. provides the Services described below to you unless you live in the EEA in which case Strava's Services are provided to you by Strava Ireland Limited.

Terms of Service

The Strava websites, related mobile applications and services (collectively, the "Services") are made available to you subject to these Terms of Service (the "Terms"), which includes the [Acceptable Use Policy](#), and in accordance with Strava's [Privacy Policy](#) (the "Privacy Policy"). More information about the Services may be found at <https://strava.com>. If you are in the European Economic Area, the Services are provided to you by Strava Ireland Limited; otherwise, the Services are provided to you by Strava, Inc. and throughout these Terms "Strava" or "we" refers to the relevant service provider providing the Services to you. You agree to comply with these Terms and any supplemental terms which Strava makes available to you on the Services, which shall form part of the Terms. Strava reserves the right to review accounts and user actions on the Services to ensure compliance with our Terms. BY ACCESSING, USING OR UPLOADING OR DOWNLOADING ANY INFORMATION OR MATERIALS TO OR FROM THE SERVICES, OR BY INDICATING YOUR ASSENT TO THESE TERMS BY CREATING AN ACCOUNT, CLICKING "SIGN UP" OR ANY SIMILAR MECHANISM, YOU ARE AGREEING TO THESE TERMS. IF YOU DO NOT AGREE TO THESE TERMS, DO NOT ACCESS OR

USE THE SERVICES. This agreement was written in English. To the extent a translated version of the Terms conflict with the English version, the English version controls.

If you access or use the Services on behalf of a company or other entity, you represent that you have authority to bind such entity and its affiliates to these Terms and that it is fully binding on them. In such case, the term “you” will refer to such entity and its affiliates. If you do not have authority, you may not access or use the Services. These Terms contain disclaimers of warranties and limitations on liability that may be applicable to you.

Notice Regarding Dispute Resolution: These Terms contain provisions that govern how disputes between you and Strava are resolved, including an agreement to arbitrate, which will, unless you reside in the EU/EEA, with limited exception, require you to submit claims you have against us to binding and final arbitration and limit you to claims against Strava on an individual basis, unless you opt-out in accordance with the instructions below.

Registration and Accounts

The Services are intended solely for persons who are at least 13 years old or such higher age as required in your country to use the Services. If you are under the legal age to form a legally binding contract in your jurisdiction, you represent that your parent or legal guardian has reviewed and agreed to these Terms on your behalf.

If you are a parent or legal guardian of a Strava user under the legal age to form a binding contract in your jurisdiction, you agree to be fully responsible for the acts or omissions of such user, including any breach of these Terms. Notwithstanding, Strava reserves the right to refuse access to the Services by users under certain ages under the legal age, in our sole discretion.

To use the Services, you must register. In doing so, you agree to: (a) provide true, accurate, current and complete information about yourself (“User Data”) and (b) maintain and promptly update the User Data. You agree that Strava may use your User Data to provide Services that you access or use and as otherwise set forth in these Terms and our Privacy Policy. You also agree to create only one account for your own personal use and not share your account or Strava subscription with others. You agree that all activities associated with your account on the Services reflect authentic activities undertaken by you. If you provide any User Data that is inaccurate or not current, you have created multiple accounts, or Strava has reasonable grounds to suspect that such User Data is inaccurate or not current, Strava has the right to suspend or terminate your account and refuse current or future use of the Services. In consideration of your use of the Services, you represent that you are not a person barred from receiving services under the laws of any applicable jurisdiction.

You are solely responsible for maintaining the confidentiality of the password associated with your account and for restricting access to your password, your computer and mobile device while logged into the Services. You accept responsibility for all activities that occur under your account or from your computer and mobile devices. You agree to immediately notify Strava of any unauthorized use of your account or password, or any other breach of security, and confirm that you understand all risks of unauthorized access to User Data and any other information or content you provide to Strava. The use of unique and complex passwords is highly recommended for security reasons.

You may register for or log-in to your account via a third-party network, such as Facebook, Google, or Apple. If you do so, you will authorize Strava to pre-populate the registration and other relevant information fields of your account and/or to use such third-party credentials to log you into your account, based on those companies' privacy policies. If you connect your account to a third-party network, you agree to comply with the terms and conditions and policies applicable to such third party.

By virtue of certain of the Services connecting to third-party APIs, you hereby agree to be bound by those providers' terms of service and privacy policies in connection with your use of such Services.

Payments and Fees

Payments

To pay any fee, you must designate and provide information about your preferred payment method (e.g., credit card, online payment service, a third-party platform, like Apple App Store or Google Play, or any other payment method made available by Strava) (the "Payment Method"). If you provide your payment information, you authorize us and certain third-party service providers, payment card networks and payment processors to receive, store, and encrypt your payment information. You may switch to a different Payment Method or update your information by visiting <https://strava.com/account>. If you paid through the Google Play or Apple App Store, you may change your Payment Method through the corresponding store account. No refunds or credits will be provided by Strava, other than as set forth in these Terms. If your payment provider determines that there are fraudulent charges on your account resulting from use of your Payment Method at the Services, please contact us immediately via <https://support.strava.com>.

Fees

In order to access certain functionality of the Services, you may be required to pay subscription fees. Subscription fees, along with any required taxes, are payable in advance.

Changes in rates will take effect at the beginning of the next billing date. You agree to pay the subscription fees, and other charges you incur in connection with your Strava account, whether on a one-time or subscription basis. Strava reserves the right to increase subscription fees, any associated taxes, or to institute new fees at any time upon reasonable advance notice.

Auto-Renewal

Subscription fees will be billed automatically at the start of the monthly or annual period, as applicable. These fees will auto-renew until your subscription is downgraded or terminated. Your subscription fee will be the same as your initial charges unless you are otherwise notified in advance. You may cancel your subscription at any time, as described below.

Cooling Off

If you reside outside the United States, you may be entitled to change your mind and receive a full refund within fourteen (14) days (the “Cooling-off Period”), provided that you have not logged in or otherwise redeemed or started to use the Services as a subscriber during the Cooling-off Period.

Cancellation

Cancellation of Subscription

If you signed up on Strava.com, you may cancel your subscription by visiting your “My Account” page and selecting “Cancel Subscription.” If you signed up through the Google Play or Apple App Store, you may cancel your subscription through the corresponding store. The cancellation of a subscription will go into effect at the end of your current billing cycle. When your subscription ends, your account will remain and become a free subscription. You can renew your subscription at any time without opening a new account, although the subscription fees may have increased. You can delete your account at any time.

Free Trials

Your subscription may start with a free trial. The free trial period for any subscription will last for the period of time specified when you signed up. Free trials may not be combined with certain other offers, unless otherwise specified. If you begin your subscription with a free trial, we will begin billing your Payment Method for subscription fees at the end of the free trial period of your subscription unless you cancel your subscription prior to the end of the free trial period. Your Payment Method will be authorized for up to approximately one

month of service as soon as you register for a free trial. In some instances, your available balance or credit limit may be reduced to reflect the authorization; however, no charges will be made against the Payment Method if you cancel prior to the end of your free trial period. You may cancel your subscription at any time by going to your [account settings](#).

Beta Features

Strava may make certain features available to you as part of a beta release, early access program, or similar opportunity to test or use product functionality ("Beta features"). Beta features may not be supported and may require you to update your version of the Services. Use of Beta features is at your own risk and you understand that they may contain errors, design flaws or other problems. The Your Feedback section of this policy applies to any feedback you provide related to Beta features. Beta features may be changed or deprecated, and we may remove access at any time without notice.

Ownership of and Use of Content

You own, or otherwise have the right to grant the rights and licenses set forth in these Terms, the information, data, text, software, sound, photographs, graphics, video, messages, posts, tags, or other materials you make available in connection with the Services ("Content"), whether publicly posted, privately transmitted, or submitted through a third-party API (e.g. a video submitted via Zwift). [Public segments and routes](#) created by using the Services are not considered Content. You grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, publicly perform and display any Content and any name, username or likeness that you post on or in connection with the Services in all media formats and channels now known or later developed without compensation to you. This license ends when you delete your Content or your account.

You agree that Strava is not responsible for, and does not endorse, Content posted on the Services. If your Content violates these Terms or is otherwise illegal or contrary to applicable law, you may bear legal responsibility for that Content. As between you and Strava, any Content will be non-confidential and non-proprietary and we will not be liable for any use or disclosure of Content. You acknowledge and agree that your relationship with Strava is not a confidential, fiduciary, or other type of special relationship, and that your decision to submit any Content does not place Strava in a position that is any different from the position held by members of the general public, including with regard to your Content. Your Content will not be subject to any obligation of confidence on the part of Strava other than as set forth in our [Privacy Policy](#) and your [privacy controls](#), and Strava will not be liable for any use or disclosure of any Content you provide.

The Services may provide you with the ability to mark certain Content that you submit to the Services as private, public, or available only to select users of the Services. Strava will maintain the privacy of such Content in accordance with your elections. However, if you do not elect to mark your Content as private or available for a limited group of users, or later change such designation to allow such Content to be made available to anyone, you are responsible for the public nature of the content. Please review our [Privacy Policy](#) for more information on how to manage your privacy controls.

You give us permission to use your profile name, profile photo, and information about your activities and actions you have taken, including your use of third-party products, services, or devices, in ads, offers and other commercial contexts on the Services without compensation to you. For example, we may show your Strava followers that you use a certain device, product, or service available from a third-party that has paid us to display its ads on Strava. You may [adjust settings](#) to prevent your profile name and profile photo from appearing in an ad.

As noted in our [Privacy Policy](#), we may suggest segments, routes, challenges, or clubs on Strava that may interest you, users that you may want to follow, or new features that you may want to try. We also use algorithmic ranking to determine what type of content (such as activity, post, route recommendation) to show in your feed. The main parameters for these recommendations can include your sport type, user engagement with the content type (e.g., impressions, clicks), activity features (e.g., activity uploads, average run distance), app usage (e.g. challenge joins, club joins), and basic demographic information (age, gender, tenure), and location information where relevant to the recommendation (e.g., for challenge and route recommendations), as well as your network (someone you follow joined this Club). For example, we may recommend challenges to you based on similar challenges you have viewed or clicked on, as well as past challenges you have joined, and challenges people you follow have joined.

In addition, depending on your settings, we use algorithmic ranking to determine the order of activities that appear in your feed. You can use your Display Preferences to choose whether to order the activities in your Feed to be "Personalized" (a blend of new activities, the kinds of activities you tend to interact with, and the great efforts you may have missed) or by "Latest Activities" (chronologically, by when new activities are finished).

The Services are for your personal and noncommercial use. You may not modify, copy, distribute, transmit, display, perform, reproduce, publish, license, create derivative works from, transfer or sell for any commercial purposes any portion of the Services, use of the Services or access to Content.

You are granted a limited, non-exclusive right to create a text hyperlink to the Services for non-commercial use only, provided such link does not portray Strava or any of its products or services in a false, misleading, derogatory or otherwise defamatory manner, and provided further that the linking site does not contain any pornographic, illegal, offensive, harassing or otherwise objectionable material. You are further granted a right to implement any RSS feeds located on the Services for your personal, non-commercial use, solely as described on the Services. We reserve the right to revoke these licenses generally, or your right to use specific links or RSS feeds, at any time, with or without cause.

You understand that use of certain features of the Services may require you to purchase third party equipment or materials (e.g., GPS systems). While Strava may recommend the equipment or materials of certain third party suppliers, Strava shall have no responsibility for your acquisition or use of any third party equipment or materials and does not guarantee that third party equipment or materials will function with the Services or will be error-free.

You understand that you are responsible for any charges associated with sending communications via your device. You hereby acknowledge that you have the right to communicate with your contacts via the Services.

You represent and warrant that: (i) you are authorized to create your account, whether individually or on behalf of an organization; (ii) you own the Content posted by you on or through the Services or otherwise have the right to grant the rights and licenses set forth in these Terms; (iii) the posting and use of your Content on or through the Services does not and will not violate, misappropriate or infringe on the rights of any third party, including, without limitation, privacy and data protection rights, publicity rights, copyrights, trademark and/or other intellectual property rights; and (iv) you agree to pay for all royalties, fees, and any other monies owed by reason of Content you post on or through the Services.

Content and Conduct Restrictions

Strava's [Acceptable Use Policy](#) describes restrictions on content and conduct and is incorporated by reference into these Terms. You agree to comply with this policy. In addition, please see Strava and the European Union's Digital Services Act for relevant information, including our policy on misuse.

You understand that you, and not Strava, are entirely responsible for all Content that you upload, post, email, transmit or otherwise make available via the Services. Strava may, in accordance with applicable law, screen, monitor, hide, restrict, refuse or remove any Content that violates the Terms or is otherwise objectionable. Please note, this does not guarantee the accuracy, integrity or quality of such Content.

You understand that by using the Services, you may be exposed to Content that is offensive, indecent, objectionable or illegal. You agree to bear all risks associated with the use of any Content available in connection with the Services, including any reliance on the accuracy, completeness, or usefulness of such Content.

If you believe Content posted to the Services violates our standards or these Terms, please [report it to us](#). For more information on the action we may take against Strava accounts that are found to be in violation of these Terms and our standards, and what to do if you believe action has been taken in error, please see [here](#).

Interactions with Strava Users

The Services function as a venue to connect Strava users in a virtual information place. As a neutral facilitator, Strava is not directly involved in the actual interactions between users using the Services. As a result, Strava has no control over the truth, accuracy, quality, legality, or safety of postings made by users using the Services. Strava shall have no responsibility to confirm the identity of users. Strava shall also have no responsibility to confirm or verify the qualifications, background, or abilities of users using the Services. You shall at all time exercise common sense and good judgment when dealing with any athlete using the Services.

If you elect to use our features to inform your contacts about the Services, track your activities via Strava Beacon, or share your information with others, Strava may require you to provide contact information. Strava may use the contact information you provide to send emails or text messages. You represent that you are authorized to provide any third party contact information that you provide to Strava, that you are authorized to use such information to contact (including for Strava to contact on your behalf) the third party and that Strava may process such information pursuant to the [Privacy Policy](#).

Professional and Verified Athletes

If you are a professional athlete, Strava may choose to request that we verify your Strava account and place a badge on your profile indicating your professional status if you meet the requirements for a [Pro](#) or [Verified](#) badge. Verified professional athletes on Strava will receive a free subscription. We expect all athletes to honor the [Strava Community Standards](#) and [Acceptable Use Policy](#) as incorporated by reference above in these Terms of Service. We reserve the right to remove your verified status and badge, as well as cease your free subscription, at any time.

Clubs

Strava creates and administers certain [clubs](#), as well as the club verification program. Strava may choose to verify certain clubs and place a badge on their profile page if they meet the requirements for a [Verified Badge for Clubs](#). We reserve the right to revoke or transfer ownership of clubs, remove content, remove a club's verified status and badge, and remove a club at any time. If you request a transfer of ownership of a club, Strava may require you to provide certain documentation.

If you, as an athlete or partner, create a club on Strava, you are responsible for ensuring that your club: (a) abides by these Terms of Service, [Acceptable Use Policy](#) and our [Community Standards](#); (b) does not claim, suggest an affiliation with, or impersonate Strava whether by using Strava's intellectual property or otherwise; (c) has the right to use or post all club content, third party or otherwise, including rights to use name(s), logo(s), images, trademarks, trade dress, service marks, copyrights, or other intellectual property; and (d) does not, in Strava's sole discretion, use the club to inappropriately advertise or promote any contests, sweepstakes, or other promotions. Club administrators hereby agree to indemnify and hold Strava harmless from any and all claims arising out of your club, including but not limited to claims of intellectual property infringement.

Third Parties

Third party products and services made available on the Services are made and offered directly by the applicable third party. When you pursue or purchase any such product or service, you acknowledge that you are contracting directly with such third party and not with Strava. Your interaction with, or participation in promotions of, third parties found on or through the Services, including payment and delivery of goods or services, and any other terms, are solely between you and such third party. You are not obligated to use or transact business with any third party that appears on the Services. YOU AGREE THAT STRAVA SHALL NOT BE LIABLE FOR ANY LOSS OR DAMAGES OF ANY KIND INCURRED BY YOU AS THE RESULT OF ANY OF YOUR DEALINGS WITH THIRD-PARTY SERVICE PROVIDERS OR ADVERTISERS AVAILABLE THROUGH THE SERVICES.

Strava or third parties may provide links to other internet sites or resources through the Services. Strava does not endorse and is not responsible or liable for any content, information, advertising, products or other materials on or available from such sites or resources. You acknowledge and agree that Strava is not responsible for the availability of such external sites or resources.

Electronic Communications

The Services may provide you with the ability to send or post messages or send communications to third party service providers, advertisers, your personal contacts, other users and/or Strava. You agree to use communication methods available on the Services only to send communications and materials related to the subject matter for which Strava provided the communication method, and you further agree that all such communications by you shall be deemed your Content and shall be subject to and governed by the Terms and applicable law (including laws regulating direct marketing communications with which you will need to comply with, as applicable). By using communications methods available on the Services, you agree that (a) depending on your account settings and method of communication, communications methods used by you may constitute public, and not private, means of communication between you and the other party or parties, (b) communications sent to or received from third party service providers, advertisers or other third parties are not endorsed, sponsored or approved by Strava (unless expressly stated otherwise by Strava) and (c) Strava may pre-review, post-review, screen, archive, or otherwise monitor communications in accordance with and to the extent permitted by law. You agree that all notices, disclosures and other communications that we provide to you electronically shall satisfy any legal requirement that such communications be in writing.

Proprietary Rights

You acknowledge and agree that the Services, any necessary software used in connection with the Services (if any), any aggregated data based on Content on the Services, and any Content available or made available on the Services contain proprietary and confidential information that is protected by applicable intellectual property and other laws. Except as expressly permitted by applicable law or authorized by Strava or applicable third party service providers or advertisers, you agree not to modify, rent, lease, loan, sell, distribute or create derivative works based on the Services, the software or Content available on the Services (other than Content that you may submit), in whole or in part.

Strava grants you a limited, personal, revocable, non-transferable, non-sublicensable and non-exclusive right and license to access and use the Services; provided that you do not (and do not allow any third party to) copy, modify, create a derivative work from, reverse engineer, reverse assemble or otherwise attempt to discover any source code, sell, assign, sublicense, grant a security interest in or otherwise transfer any right in the Services, except where permitted by law. You agree not to access the Services by any means other than through the interfaces that are provided by Strava.

The term STRAVA, the Strava logo, the look and feel of the Services, and all other Strava logos and product and service names are the exclusive trademarks of, and are owned by, Strava, Inc., and you may not use or display such trademarks in any manner without Strava's prior written permission. Any third-party trademarks, service marks, product names, company names, or logos displayed on the Services are the property of their respective owners. Reference to any products, services, processes or other information by name, trademark, manufacturer, supplier or otherwise does not constitute or imply endorsement, sponsorship, or recommendation by Strava.

Strava reserves all rights not expressly granted hereunder.

Claims of Infringement

The Digital Millennium Copyright Act ("DMCA") provides recourse for copyright owners who believe that material appearing on the internet infringes their rights under U.S. copyright law. Strava also reviews claims of trademark infringement. If you believe in good faith that materials hosted by Strava infringe your copyright or trademark rights, you (or your agent) may send us a notice requesting that the material be removed, or access to it blocked. The notice must include the following information: (a) a physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed; (b) identification of the copyrighted work or trademark claimed to have been infringed (or, if multiple copyrighted works or trademarks located on the Services are covered by a single notification, a representative list of such works); (c) identification of the material that is claimed to be infringing or the subject of infringing activity, and information reasonably sufficient to allow Strava to locate the material on the Services; (d) the name, address, telephone number, and e-mail address (if available) of the complaining party; (e) a statement that the complaining party has a good-faith belief that use of the material in the manner complained of is not authorized by the copyright or trademark owner, its agent, or the law; and (f) a statement that the information in the notification is accurate and, under penalty of perjury, that the complaining party is authorized to act on behalf of the owner of an exclusive right that is allegedly infringed. Please be advised that Strava will not respond to complaints that do not meet these requirements. We may share your information with third parties when we forward DMCA compliant notifications, which will be forwarded as submitted to us without any deletions. If Strava determines that the materials alleged to infringe your copyright or trademark rights do not require removal, Strava will remove those materials only pursuant to a court order declaring the content or use of the materials unlawful.

If you believe in good faith that a notice of copyright infringement has been wrongly filed against you, the DMCA permits you to send us a counter-notice. Counter-notices must

include the following information: (a) your name, address, and telephone number; (b) the source of the content that was removed; (c) a statement under penalty of perjury that you have a good-faith belief that the content was removed in error; (d) a statement that you consent to the jurisdiction of Federal District Court for the judicial district in which your address is located; or, if your address is outside of the United States, for any judicial district in which Strava may be found, and that you will accept service of process from the person who provided the original complaint; and (e) a physical or electronic signature (for example, typing your full name).

Notices and counter-notices with respect to the Services must meet the then-current statutory requirements imposed by the DMCA (see <https://copyright.gov/title17/92appb.html>) and should be sent to the agent identified below. We suggest that you consult your legal advisor before filing a notice or counter-notice. Also, be aware that there may be penalties for false claims under the DMCA.

Agent to Receive Notices of Claimed Infringement:

Strava Copyright Agent

208 Utah Street
San Francisco, CA 94103
USA
ip@strava.com
(415) 320-7817

Your Feedback

You may have the ability to provide comments, feedback, suggestions, ideas, original or creative materials, and other communications regarding the Services and the information and services we make available through the Services (collectively, "Feedback"). If you provide Feedback, you hereby grant to Strava a worldwide, non-exclusive, transferable, assignable, sub-licensable, perpetual, irrevocable, royalty-free license to copy, distribute, create derivative works of, publicly display and perform and otherwise exploit such Feedback and to use, make, have made, sell, offer for sale, import and export products and services based on such Feedback. For this reason, do not send Strava any Feedback that you do not wish to license to us as set forth above.

Disclaimer of Warranties and Liability

THE INFORMATION, SOFTWARE, PRODUCTS, SERVICES AND CONTENT AVAILABLE THROUGH THE SERVICES ARE PROVIDED TO YOU "AS IS" AND WITHOUT WARRANTY. STRAVA AND ITS

SUBSIDIARIES, AFFILIATES, OFFICERS, EMPLOYEES, AGENTS, PARTNERS AND LICENSORS HEREBY DISCLAIM ALL WARRANTIES WITH REGARD TO SUCH INFORMATION, SOFTWARE, PRODUCTS, SERVICES AND CONTENT, INCLUDING, WITHOUT LIMITATION, ALL IMPLIED WARRANTIES AND CONDITIONS OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NONINFRINGEMENT. STRAVA AND ITS SUBSIDIARIES, AFFILIATES, OFFICERS, EMPLOYEES, AGENTS, PARTNERS AND LICENSORS MAKE NO WARRANTY THAT: (a) THE SERVICE WILL MEET YOUR REQUIREMENTS; (b) YOUR CONTENT WILL BE AVAILABLE OR THE SERVICE WILL BE UNINTERRUPTED, TIMELY, SECURE OR ERROR-FREE; (c) THE RESULTS THAT MAY BE OBTAINED FROM THE USE OF THE SERVICE WILL BE ACCURATE OR RELIABLE; (d) THE QUALITY OF ANY PRODUCTS, SERVICES, INFORMATION OR OTHER MATERIAL PURCHASED OR OBTAINED BY YOU THROUGH THE SERVICE WILL MEET YOUR EXPECTATIONS; AND (e) ANY ERRORS IN THE SERVICES WILL BE CORRECTED.

YOU EXPRESSLY AGREE THAT STRAVA IS NOT PROVIDING MEDICAL ADVICE VIA THE SERVICES. THE CONTENT PROVIDED THROUGH THE SERVICES, INCLUDING ALL TEXT, PHOTOGRAPHS, IMAGES, ILLUSTRATIONS, GRAPHICS, AUDIO, VIDEO AND AUDIO-VIDEO CLIPS, AND OTHER MATERIALS, WHETHER PROVIDED BY US OR BY OTHER ACCOUNT HOLDERS OR THIRD PARTIES IS NOT INTENDED TO BE AND SHOULD NOT BE USED IN PLACE OF (a) THE ADVICE OF YOUR PHYSICIAN OR OTHER MEDICAL PROFESSIONALS, (b) A VISIT, CALL OR CONSULTATION WITH YOUR PHYSICIAN OR OTHER MEDICAL PROFESSIONALS, OR (c) INFORMATION CONTAINED ON OR IN ANY PRODUCT PACKAGING OR LABEL. SHOULD YOU HAVE ANY HEALTH RELATED QUESTIONS, PLEASE CALL OR SEE YOUR PHYSICIAN OR OTHER HEALTHCARE PROVIDER PROMPTLY. SHOULD YOU HAVE AN EMERGENCY, CALL YOUR PHYSICIAN, OR 911 IF YOU ARE IN THE US OR CANADA, IMMEDIATELY. YOU SHOULD NEVER DISREGARD MEDICAL ADVICE OR DELAY IN SEEKING MEDICAL ADVICE BECAUSE OF ANY CONTENT PRESENTED ON THE SERVICES, AND YOU SHOULD NOT USE THE SERVICES OR ANY CONTENT ON THE SERVICES FOR DIAGNOSING OR TREATING A HEALTH PROBLEM. THE TRANSMISSION AND RECEIPT OF OUR CONTENT, IN WHOLE OR IN PART, OR COMMUNICATION VIA THE INTERNET, E-MAIL OR OTHER MEANS DOES NOT CONSTITUTE OR CREATE A DOCTOR-PATIENT, THERAPIST-PATIENT OR OTHER HEALTHCARE PROFESSIONAL RELATIONSHIP BETWEEN YOU AND STRAVA.

YOU EXPRESSLY AGREE THAT YOUR ATHLETIC ACTIVITIES (INCLUDING, BUT NOT LIMITED TO, CYCLING, RUNNING, OR FOLLOWING A STRAVA TRAINING PLAN OFFERED ON THE SERVICES) CARRY CERTAIN INHERENT AND SIGNIFICANT RISKS OF PROPERTY DAMAGE, BODILY INJURY OR DEATH AND THAT YOU VOLUNTARILY ASSUME ALL KNOWN AND UNKNOWN RISKS ASSOCIATED WITH THESE ACTIVITIES EVEN IF CAUSED IN WHOLE OR PART BY THE ACTION, INACTION OR NEGLIGENCE OF STRAVA OR BY THE ACTION, INACTION OR NEGLIGENCE OF OTHERS.

YOU EXPRESSLY AGREE THAT STRAVA DOES NOT ASSUME RESPONSIBILITY FOR THE INSPECTION, SUPERVISION, PREPARATION, OR CONDUCT OF ANY RACE, CONTEST, CHALLENGE, OR GROUP ACTIVITY THAT UTILIZES THE SERVICES, INCLUDING ANY THAT ARE ORGANIZED BY A CLUB ADMINISTRATOR.

YOU EXPRESSLY AGREE TO RELEASE STRAVA, ITS SUBSIDIARIES, AFFILIATES, OFFICERS, AGENTS, REPRESENTATIVES, EMPLOYEES, PARTNERS AND LICENSORS (THE "RELEASED PARTIES") FROM ANY AND ALL LIABILITY IN CONNECTION WITH YOUR ATHLETIC ACTIVITIES AND/OR USE OF THE STRAVA WEBSITES, MOBILE APPLICATIONS, CONTENT, SERVICES OR PRODUCTS (INCLUDING, WITHOUT LIMITATION, ANY STRAVA TRAINING PLAN), AND PROMISE NOT TO SUE THE RELEASED PARTIES FOR ANY CLAIMS, ACTIONS, INJURIES, DAMAGES, OR LOSSES ASSOCIATED WITH SUCH USE. YOU ALSO AGREE THAT IN NO EVENT SHALL THE RELEASED PARTIES BE LIABLE TO YOU OR ANY THIRD PARTY FOR ANY DIRECT, INDIRECT, PUNITIVE, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF OR IN ANY WAY CONNECTED WITH (a) YOUR USE OR MISUSE OF THE SERVICES, (b) YOUR USE OR MISUSE OF EQUIPMENT OR PROGRAMS CREATED OR LICENSED BY STRAVA (INCLUDING, WITHOUT LIMITATION, ANY STRAVA TRAINING PLAN) WHILE ENGAGED IN ATHLETIC ACTIVITIES, (c) YOUR DEALINGS WITH THIRD-PARTY SERVICE PROVIDERS OR ADVERTISERS AVAILABLE THROUGH THE SERVICES, (d) ANY DELAY OR INABILITY TO USE THE SERVICES EXPERIENCED BY YOU, OR (e) ANY INFORMATION, SOFTWARE, PRODUCTS, SERVICES OR CONTENT OBTAINED THROUGH THE SERVICES, WHETHER BASED ON CONTRACT, TORT, STRICT LIABILITY OR OTHERWISE, EVEN IF STRAVA HAS BEEN ADVISED OF THE POSSIBILITY OF DAMAGES.

BECAUSE SOME STATES/JURISDICTIONS DO NOT ALLOW SOME OR ALL OF THE EXCLUSIONS OR LIMITATIONS OF LIABILITY ABOVE, SUCH AS EXCLUSIONS FOR CONSEQUENTIAL OR INCIDENTAL DAMAGES, SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. IN ENTERING INTO THIS RELEASE WHICH IS NOT RELEVANT WHERE YOU LIVE IN THE EU/EEA, YOU ACKNOWLEDGE THAT YOU HAVE READ AND UNDERSTAND, AND HEREBY EXPRESSLY WAIVE THE BENEFITS OF, SECTION 1542 OF THE CIVIL CODE OF CALIFORNIA, (AND ANY SIMILAR LAW OF ANY STATE, COUNTRY OR TERRITORY), WHICH PROVIDES AS FOLLOWS: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR."

STRAVA DOES NOT ENDORSE YOUR CONTENT OR ANY OTHER ATHLETE'S CONTENT AND SPECIFICALLY DISCLAIMS ANY RESPONSIBILITY OR LIABILITY TO ANY PERSON OR ENTITY FOR ANY LOSS, DAMAGE (WHETHER ACTUAL, CONSEQUENTIAL, INDIRECT, PUNITIVE OR

OTHERWISE), INJURY, CLAIM, LIABILITY OR OTHER CAUSE OF ANY KIND OR CHARACTER BASED UPON OR RESULTING FROM ANY CONTENT ON THE SERVICES.

THE COMPANY'S MAXIMUM AGGREGATE LIABILITY TO YOU PURSUANT TO THESE TERMS SHALL NOT EXCEED THE GREATER OF EITHER (a) FIFTY DOLLARS (\$50) OR (b) THE AMOUNT OF FEES PAID BY YOU TO STRAVA IN THE 12-MONTHS PRIOR TO DATE THE CLAIM.

IF YOU ARE A CONSUMER RESIDING IN THE EUROPEAN UNION, YOU HAVE LEGAL REMEDIES IF WE CAUSE YOU LOSS BY OUR BREACH OR NON-PERFORMANCE OF OUR LEGAL OBLIGATIONS, OR BY OUR NEGLIGENCE, AND THESE TERMS DO NOT AFFECT THOSE STATUTORY REMEDIES.

Indemnity

You agree to indemnify and hold Strava and its subsidiaries, affiliates, directors, officers, agents, representatives, employees, partners and licensors harmless from any claim or demand, including reasonable attorneys' fees, made by any third party due to or arising out of Content you submit, post, transmit or otherwise seek to make available through the Services, your use of the Services, your athletic activities which generate the Content you post or seek to post on the Services (including, but not limited to, athletic activities in connection with any contests, races, group rides, or other events which Strava sponsors, organizes, participates in, or whose Services are used in connection with), your connection to the Services, your violation of the Terms, your violation of any data protection or privacy laws, or your violation of any rights of another person or entity. Your rights with respect to Strava are not modified by the foregoing indemnification if the laws of your country of residence, applicable as a result of your use of our Services, do not permit it.

Notice for California Users

Under California Civil Code Section 1789.3, California users are entitled to the following specific consumer rights notice: If you have a complaint regarding the Services that you think we have not adequately resolve, the Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs may be contacted in writing at 1625 N. Market Blvd., Suite N 112, Sacramento, California 95834, or by telephone at (800) 952-5210.

Dispute Resolution

The sections below concerning arbitration, class-action waiver, exception, third day right to opt out and time limitation of claims do not apply to users who live in the European Union.

Arbitration

The parties shall use their best efforts to settle any dispute, claim, question, or disagreement directly through good-faith negotiations, which shall be a precondition to either party initiating a lawsuit or arbitration. Except for disputes relating to the Strava's intellectual property (such as trademarks, trade dress, domain names, trade secrets, copyrights, and patents) or if you opt out of this agreement to arbitrate, all claims arising out of or relating to this Agreement and your use of the Services shall be finally settled by binding arbitration administered by JAMS in accordance with its provisions and procedures for consumer-related disputes, excluding any rules or procedures governing or permitting class actions. The arbitrator, and not any court or agency, shall have exclusive authority to resolve all disputes arising out of or relating to this Agreement, including, but not limited to, any claim that all or any part of this Agreement is void or voidable. The arbitrator shall be empowered to grant whatever relief would be available in a court; provided, however, that the arbitrator will not have authority to award damages, remedies, or awards that conflict with this Agreement. The arbitrator's award shall be binding on the parties and may be entered as a judgment in any court of competent jurisdiction. To the extent the filing fee for the arbitration exceeds the cost of filing a lawsuit, Strava will pay the additional cost. You and Strava hereby expressly waive trial by jury. You also agree not to participate in claims brought in a private attorney general or representative capacity, or consolidated claims involving another person's account, if Strava is a party to the proceeding. This dispute resolution provision will be governed by the Federal Arbitration Act.

The parties understand that, absent this mandatory provision, they would have the right to sue in court and have a jury trial. They further understand that, in some instances, the costs of arbitration could exceed the costs of litigation and that the right to discovery may be more limited in arbitration than in court.

Class-Action Waiver

The parties further agree that any arbitration shall be conducted in their individual capacities only, and not as a class action or other representative action. If any court or arbitrator determines that the class-action waiver set forth in this section is void or unenforceable for any reason, or that an arbitration can proceed on a class basis, then the arbitration provision set forth above shall be deemed null and void in its entirety and the parties shall be deemed to have not agreed to arbitrate disputes.

Exception—Litigation of Small Claims Court Claims

Notwithstanding the parties' decision to resolve all disputes through arbitration, either party may also seek relief in a small claims court for disputes or claims within the scope of that court's jurisdiction.

Thirty-Day Right to Opt Out

You have the right to opt out and not be bound by the arbitration- and class-action-waiver provisions set forth in this section by sending written notice of your decision to opt out to the following address: Strava, Inc., Attn: Legal Department, 208 Utah Street, San Francisco, CA 94103, USA. The notice must be sent within 30 days of registering to use the Services; otherwise, you shall be bound to arbitrate disputes in accordance with these Terms. If you opt out of these arbitration provisions, Strava also will not be bound by them. In addition, if you elect to opt out of these arbitration provisions, Strava may terminate your use of the Services.

Time Limitation on Claims

You agree that any claim you may have arising out of or related to your relationship with Strava and these Terms must be filed within one year after such claim arose; otherwise, your claim is permanently barred.

Choice of Law and Forum

Any action related to the Terms, Content, the Services, and your relationship with Strava shall be governed by, and construed and interpreted in accordance with, the laws of the State of California without regard to its conflict of laws principles AND WILL SPECIFICALLY NOT BE GOVERNED BY THE UNITED NATIONS CONVENTIONS ON CONTRACTS FOR THE INTERNATIONAL SALE OF GOODS, IF OTHERWISE APPLICABLE. Subject to the Section entitled "Dispute Resolution", the parties irrevocably consent to bring any action to enforce this Agreement in the federal or state courts embracing San Francisco, California and you consent to the exclusive jurisdiction of the federal or state courts embracing San Francisco, California. If any party hereto brings any suit or action against another for relief, declaratory or otherwise, arising out of these Terms, the prevailing party will have and recover against the other party, in addition to all court costs and disbursements, such sum as the court may adjudge to be reasonable attorneys' fees. Except to the extent prohibited by applicable law, the parties agree that any claim or cause of action arising out of or related to use of the Services or the Terms must be filed within one (1) year after such claim or cause of action arose or be forever barred. This paragraph does not apply to users who reside in the European Union.

If you are a user based in the European Union, then Irish law shall apply to these Terms and the Irish courts shall have exclusive jurisdiction to hear disputes arising in relation to the Terms. Despite this, your local laws in your European Union Member State may allow you to take legal action against Strava in your Member State and to invoke certain local laws against Strava.

Operation of the Services

The Services are provided by Strava, Inc. from its offices within the United States of America, or, if you are based in the EU/EEA, the Services are provided by Strava Ireland Limited.

Strava, Inc

208 Utah Street
San Francisco
CA 94103
USA

Strava Ireland Limited

Making it Work
Magennis Court
Pearse Street
Dublin 2
D02 FK76 Ireland

Strava makes no representation that the Content or the Services are appropriate or available for use in other locations. Access to or use of the Content or the Services from territories where such access or use is illegal is prohibited. Those who choose to access the Services from locations outside of the United States or the EU/EEA do so on their own initiative and are responsible for compliance with applicable local laws. You may not use or export the Content in violation of U.S. export laws and regulations.

Termination

You agree that Strava may, under certain serious circumstances and without prior notice, immediately suspend or terminate your account and/or access to the Services. Cause for such suspension or termination shall include, but not be limited to, (a) breaches or violations of the Terms or other incorporated agreements, policies or guidelines, (b) requests by law enforcement or other government agencies, (c) a request by you (self-initiated account deletions), (d) discontinuance or material modification to the Services (or any portion thereof), (e) unexpected technical or security issues or problems,

(f) extended periods of inactivity, and/or (g) nonpayment of any fees owed by you in connection with the Services. In some cases, you may have the right to appeal, for example, as described in our [Acceptable Use Policy](#). Termination of your account may include (x) removal of access to all offerings within the Services, (y) deletion of your information, files and Content associated with your account, and (z) barring of further use of the Services. Further, you agree that all suspensions or terminations for cause shall be made in Strava's sole discretion and that Strava shall not be liable to you or any third party for any suspension or termination of your account or access to the Services. The following Sections shall survive termination of your account and/or the Terms: Content and Conduct, Clubs, Proprietary Rights, Your Feedback, Disclaimer of Warranties and Liability, Indemnity, Choice of Law and Forum, and General.

General

You agree that no joint venture, partnership, joint controllership, employment or agency relationship exists between you and Strava as a result of the Terms or your use of the Services. The Terms constitute the entire agreement between you and Strava with respect to your use of the Services. The failure of Strava to exercise or enforce any right or provision of the Terms shall not constitute a waiver of such right or provision. If any provision of the Terms is found by a court of competent jurisdiction to be invalid, the parties nevertheless agree that the court should endeavor to give effect to the parties' intentions as reflected in the provision, and the other provisions of the Terms remain in full force and effect. You may not assign, delegate or otherwise transfer your account or your obligations under these Terms without the prior written consent of Strava. Strava has the right, in its sole discretion, to transfer or assign all or any part of its rights under these Terms and will have the right to delegate or use third party contractors to fulfill its duties and obligations under these Terms and in connection with the Services. Strava's notice to you via email, regular mail or notices, posts, or links on the Services shall constitute acceptable notice to you under the Terms. A printed version of the Terms and of any notice given in electronic form shall be admissible in judicial or administrative proceedings based upon or relating to the Terms to the same extent and subject to the same conditions as other business documents and records originally generated and maintained in printed form. Section titles and headings in the Terms are for convenience only and have no legal or contractual effect. Any rights not expressly granted herein are reserved.

Modification of the Terms and Services

Certain provisions of the Terms may be supplemented or superseded by expressly designated legal notices or terms located on particular pages on the Services. Strava

reserves the right to update the Terms at any time and for any reason in its sole discretion. Strava will notify you in advance of any material changes to the Terms. By continuing to access or use the Services after we have provided you with notice of a modification, you are agreeing to be bound by the modified Terms. If the modified Terms are not acceptable to you, your only recourse is to cease using the Services and [delete your account](#).

Strava and its third party service providers may make improvements and/or changes in the Services, products, services, mobile applications, features, programs, and prices described at any time and for any reason in its sole discretion. For example, the mobile application may download and install upgrades, updates and additional features in order to improve, enhance, and further develop the Services. Strava reserves the right at any time to modify or discontinue, temporarily or permanently, the Services or any portion thereof with or without notice. You agree that Strava shall not be liable to you or to any third party for any modification, suspension or discontinuance of the Services.

Support and Questions

For questions regarding the Services and these Terms, please contact us via <https://support.strava.com>.

Annex B: Acceptable Use Policy

Effective Date: July 2, 2025

Being part of the Strava community is a commitment to respect other Strava users. As part of your use of Strava's Services under Strava's [Terms of Service](#), you agree to follow this Acceptable Use Policy and the [Strava Community Standards](#).

The Acceptable Use Policy plays a critical role in maintaining a healthy Strava community. Each policy below includes examples of content and behaviors that are prohibited; they are not exhaustive and will be updated as needed to keep the community safe and healthy. Where appropriate, we may make exceptions to these policies based on educational, documentary, scientific, artistic, or other public interest considerations.

If we find content or behavior that violates these policies, we will take [appropriate actions](#) including potentially removing the content or taking account-level actions. You can also [report content](#) that may violate our policies for us to review. We have [appeals procedures](#) if someone believes they have received an account enforcement action in error. We appreciate your help in keeping the Strava community safe and healthy for everyone.

Child safety

We have zero tolerance for child sexual abuse and exploitation on Strava. We will remove and report such content as required by law.

Examples of prohibited content:

- Nude images of children
- Sexually explicit imagery (including photorealistic or cartoon) depicting a child
- Sexualization of children through comments, poses, cropping, etc.
- Promoting, glorifying or normalizing sexual exploitation of children
- Contact with a child for sexual exploitation and any sexual solicitation (grooming)
- Jokes or memes or any content normalizing children in sexual acts

Dangerous, violent, or graphic content

We do not allow dangerous, violent, or graphic content on Strava. Dangerous content is content that can likely cause serious harm or injury. Violent content is content that depicts, glorifies, justifies, facilitates, or promotes violence. Graphic content is content that elicits reactions of shock, disgust, or distress.

Examples of prohibited content:

- Instructions for building or selling dangerous items
- Instructions for misusing inherently dangerous items
- Dangerous activities and challenges which pose significant risk to health when performed or are safe to be performed only by qualified individuals
- Imagery of violent acts
- Threats of violence against a person or a group of people
- Content advocating, inciting, normalizing, or glorifying violence
- Instructions for committing violent activities
- Content showing abuse of animals or any graphic imagery of animals intended for shock or disgust
- Terrorist or radical extremist content such as content praising acts of terrorism, sharing manifestos, images or logos associated with terrorist organizations, recruiting or fundraising for terrorist organizations, or sharing content produced by terrorist organizations.
- Content promoting human trafficking and migrant smuggling
- Content showing dead bodies or dismembered or mutilated body parts of humans or animals
- Gratuitous sharing of imagery of bodily fluids like blood and vomit shared with the intent to shock or disgust

False or misleading information

We do not allow content that is fraudulent or contains false, deceptive, or misleading statements, claims or representations.

Examples of prohibited content:

- False or misleading content about health or medical information
- False or misleading content about civic processes
- False or misleading information about events or topics that can incite violence or create serious safety risks (e.g., misleading information related to wildfires or active shootings)
- Conspiracy theories (e.g., denying well-documented violent events)
- Manipulated media designed to deceive or defraud someone by altering a reasonable person's understanding of real world events with potential to cause significant harm to individuals or groups
- The targeted sharing of misleading content with the intent of undermining faith in public institutions of another country

Harassment

We do not allow content that intimidates, or causes someone to fear for their safety.

Examples of prohibited content:

- Personal attacks targeting someone with insults, profanity, offensive language, unwanted sexualization, or any other malicious acts
- Sharing or threatening to share non-consensual explicit or intimate imagery
- Threatening others or wishing harm or death on them
- Mocking or belittling someone's personal loss
- Coordinated targeting of another Strava community or account through actions like mass commenting, spamming, and harassment (brigading)
- Creating accounts dedicated to harassment, brigading, or repeated unwanted contact
- Misuse of our reporting mechanisms to harass someone
- Doxxing, or encouraging others to harass, dox, or brigade

Hateful content

We do not allow hateful content on Strava. Hateful content is content that attacks, demeans, discriminates, or promotes harmful stereotypes about a group of people based on their race, ethnicity, age, national origin, religious affiliation, sexual orientation, caste, sex, gender, gender identity, serious disease, disability, body type, or immigration status.

Examples of prohibited content:

- Hate symbols and images
- Dehumanizing a group based on their protected category, such as by comparing them to animals, pests, or diseases.
- Directing profanity and hateful slurs at members of a protected category
- Praising, justifying, glorifying, or inciting violence against a group based on protected categories
- Encouraging or advocating violence against a protected group
- Claiming a group is inherently inferior (intellectually, morally, physically, etc.) than another group based on protected categories
- Implicit and explicit threats against a group associated with any protected category
- Negative generalizations or harmful stereotypes associated with protected categories

Personal information

Strava respects users' privacy and aims to keep its communities safe from harm. We will remove personal information or personal images shared by others without consent.

Personal information covers:

- Contact information such as physical address, email, social media handles, or phone number
- Government-issued identifications such as drivers license, social security numbers, resident registration or identity cards, passport details, or taxpayer IDs
- Financial information such as bank accounts, credit card numbers, and associated log-in info
- Highly personal and restricted records like medical records

Personal images are images of an individual where they are identifiable based on their image itself or a combination of image and apparent meta data. Please [refer to this page](#) for details on reporting a photo or video shared without your consent. Please report the sharing of intimate or sexual images without consent as harassment.

Restricted goods and services

We do not allow content on Strava that facilitates the trade, marketing, manufacturing or use of restricted goods. Restricted goods refer to products that are governed by laws that restrict the manufacturing, purchase, sale, or ownership of the goods in order to ensure user safety.

Restricted goods include:

- Alcohol and tobacco products (including nicotine and vaping products)
- Firearms, explosives, and other weapons
- Regulated health and medical devices
- Endangered animals
- Illegal drugs, prescription and over-the-counter drugs, unapproved supplements

Examples of prohibited content:

- Facilitating sale, purchase, exchange or donation of restricted goods
- Instructions for manufacturing a restricted good
- Instructions on circumventing regulated access measures
- Glorifying or glamorizing use of restricted goods

Sexual content

We do not allow sexually explicit or exploitative content on our platform. Sexual content refers to material that contains textual descriptions or visual depictions of nudity or sexual activities.

Examples of Prohibited Content:

- Nudity or any sexually explicit content
- Sharing imagery that is private or sexual in nature obtained or published without consent
- Sexual abuse
- Sexual exploitation of people by coercing them to perform sexual acts for commerce
- Use of intimate, naked or sexual photos or videos to blackmail someone to pay money or do something against their will
- Gratuitous sharing of sexual imagery of others
- Sexual solicitation or any sexually obscene content

Suicide, self-harm, and eating disorders

We do not allow content on Strava that shows, promotes, facilitates, or encourages suicide, self-harm, or eating disorders. If you or someone you know is in danger, please get help. Here is a [list of organizations](#) that can offer support.

Suicide content refers to text or media depicting suicide or suicidal ideation or attempts. Self-harm content refers to text or media related to someone harming themselves on purpose. Eating disorders cover eating and exercise behaviors that seriously affect the ability of a person to get the nutrients the body needs, thereby affecting their health significantly.

Examples of prohibited content:

- Depicting suicide or self-harm
- Showing or linking to sites or communities that feature or promote suicide, self-harm, and eating disorders
- Sharing plans for carrying out suicide, self-harm or engaging in eating disorders
- Providing instructions for harming oneself
- Glorifying suicide, self-harm, and eating disorders
- Encouraging suicidal ideation and planning
- Minimizing or mocking people for experiences related to suicide, self-harm, or eating disorders

Spam and inauthentic and disruptive behaviors

We do not allow content or behaviors that are inauthentic or cause disruption within our communities or to Strava systems.

Examples of prohibited content and behaviors:

- Inauthentic content and behaviors, including
 - Manipulating data used for leaderboards
 - Posting activities that do not reflect authentic activities completed by you
 - Directing users outside of the platform to participate in financial schemes, sexual exploitation, or to otherwise encourage inauthentic interactions
 - Impersonation of a person, company, or brand
 - Misrepresenting oneself to deceive others
- Excessive automated, bulk, spammy, or burdensome activity, including
 - Using any automated system, including “robots,” “spiders,” “offline readers,” to access the Services in a manner that sends more requests to Strava than a human can reasonably produce in the same period of time by using a conventional web browser
 - Creating accounts in bulk
 - Using extensions or other means to bypass limits on automated interactions such as kudos or comments
 - Taking any action that imposes, or may impose, at our sole discretion, an unreasonable or disproportionately large load on our infrastructure
- Inflammatory or disruptive behavior, including
 - Posting, commenting, or otherwise creating content in an unsolicited or repetitive manner to get attention, gain more followers, advertise, or promote a business
 - Significantly or repeatedly disrupting the experience of other Strava users, such as
 - Posting content that is unrelated to the purpose of a club in that club
 - Repeatedly requesting followers, kudos, club joins, or engagement to rapidly amplify the reach of your content
 - Posting the same pieces of content in multiple places
 - Posting objectionable content in public surfaces, such as segments or routes on Strava
 - Coordinating a social media campaign on Strava or other platforms to request a new product feature or product change outside of the [Community Hub](#), or to attempt to get Strava to revisit a decision

- Evading an enforcement action, for example by creating a new account after being suspended.
- Content that is malicious or harmful to systems:
 - Content that is harmful to or interferes with Strava's or any third party's networks, equipment, applications, services or websites (e.g., viruses, worms, Trojan horses)
 - Content that is intended to or likely to deceive, mislead, or defraud others through phishing or social engineering techniques

Platform security and access

We work hard to keep Strava safe for everyone. We do not allow unauthorized access or unauthorized use of Strava. We also prohibit any harmful or malicious activity against our websites, related mobile applications, and services (referred to collectively as "Services" below).

- **Unauthorized access or use of information**
 - Accessing any content on the Services through any technology or means other than those provided or authorized by the Services
 - Collecting or harvesting any information relating to an identified or identifiable individual, including account names and information about users of the Services, from the Services
 - Distributing or disclosing any part of the Services in any medium, including by any automated or non-automated "scraping"
 - Using the Services in a manner for which they are not intended, at our sole discretion, (e.g., employee tracking or automotive mileage reimbursement purposes)
 - Submitting to the Services or to Strava any personally identifiable information, except as necessary for the establishment and operation of your account
 - Executing any form of network monitoring or running a network analyzer or packet sniffer or other technology to intercept, decode, mine, or display any packets used to communicate between the Service's servers or any data not intended for you
- **Unauthorized use of the Services**
 - Accessing the Services to monitor its availability, performance, or functionality
 - Permitting any third party to access the Services unless approved by Strava
 - Copying, framing, or mirroring any part of the Services

- Using, copying, modifying, creating a derivative work of, reverse engineering, decompiling or otherwise attempting to extract the source code of the software underlying the Services or any part thereof, unless expressly permitted or required by law, and in any case, without providing prior written notice to Strava
- Bypassing the measures we may use to prevent or restrict access to the Services, including features that prevent or restrict use, or copying of any content
- Removing any copyright, trademark, or other proprietary rights notices contained in or on the Services
- **Harmful or malicious activity**
 - Attempting to disrupt, degrade, impair or violate the confidentiality, integrity, or availability of the Services or the computers, services, accounts, or networks of any other party including denial of service attacks
 - Any activity that typically precedes attempts to breach security such as scanning, probing, or other testing or vulnerability assessment activity, or engaging in or permitting any network or hosting activity that results in a deny list or other blockage of Strava internet protocol space

Intellectual property

We expect everyone using Strava to abide by all the relevant laws applicable to them. Do not post content that infringes, dilutes, misappropriates or otherwise violates any intellectual property, including copyrights, patents, trademarks, trade secrets, or other proprietary information—including unauthorized use of domain names.

Illegal content

Additionally, do not post content that is illegal or promotes illegal activities, including in relation to:

- Sexual exploitation or abuse, including of minors
- Terrorist or radical extremist content
- Export control or sanctions laws
- Violating any privacy, publicity, or other personal rights, including
 - Defamation
 - Doxxing
 - Posting media that you do not have permission to share
 - Sharing other people's personal information without their consent

Reporting content

You can report content you believe violates the law or Strava's [Community Standards](#), this Acceptable Use Policy or any other part of Strava's [Terms of Service](#) by following the instructions in this [article](#).

- If you are an official representative of an EU Member State, Commission, or Board, or an EU user intending to report content you believe is illegal, please refer to [this page](#).
- Manifestly unfounded complaints: When processing user reports, we provide information to users specifying why their report may or may not have violated our policies. We may warn or suspend an account that is found to be making repeated, unfounded complaints that have already been responded to and adequately addressed by Strava.

Content review and enforcement

When content is reported to us, we review the content against our [Terms of Service](#), [Community Standards](#), or this Acceptable Use Policy, and take appropriate enforcement actions. We do this to protect our community from abuse and unwanted content and behavior. We take a number of factors into account when reviewing a piece of content or account for violation such as context, intent, the potential for harm, whether the account is a repeat offender, and if our reporting mechanisms are being used to harass others.

Depending on the nature of the violation, we take a range of actions including, but not limited to, removing content, revoking or limiting access to features, sending a warning, enacting a temporary account suspension, and for more serious offenses, permanently suspending accounts from our services.

We may use automated detection to surface content for review or to block content. In all cases, a human reviews the appeals.

Appeals

When we remove content, suspend an account, restrict access to features, or take any other action against a piece of content or an account, we notify the account owner using the email address on file. Similarly, when someone reports a potential violation to us and we do not have sufficient information to take action on the report, we contact them using the email address on file. These notices offer an opportunity for users to appeal enforcement decisions or share more context for a re-review.

- If you'd like to appeal an enforcement decision, you can do so by following the steps outlined in the email you received. You can appeal up to six months after the date of the decision.
- When submitting an appeal, share the reason for the appeal, including any context or background information that could help us understand the case better.
- Once an appeal is received, a human will review the original decision against our policies and guidelines to determine whether the determination of a violation and/or the enforcement action taken were warranted. Such decisions typically include granting the appeal, requesting more information, or denying the appeal.
- We will communicate our decision as a response to the appeals email.