



New York Transparency Report Q1 & Q2 2026

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 January 1, 2026 – June 30, 2026 ("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 January 1, 2026), 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**.

The Terms of Service attached at Annex A includes updates to Strava's Terms of Service since Strava's last report, which covered the period between October 1, 2025 – December 31, 2025. These changes include:

- Adding more information about how Strava bills for subscriptions, including autorenewing subscriptions.
- Clarifying that certain content, such as publicly shared routes or segments, clubs or posts to support channels, may remain visible even if a user closes their account.
- Including reminders to use geolocation sharing features responsibly—especially for users who work in a sensitive job or position of trust.
- Updating our arbitration agreement.

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	73450	61271	56	12123	3782	591
Hateful Content	15631	8998	26	6607	631	455
<i>Hateful Content - Activity</i>	2435	1309	3	1123	160	11
<i>Hateful Content - Club</i>	680	677	3	0	13	0
<i>Hateful Content - Comment</i>	6665	3878	7	2780	249	150
<i>Hateful Content - Other</i>	0	0	0	0	0	0
<i>Hateful Content - Photo</i>	427	417	10	0	22	0
<i>Hateful Content - Post</i>	3705	1054	0	2651	154	292
<i>Hateful Content - Profile</i>	1233	1228	2	3	0	0
<i>Hateful Content - Segment</i>	459	409	0	50	29	2
<i>Hateful Content - Video</i>	27	26	1	0	4	0
Harassment	20791	16048	24	4719	1614	90
<i>Harassment - Activity</i>	3703	3033	6	664	1209	1
<i>Harassment - Club</i>	1033	1032	1	0	3	0
<i>Harassment - Comment</i>	9037	6096	8	2933	273	50
<i>Harassment - Other</i>	1	1	0	0	0	0
<i>Harassment - Photo</i>	468	464	4	0	19	0

Harassment – Post	2112	1012	1	1099	98	39
Harassment – Profile	4236	4231	3	2	0	0
Harassment – Segment	158	136	1	21	12	0
Harassment – Video	43	43	0	0	0	0
False or misleading information	30121	30120	1	0	767	30
False or misleading information – Activity	13610	13610	0	0	308	0
False or misleading information – Club	1246	1246	0	0	0	0
False or misleading information – Comment	1896	1896	0	0	99	8
False or misleading information – Photo	281	280	1	0	12	0
False or misleading information – Post	1760	1760	0	0	334	21
False or misleading information – Profile	4715	4715	0	0	0	0
False or misleading information – Segment	6597	6597	0	0	13	1
False or misleading information – Video	16	16	0	0	1	0
Dangerous, violent, or graphic content.	6907	6105	5	797	770	16
Dangerous, violent, or graphic content – Activity	1773	1650	0	123	652	0
Dangerous, violent, or graphic content – Club	836	836	0	0	6	0
Dangerous, violent, or graphic content – Comment	1231	729	1	501	40	8
Dangerous, violent, or graphic content – Photo	349	348	1	0	25	0
Dangerous, violent, or graphic content – Post	583	418	2	163	42	8
Dangerous, violent, or graphic content – Profile	1669	1667	0	2	0	0
Dangerous, violent, or graphic content – Segment	427	419	0	8	5	0
Dangerous, violent, or graphic content – Video	39	38	1	0	0	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	1196	587	15	594	602	594
Hateful Content	694	154	6	534	160	534
<i>Hateful Content – Activity</i>	32	15	0	17	15	17
<i>Hateful Content – Club</i>	14	11	3	0	14	0
<i>Hateful Content – Comment</i>	296	64	2	230	66	230
<i>Hateful Content – Other</i>	0	0	0	0	0	0
<i>Hateful Content – Photo</i>	10	10	0	0	10	0
<i>Hateful Content – Post</i>	321	36	0	285	36	285
<i>Hateful Content – Profile</i>	6	6	0	0	6	0
<i>Hateful Content – Segment</i>	10	8	0	2	8	2
<i>Hateful Content – Video</i>	5	4	1	0	5	0
Harassment	388	380	7	1	387	1
<i>Harassment – Activity</i>	7	6	1	0	7	0
<i>Harassment – Club</i>	2	1	1	0	2	0
<i>Harassment – Comment</i>	290	284	5	1	289	1
<i>Harassment – Other</i>	2	2	0	0	2	0
<i>Harassment – Photo</i>	14	14	0	0	14	0

Harassment – Post	31	31	0	0	31	0
Harassment – Profile	15	15	0	0	15	0
Harassment – Segment	27	27	0	0	27	0
Harassment – Video	0	0	0	0	0	0
False or misleading information	4	4	0	0	4	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	1	1	0	0	1	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	3	3	0	0	3	0
False or misleading information – Video	0	0	0	0	0	0
Dangerous, violent, or graphic content.	110	49	2	59	51	59
Dangerous, violent, or graphic content – Activity	6	6	0	0	6	0
Dangerous, violent, or graphic content – Club	0	0	0	0	0	0
Dangerous, violent, or graphic content – Comment	73	15	0	58	15	58
Dangerous, violent, or graphic content – Photo	23	22	1	0	23	0
Dangerous, violent, or graphic content – Post	5	3	1	1	4	1
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	2	2	0	0	2	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	424	176	8	240	184	240
Hateful Content	357	114	3	240	117	240
<i>Hateful Content – Activity</i>	24	14	0	10	14	10
<i>Hateful Content – Club</i>	11	10	1	0	11	0
<i>Hateful Content – Comment</i>	150	51	2	97	53	97
<i>Hateful Content – Other</i>	0	0	0	0	0	0
<i>Hateful Content – Photo</i>	2	2	0	0	2	0
<i>Hateful Content – Post</i>	159	26	0	133	26	133
<i>Hateful Content – Profile</i>	4	4	0	0	4	0
<i>Hateful Content – Segment</i>	6	6	0	0	6	0
<i>Hateful Content – Video</i>	1	1	0	0	1	0
Harassment	54	50	4	0	54	0
<i>Harassment – Activity</i>	2	1	1	0	2	0

Harassment – Club	0	0	0	0	0	0
Harassment – Comment	40	37	3	0	40	0
Harassment – Other	0	0	0	0	0	0
Harassment – Photo	0	0	0	0	0	0
Harassment – Post	8	8	0	0	8	0
Harassment – Profile	1	1	0	0	1	0
Harassment – Segment	3	3	0	0	3	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.	13	12	1	0	13	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	4	4	0	0	4	0
Dangerous, violent, or graphic content – Post	3	2	1	0	3	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

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	10	3	0	7	3	7
Hateful Content	10	3	0	7	3	7
<i>Hateful Content - Activity</i>	9	3	0	6	3	6
<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>	1	0	0	1	0	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	0	0	0	0	0	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	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

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	Appeal - uphold initial decision, no change in enforcement action
TOTAL	68	62	6
Hateful Content	68	62	6
<i>Hateful Content - Activity</i>	1	1	0
<i>Hateful Content - Club</i>	2	1	1
<i>Hateful Content - Comment</i>	24	23	1
<i>Hateful Content - Other</i>	32	28	4
<i>Hateful Content - Photo</i>	1	1	0
<i>Hateful Content - Post</i>	5	5	0
<i>Hateful Content - Profile</i>	3	3	0
<i>Hateful Content - Segment</i>	0	0	0

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

Annex A: Strava Terms of Service

Effective Date: January 1, 2026

These Terms of Service (“Terms”) govern your access to and use of the [Strava](#) platform, including the related mobile applications, products, websites, technology, software, and services (collectively, “Services”). More information about the Services may be found at <https://strava.com>. These Terms specifically incorporate Strava’s [Acceptable Use Policy](#), [Community Standards](#), [Privacy Policy](#), and any other terms you may enter into with Strava. If you are in the European Union (“EU”) or European Economic Area (“EEA”), the Services are provided to you by Strava Ireland Limited. Otherwise, the Services are provided to you by Strava, Inc. In these Terms, the words “Strava,” “us,” “our,” or “we” means the Strava entity providing the Services to you.

1. Agreement

These Terms are a binding agreement (contract) between you and Strava. You indicate your acceptance of these Terms by accessing, using, or signing up for any Services. If you do not agree to these Terms, do not access, use, or sign up for any Services.

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; that these Terms are fully binding on them; and that you have full authority to use or manage the Services on their behalf, including the creation and management of user accounts. In such cases, the terms “you” or “your” will refer to the entity and its affiliates. If you do not have this authority, you must not access or use the Services.

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 OR JURISDICTIONS WHERE PROHIBITED—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.

2. Accounts

Age Limit

The Services are intended only for persons who are at least 13 years old, or such higher age as may be required in your jurisdiction. If you are under the legal age to form a legally binding contract in your jurisdiction, you may use the Services only with the permission of your parent or legal guardian.

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.

Strava always reserves the right to refuse access to the Services by users under the legal age, in our sole discretion.

Signing Up

To use the Services, you must sign up and create an account. By creating an account, you agree:

- To provide accurate, current and complete information about yourself (“User Data”);
- To keep User Data up to date, and make any changes as soon as possible;
- That Strava may use your User Data to provide Services that you access or use and as set out in these Terms and our Privacy Policy;
- To create only one account for your personal use and not to share your account or Strava subscription with others;
- That all activities associated with your account on the Services reflect authentic activities done by you; and
- That Strava has the right to suspend or terminate your account and refuse current or future use of the Services if you violate these Terms, or as otherwise determined within Strava’s discretion.

Security

You are fully responsible for maintaining the confidentiality of your account password and for preventing unauthorized access to your account. You accept full responsibility for all activities that occur under your account or from your devices.

You agree to notify Strava immediately of any unauthorized access or use of your account or password, or any other breach of security. Unauthorized access to your account could expose your User Data and any other information or content you provide to Strava to unwanted or unintended third parties.

Third-Party Integrations

You may sign up for or login to your account via a third-party network, such as Google or Apple. If you do this, you authorize Strava to fill in the registration and other relevant information fields of your account and/or use such third-party credentials to log you into your account, based on those third parties' privacy policies.

You may also choose to connect or share information with third-party apps, plugins, or websites that integrate with the Services, like Apple Health and Garmin Connect, as well as with third parties who work with Strava to offer an integrated feature, such as a challenge sponsor, media streaming, or tracking device.

Information collected by these third parties is subject to their own terms and policies, and Strava is not responsible for the terms or policies of third parties.

3. Fees and Payment

Subscription

Certain features of the Services are free. Whether you engage with free or paid ("subscription-only") features of the Services, these Terms still apply. Strava has the right to add, modify, or discontinue any free or subscription-only feature at any time.

If you decide to access subscription-only features, you will need to pay [subscription fees](#), plus any applicable taxes. Depending on your jurisdiction and your banking provider, you may be charged additional fees (e.g., a foreign transaction fee) when you purchase a Strava subscription.

Subscription fees are paid on a periodic billing cycle, depending on the subscription plan you choose. You agree to pay your subscription fees on time.

Strava has the right to increase subscription fees or add new fees at any time after giving reasonable notice. Changes in subscription fees will take effect on your next billing date, unless otherwise stated.

Payment

To pay any fees to Strava, you must select 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"). You authorize us to collect and use your payment information for payment of the fees. More information about how we process your payment information is in our [Privacy Policy](#).

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 in-app payment flows, you may change your Payment Method through your app store account. No refunds or credits will be provided by Strava, unless set out in these Terms.

Auto-Renewal

Your subscription will renew automatically at the start of every billing period, based on the plan you chose, and will continue until your subscription is canceled. Your subscription will auto-renew unless canceled at least 24 hours before the end of the current period.

Cancellation

You can cancel your subscription at any time. Please see [How to Cancel Your Subscription](#) for more information.

The cancellation of your subscription will go into effect at the end of your current billing period. When your subscription ends, you will no longer have access to subscription-only features. You can resubscribe at the most current pricing at any time.

Cooling Off

If you reside outside the United States, you may be entitled under local law to change your mind and receive a full refund within 14 days of subscribing.

Free Trials

We have the right to offer free trials whenever we want and however we choose. Unless otherwise stated, free trials cannot be combined with other offers and will last for the duration stated in the free trial offer.

If you begin your subscription with a free trial, you will be billed for your subscription fee at the end of the free trial, unless you cancel your subscription at least 24 hours before the free trial ends.

When you register for a free trial, you may be required to provide a Payment Method and Strava may authorize a temporary charge. Sometimes, 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 at least 24 hours before the end of your free trial period.

4. 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 the features ("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 these Terms applies to any feedback you provide related to Beta Features. We may change or remove access to Beta Features at any time.

5. Ownership of Content

In these Terms, "Content" means any content created, shared, posted, or made available in connection with the Services, such as text, images, videos, audio, routes, segments, or other data, whether posted or shared publicly, privately, or via a third-party API. You will remain the owner of intellectual property rights (such as copyright) in your Content.

You agree and confirm that:

- You own all Content shared, posted or made available by you in connection with the Services, or that you have the legal right to use such Content;
- Your sharing, posting, or use of Content does not violate, misappropriate, or infringe on any rights of a third party, including (without limitation) privacy rights, publicity rights, copyrights, or other intellectual property rights; and you will be fully responsible for all royalties, fees, and any other obligations in connection with any Content you share, post, or use in connection with the Services; and
- 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.

If you believe any Content available on the Services violates your intellectual property rights, please contact us by [reporting a violation](#).

6. License

To provide the Services, we need permission to use your Content. This permission is called a license.

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 of your 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 includes permission to use your profile name, profile photo, and information about your activities, including your use of third-party products, services, or devices, in ads, offers and other commercial contexts. 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. We will use your Content as set out in our Privacy Policy.

Except for public routes and segments, clubs that you have created, and posts you've made to support channels, this license ends when your Content is deleted from Strava's systems. For your public routes and segments, clubs that you have created, and posts you've made to support channels, the license will be perpetual (indefinite) in nature, and we may continue to store and use such information after your account is [deleted](#).

You agree and confirm that you are able to give Strava any licenses, rights, or other permissions set out in these Terms.

7. 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 grant 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 if you do not want to give us the license set out in this section. For the avoidance of any doubt, Feedback is not considered Content for the purposes of Section 6 (License).

8. Responsibility for Content and Conduct

We want all of our users to enjoy their Strava experience in a safe and positive environment. For this reason, we have developed our [Acceptable Use Policy](#) and [Community Standards](#), which form part of these Terms.

You are fully responsible for Content which you post, upload, share, transmit or make available via the Services, including any illegal Content. Strava is not responsible for, and does not endorse or support, any Content. We do not guarantee any aspect of any Content, including its accuracy, completeness, usefulness, or quality. You accept all risks relating to use of the Services, including risks arising from reliance on the accuracy, completeness,

usefulness, or quality of any Content. You understand that by using the Services, you may be exposed to Content that is offensive, indecent, objectionable, or illegal.

Strava may—consistent with relevant laws—screen, monitor, hide, restrict, refuse or remove any Content that we find violates these Terms or is objectionable based on our policies or standards. If you believe any Content violates our policies, standards, or 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](#). If you are in the EU, please see [here](#) for more information regarding the EU Digital Services Act and how this law may apply to Strava.

Strava makes no representation that any Content or Services are appropriate or available for use in your location. Access to or use of any Content or Services from locations where access or use is illegal is prohibited, and you are responsible for compliance with all your local laws. You may not use or export Content or Services in violation of U.S. export laws and regulations.

9. Responsible Use of Geolocation Features

You accept all safety, security, and other risks associated with the use of any Strava or third-party geolocation features, tools, and technology, including when recording or sharing GPS-based activities via the Services, using Strava [Beacon](#), or using other map- or location-based features on the Services. These risks may be greater depending on your circumstances, e.g., if you work in a sensitive job or position of trust. To the maximum extent permitted by law, Strava is not responsible for any such risks. You agree to use any such geolocation features, tools, and technology in a way that is safe, secure, and responsible, in accordance with your circumstances and applicable laws. Nothing in this section takes away from any other sections in these Terms where we disclaim warranties and limit or exclude liability. You can learn more about how we use geolocation information in our [Privacy Policy](#).

10. Privacy Controls

Your Content will not be subject to any obligation of privacy or confidence on the part of Strava, except as set out in our [Privacy Policy](#) and your chosen [privacy controls](#), and Strava will not be liable for any use or disclosure of any Content you provide.

Content is public by default when you sign up for the Services, [unless you are under the age of 18](#). Our privacy controls allow you to mark certain Content as private or available only to a limited group of Strava users.

You are responsible for the public nature of your Content if you do not choose to mark your Content as private or available for a limited group of users, or if you later change your choice to make such Content public.

11. Personalized Experience

Personalization is a core part of our Services. We will personalize your Services to provide you with a unique user experience. We do this based on data relating to you, your use of the Services, and information about users similar to you. For example, we may use information like your sport type, your location, who you follow, who follows you, your clubs, your engagement with Content and other users, and other data. We may use this information to decide, for example, what to show in your feed, which routes and challenges to recommend, and who to follow.

You can [set your feed order preference](#) to “Personalized” (we order your feed in the way described above) or “Latest Activities” (your feed will be ordered chronologically).

12. Personal Use

The Services are for your personal use only. You may not charge any person for any part of the Services, use of the Services, or access to Content. Unless Strava agrees otherwise in writing, you cannot use the Services for business-related purposes.

13. Third-Party Products

To use some features of the Services, you may decide to purchase third-party products or services, e.g., a GPS device to track your location. Even if Strava recommends a third-party supplier, product, or service to you, we will have no responsibility for anything relating to your purchase or use of the third-party product or service, and we do not guarantee that any third-party product or service will work with the Services or be error-free.

Through the Services, either Strava or third parties may provide links or advertisements to third-party internet sites or resources. Strava does not endorse and is not responsible 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.

The Services may display products and services sponsored, shown, or offered by third parties. If you decide to deal with a third party or explore or purchase any of their products or services, you are dealing and contracting directly with that third party, and not with

Strava. Strava is not a party to any terms between you and the third party. YOU AGREE THAT STRAVA WILL NOT BE LIABLE FOR ANY LOSS OR DAMAGES OF ANY KIND INCURRED BY YOU AS THE RESULT OF ANY OF YOUR DEALINGS WITH THIRD PARTIES AVAILABLE VIA THE SERVICES.

14. Communications

The Services provide the ability to communicate with others, including third-party businesses, your contacts, other users, and Strava. You agree and confirm:

- You have the right to communicate with your contacts via the Services and you are fully responsible for any charges to use or communicate via the Services;
- To use available communication methods consistent with these Terms and our [Acceptable Use Policy](#), and for purposes relevant to the Services;
- Your communications will be considered your Content and will be governed by these Terms and relevant laws;
- Depending on your account settings and method of communication, communications may be public;
- Communications with third parties, including third-party businesses or others, are not endorsed, sponsored or approved by Strava (unless specially stated otherwise by us);
- Strava may pre-review, post-review, screen, archive, or otherwise monitor communications consistent with and to the extent permitted by law. This includes reviewing direct message chat history and content when a user has been reported to us; and
- All notices, disclosures and other communications that we provide to you electronically will satisfy any legal requirement that such communications be in writing.

15. Other Strava Users

The Services are a place to connect Strava users virtually, in order to share experiences and information in a safe and positive way. Strava is a neutral party to any interactions between users, and we are not responsible for these interactions or any information shared between users. We have no responsibility to confirm the identity of our users or any other information about them, such as qualifications, background, or abilities. You must always use common sense and good judgment when dealing with any other Strava users.

16. Your Contacts

If you choose to use some features of our Services, like informing your contacts about the Services, tracking your activities via Strava [Beacon](#), or sharing your Strava-related information with others, we may require you to provide the contact information of third parties. We will process this information as laid out in the [Privacy Policy](#).

You confirm that you are authorized to provide us with any contact information. Strava will not be responsible if any third party contact information is provided without authority or against these Terms.

17. Professional or Verified Athletes

If you meet Strava's requirements for a [Pro](#) or [Verified](#) badge, you may be eligible to verify your account, place a badge on your profile showing your status, and unlock certain benefits. Having Pro or Verified status does not change any of your obligations under these Terms. We have the right to issue or remove Pro or Verified status (along with any linked benefits) at our discretion, including but not limited to failure to meet Pro or Verified status program requirements and violations of these Terms.

18. Clubs

Strava offers the ability to create [clubs](#), and also manages the club verification program. We may choose to verify some clubs and place a badge on their profile if they meet the requirements for a [Verified Badge for Clubs](#). We have the right to remove or transfer ownership of clubs, remove a club's Content, remove a club's verified status and badge, or remove a club from the Strava platform at any time. If you request a transfer of ownership of a club, we may require you to provide certain documentation.

If you create or administer a club on Strava, you are responsible for ensuring that your club:

- Complies with these Terms and our [Acceptable Use Policy](#);
- Does not claim, suggest an affiliation with, or impersonate Strava by using Strava's intellectual property or in any other way;
- Has the right to use or post all club-related Content, whether third-party or other Content, including rights to use names, logos, copyrights, trademarks, or other intellectual property; and
- Does not use the club to advertise or promote any contests, sweepstakes, or other promotions in any way that we deem to be inappropriate.

19. Proprietary Rights

You acknowledge and agree that the Services, any software used in connection with the Services, 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 relevant intellectual property and other laws. This information may belong to Strava or third parties. Unless expressly allowed by relevant law or authorized by Strava or the relevant third party, 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, display, perform, reproduce, transmit, 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 or aspect of 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. You are prohibited from accessing any data on the Services that you are not expressly authorized to access. Automated access to or collection of data from the Services—by any means, including data mining, robots, screen scraping, scripts, or similar data-gathering tools or software such as browser extensions and crawlers—is prohibited. This prohibition applies regardless of whether you are logged into a Strava account at the time of such automated access or collection.

You are granted a limited, non-exclusive right to create a text hyperlink to the Services and use any RSS feeds available on the Services, for personal use only. Any link you create, including linked content, may not show Strava or the Services in a false, misleading, derogatory, or defamatory manner. The site where you place the link may not contain any pornographic, illegal, offensive, harassing, or other material which we decide is objectionable, without limitation.

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, and you may not use or display such trademarks in any way 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 in these Terms. We may immediately withdraw any licenses, rights, or permissions given to you in these Terms whenever we choose, whether generally or in a specific case, without having to give any reasons.

20. 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](#) 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 181 Fremont Street, Floor 27 San Francisco, CA 94105 USA
ip@strava.com (415) 320-7817

21. DISCLAIMER OF WARRANTIES

THE SERVICES AND ANY CONTENT ARE PROVIDED TO YOU “AS IS” AND “AS AVAILABLE” AND WITHOUT WARRANTY OF ANY KIND. STRAVA AND ITS SUBSIDIARIES, DIRECTORS, AFFILIATES, OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, PARTNERS, AND LICENSORS HEREBY DISCLAIM ALL WARRANTIES WITH REGARD TO THE 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, DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, PARTNERS, AND LICENSORS MAKE NO WARRANTY THAT: (A) THE SERVICES OR ANY CONTENT WILL BE UNINTERRUPTED, TIMELY, SECURE, OR ERROR-FREE; (B) THE RESULTS THAT MAY BE OBTAINED FROM THE USE OF THE SERVICES OR ANY CONTENT WILL BE ACCURATE OR RELIABLE; AND (C) THE QUALITY OF ANY PRODUCTS, SERVICES, INFORMATION, OR OTHER MATERIAL PURCHASED OR OBTAINED BY YOU THROUGH THE SERVICE WILL MEET YOUR EXPECTATIONS.

YOU EXPRESSLY AGREE THAT YOUR USE OF THE SERVICES AND ANY ATHLETIC ACTIVITIES DONE PURSUANT TO OR RELATED TO YOUR USE OF THE SERVICES (INCLUDING WITHOUT LIMITATION, FOLLOWING A TRAINING PLAN OR RECOMMENDATION) IS AT YOUR OWN RISK, AND YOU WILL BE SOLELY RESPONSIBLE FOR ANY INJURY, DAMAGE, OR LOSS TO YOU OR ANY OTHER PARTY RESULTING THEREFROM.

YOU EXPRESSLY AGREE THAT ANY INFORMATION (INCLUDING, WITHOUT LIMITATION, ACTIVITY DATA, PERFORMANCE METRICS, TRAINING PLANS AND RECOMMENDATIONS) SHARED VIA THE SERVICES OR ANY CONTENT, WHETHER PROVIDED BY US OR BY OTHER ACCOUNT HOLDERS OR THIRD PARTIES, IS DESIGNED FOR EDUCATIONAL AND ENTERTAINMENT PURPOSES ONLY AND IS NOT INTENDED TO BE AND SHALL NOT BE CONSTRUED AS MEDICAL OR PROFESSIONAL ADVICE OF ANY NATURE. SUCH INFORMATION SHOULD NOT BE USED IN PLACE OF (A) THE ADVICE OF YOUR PHYSICIAN OR OTHER

MEDICAL PROFESSIONALS OR (B) 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. YOU SHOULD NEVER DISREGARD MEDICAL ADVICE OR DELAY IN SEEKING MEDICAL ADVICE BECAUSE OF THE SERVICES OR ANY CONTENT, AND YOU SHOULD NOT USE THE SERVICES OR ANY CONTENT FOR DIAGNOSING OR TREATING A HEALTH PROBLEM.

YOU EXPRESSLY AGREE THAT STRAVA DOES NOT ASSUME RESPONSIBILITY FOR THE INSPECTION, SUPERVISION, PREPARATION, OR CONDUCT OF ANY RACE, CONTEST, CHALLENGE, EVENT, OR GROUP ACTIVITY THAT UTILIZES THE SERVICES.

22. LIMITATION OF LIABILITY

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, YOU EXPRESSLY AGREE TO RELEASE STRAVA, ITS SUBSIDIARIES, AFFILIATES, DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, PARTNERS, AND LICENSORS (THE "RELEASED PARTIES") FROM ANY AND ALL LIABILITY IN CONNECTION WITH YOUR ATHLETIC ACTIVITIES AND/OR USE OF THE SERVICES AND ANY CONTENT, 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 ON ANY THEORY OF LIABILITY (INCLUDING NEGLIGENCE) ARISING OUT OF OR IN ANY WAY CONNECTED WITH YOUR USE OR MISUSE OF THE SERVICES, THE CONTENT, OR ANY THIRD-PARTY PRODUCT, SERVICE, GOOD, OR APPLICATION, REGARDLESS OF WHETHER SUCH DAMAGES ARE BASED ON CONTRACT, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY, OR OTHERWISE, EVEN IF STRAVA HAS BEEN ADVISED OF THE POSSIBILITY OF DAMAGES.

STRAVA'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 THE DATE OF THE CLAIM.

If you live in a jurisdiction that does not allow for certain disclaimers, limitations, or exclusions, some or all of the disclaimers, exclusions, or limitations in these Terms may not apply to you. Solely to the extent that any of the disclaimers, exclusions, or limitations in these Terms does not apply to you, all remaining disclaimers, exclusions, and limitations that do apply shall continue to apply to your use of the Services and the Content.

23. Artificial Intelligence

As part of providing the Services, we may use and develop artificial intelligence (“AI”) and machine learning (“ML”) to provide features designed to enhance your training and improve the Services (“AI Features”). AI technologies have known and unknown risks and limitations and may make mistakes; you understand and agree that you use AI Features at your own risk. You should always use common sense and good judgment before using any AI-generated recommendations to make sure they are safe, secure, and appropriate for your skill level. Nothing in this section takes away from any other sections in these Terms where we disclaim warranties and limit or exclude liability. You can learn more about how we use AI in our [Privacy Policy](#).

24. Indemnity

You agree to indemnify and hold Strava and its subsidiaries, affiliates, directors, officers, employees, agents, representatives, 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 (including as a club administrator); 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 these Terms or other applicable laws; your violation of any data protection or privacy laws; or your violation of any rights of another person or entity. This indemnification will apply to the fullest extent permitted by the laws of your jurisdiction.

25. 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 resolved, 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.

26. Dispute Resolution

Users in the EU

If you live in the EU, the remaining sections below (governing arbitration, class-action waiver, small claims court exception, thirty-day right to opt out, time limitation of claims, and choice of law and forum) do not apply to you.

Instead, for those who live in the EU, these Terms are governed by and must be interpreted in accordance with Irish law, and the Irish courts will have exclusive jurisdiction to hear any disputes arising out of or relating these Terms or the Services. In addition, the local laws in your EU Member State may allow you to take legal action against Strava in your Member State and to invoke certain local laws against Strava.

Arbitration

Before any party may begin a lawsuit or arbitration, the parties will use their best efforts to settle any dispute, claim, question, or disagreement directly through good-faith negotiations.

Except for disputes relating to Strava's intellectual property rights (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 these Terms or the Services will 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, will have exclusive authority to resolve all disputes arising out of or relating to these Terms, including, but not limited to, any claim that all or any part of these Terms is void or voidable. The arbitrator will 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 these Terms.

The arbitrator's award will 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 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.

If your arbitration demand involves claims similar to those made by 15 or more other users, and if you and those other users are represented by the same lawyers, or by lawyers who

are coordinating with each other, you agree that these claims will be considered “Related Cases.” Related Cases may only be filed in batches of up to 20 individual arbitrations at a time, and those individual arbitrations will be resolved in the following manner: (i) for the first batch of bellwether cases, each side may select up to 5 of these Related Cases to be filed and resolved in individual arbitrations; (ii) none of the other Related Cases may be filed or prosecuted in arbitration until the first batch of up to 20 individual arbitrations is resolved; and (iii) if, after that first batch, the parties are unable to resolve the remaining Related Cases, a second batch of Related Cases may be filed, where each side may select up to 5 of the Related Cases to be resolved in individual arbitrations. This process of batched individual arbitrations will continue until the parties resolve all Related Cases informally or through individual arbitrations. A court has exclusive authority to enforce this paragraph, including whether it applies to a given set of claims, and to enjoin the filing or prosecution of arbitrations that do not comply with this paragraph. If this provision is found unenforceable, the procedure will be governed by the JAMS Mass Arbitration Procedures and Guidelines.

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 agree that any arbitration will 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 out 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 out above will be deemed null and void in its entirety and the parties will be deemed to have not agreed to arbitrate disputes.

Exception—Small Claims Court

Despite the parties’ agreement to resolve all disputes through arbitration, either party may also seek relief in a small claims court for disputes or claims within 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 out in these Terms by sending written notice of your decision to opt out to

the following address: Strava, Inc., Attn: Legal Department (Opt-out), 181 Fremont Street, Floor 27, San Francisco, CA 94105, USA. The notice must be sent within 30 days of signing up to use the Services; otherwise, you will be bound to arbitrate disputes in accordance with these Terms. If you opt out of the arbitration provisions, Strava will also not be bound by them.

Time Limitation on Claims

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

Choice of Law and Forum

Any action or legal proceedings arising out of or related to these Terms, Content, the Services, or your relationship with Strava will be governed by and must be 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 these Terms in the federal or state courts embracing San Francisco, California and consent to the exclusive jurisdiction of the federal or state courts embracing San Francisco, California. If any party 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.

27. Termination

You agree that Strava may, under certain circumstances and without prior notice, immediately suspend or terminate your account and/or access to the Services. Cause for such suspension or termination will 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 part of the Services), (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 removal of access to all offerings within the Services; deletion of your information, files and Content associated with your account; and barring your further use of the Services.

You agree that all suspensions or terminations for cause will be made in Strava's sole discretion and that Strava will 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 will survive termination of your account and/or the Terms: Content and Conduct, Clubs, Ownership Rights, Your Feedback, Disclaimer of Warranties and Liability, Indemnity, Choice of Law and Forum, and General.

28. General

You agree that no joint venture, partnership, joint controllership, employment, or agency relationship exists between you and Strava as a result of these Terms or your use of the Services. These Terms make up 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 will 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, your rights, 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 will constitute acceptable notice to you under these Terms. A printed version of these Terms and of any notice given in electronic form will be admissible in judicial or administrative proceedings based on or relating to these 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 in these terms are reserved.

29. 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 agree 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 may make improvements and/or changes in the Services, and prices described, at any time and for any reason in their sole discretion. For example, the Strava mobile application may download and install upgrades, updates, and additional features to improve, enhance, or further develop the Services. Strava reserves the right at any time to modify or discontinue, temporarily or permanently, the Services or any part of the Services with or without notice. You agree that Strava will not be liable to you or to any third party for any modification, suspension, or discontinuance of the Services.

30. 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 [Developer 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.