



## **Privacy Policy**

**Please carefully review the below information. This form is required for all clients, members, and supervising adult guests.**

### **Information Collected**

This section describes the information we collect, including information that you provide to us, information automatically collected and information from third parties. We may combine information that we collect via one method (e.g. our website, our digital advertising) with information that we have collected via another method (e.g. a facility event). We collect this information to get a more complete view of our consumers, which, in turn, allows us to serve you better and with more customization.

### **Information You Provide**

If you register at Hydro Air Treadmill Lab (hereafter referred to as "HATL"), make purchases through our website, sign up to receive emails we collect and store the information you provide. This information includes personal information (information that can be used to identify you as an individual) such as your name, social media handle, email, telephone number, home address, and payment information (such as your account or credit card number). You may also be asked for demographic information (such as age, product, preferences, health needs, zip code) or location information. You may also be able to register and log in using a social media account, including your Facebook, Instagram or other social media account. When you use a social media account to log into the sites, you may also be able to use certain social features on the sites. For some social media sites, the social media site may ask your permission to share certain information from your social media accounts with HATL's site. This information may include your first and last name, gender profile picture and gender.

### **Membership**

If you purchase a membership, you will be required to provide certain information, including your name, address, birth date, gender, email address, and an emergency contact. You will also be required to provide similar information for other members of your household when creating a membership. You may also be required to provide a government issued ID and financial account information. We use this information to establish and manage your membership. We will send you an email confirming your membership.

### **Surveys, Giveaways, and Contests**

We may provide you the opportunity to voluntarily participate in surveys, giveaways or contests on our website. If you choose to participate, we may request certain personal information from you, including your name, gender, age, email address, membership status or other information. We will use the information to notify winners if applicable.

### **Do We Use Cookies?**

Yes. Like many websites, we use "cookies" which are data filters placed on a web browser when it is used to visit a website to facilitate site navigation and to personalize your experience, including tailoring advertisements. Cookies may also be used to associate you with social networking sites like Facebook and, if you choose, enable interaction between your activities on the website and your activities on social networking sites. If you would prefer to not accept cookies, you can change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; or set your browser to automatically not accept any cookies. However, please be aware that some features and services on our websites may not work properly because we may not be able to



recognize and associate you with your account. In addition, the offers we provide when you visit us may not be as relevant to you or tailored to your interests.

### **Information from Third Parties**

The website may contain links and/or “widgets” to third party scheduling, billing, and other information collecting software to facilitate membership/product purchases and to improve the overall customer experience. HATL may change this software at its sole discretion and will inform customers of such adjustments affecting their overall experience. HATL reserves the right to control how customer payment and information is collected.

We may receive information from third party partners, such as marketing and demographic data, offline records and information from an advertiser about your experiences or interactions with them. We may combine such third-party data with other information we receive from or about you. These third-party sites have separate and independent privacy policies. We have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these linked sites.

### **Use and Sharing of Information by HATL**

HATL and its brands use information collected for a variety of business purposes such as:

- Providing you with tailored content, services, advertisements and offers from our brands
- Responding to your questions and providing news and updates from our brands, about our products, and services
- Providing you with access to features of HATL’s website
- Verifying your identity
- Fulfilling product purchases
- Communicating about your account(s) and activities on the website
- Sending notice of changes to HATL’s policy
- Improving the effectiveness of our website, stores, customer service, and product offerings
- To conduct research and analytics related to our operations
- Processing applications and transactions
- Posting your content and consumer reviews on the website, our social media pages and related third party websites that retail or feature our brands and products
- Contacting you about content shared by you about our brands and product

We share the information we collect within HATL, including but not limited to, Hydro Air Treadmill Lab, LLC, and its affiliates (HATL System). We will not disclose your personal information to third parties outside of the HATL System for their own independent marketing or business purposes without your consent unless for the following limited purposes:

1. Third parties providing services on our behalf: We share your personal information with third parties that perform functions on our behalf such as service providers that host or operate our website, provide analytics and site usage information, process transactions and payments, fulfill orders or provide customer service, loyalty program administration, redemption, advertisers; sponsors or other third parties that



participate in or administer our promotions, contests, sweepstakes, surveys or provide marketing or promotional assistance.

2. We may share information with our subsidiaries, sponsors, partners, advertisers or other third parties to provide you with product information and promotional and other offers to help maintain and operate the website or for other reasons related to the operation of our business, including but not limited to the fulfillment of purchases, promotional offers, and administering contests.
3. We may also share non-identifying information, such as aggregate statistics or usage information, with third parties.
4. Your agreement to have your personal information shared: While on HATL Sites, you may have the opportunity to opt-in to receive information and/or marketing offers from someone else, or to otherwise consent to the sharing of your information with a third party, including social networking sites such as Facebook. If you agree to have your personal information shared with a third party, your personal information will be disclosed to the third party and will be subject to the privacy policy and business practices of that third party. Data obtained through the short code program will be shared with any third parties for their marketing reasons/purposes.
5. We may share information with other entities within the HATL system. As we continue to develop our business, we may sell or purchase assets. If another entity acquires us or our assets, or assets related to the website, personal information, usage information and any other information that we have collected may be disclosed to such entity as one of the transferred assets. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such information may be considered an asset of ours and as such may be sold or transferred to third parties.
6. Legal disclosure: HATL may transfer and disclose information your personal information, usage information and device identifier (including IP address), to third parties to comply with a legal obligation; when we believe in good faith that the law requires it; at the request of governmental authorities conducting an investigation; to verify or enforce our terms and conditions and applicable policies, to respond to an emergency, or otherwise to protect the rights, property, safety, or security of third parties, visitors to our website or the public.

### **Your Privacy Rights, Choice and Access**

You may change your preferences and unsubscribe from email services from HATL by:

1. Modifying your registered user information on the website.
2. Following the unsubscribe instructions in the communication that you have that you receive

You may at any time opt out from push notifications and allowing HATL to access location data by adjusting the permissions in your mobile device. You can stop all further collection of information by our mobile applications by uninstalling the mobile application. Please note that if you uninstall the mobile application from your mobile device, the unique identifier associated with your mobile device will continue to be stored. If you reinstall the application on the same mobile device, we will be able to re-associate this identifier to your previous transactions and activities. In accordance with record keeping requirements, we may delete certain that contain personal information you have submitted through the website. We are under no obligation to store such personal information indefinitely and disclaim any liability arising out of or related to, the destruction of such personal information. In addition, you should be aware that it is not always possible to completely remove or delete all of your information from our



databases without some residual data because of backups and other reasons. We will retain your personal information for as long as your account is active or as needed to provide you services and as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. If you wish to cancel your account or request that we no longer use your personal information to provide you services, maintained by our social media partners like Facebook. If you wish to make changes to those settings and preferences, you may do so by visiting the settings page of the appropriate social media website.

#### **Text/SMS Message Consent and Opt-Out**

If you choose, you can provide your mobile phone number to receive marketing text message alerts from HATL, including product and/or event information, products tips or promotions that may be sent using automated dialing systems (“Text Messages”). Consent is not required to purchase goods or services. Message frequency varies. Message and data rates may apply and you should check the rates of your mobile carrier. You can opt out from further text communications by texting STOP to the SMS number used by HATL to contact you. You will send you a final SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you are experiencing issues with the messaging program you can reply HELP for more assistance, or you can get help directly at [contact@hydroairlab.com](mailto:contact@hydroairlab.com). We may share your mobile phone number with service providers with whom we contact to assist us with the above activities. You acknowledge that text messages are distributed via third party mobile network providers and, therefore, we cannot control certain factors relating to message delivery. You acknowledge that, depending on the recipient’s mobile carrier, it may not be possible to transmit the text message to the recipient successfully; nor is content available on all carriers. We do not claim or guarantee availability or performance of this service, including liability for transmission delays or message failures. Carriers are not liable for delayed or undelivered messages.

#### **Surveillance and Security Systems**

HATL uses security and surveillance cameras for the safety and security of staff and members, to help protect and maintain the property, and to aid law enforcement. All recording shall be done with recognition of the reasonable expectation of privacy among members and guests. The live feed and recordings are not regularly monitored by any member of HATL and should not be used as an exception to posted supervision rules/guidelines. All recordings will be deleted after a period of seven (7) days, except where requests are made by legal authorities to maintain such video recordings.

#### **Social Media and Marketing**

HATL may take photos and recordings from time to time for promotional purposes. In the event that video testimonials are obtained from consenting individuals within the facility, background persons visible within the recording will be blurred unless their express consent is obtained. In any case, HATL will avoid taking any photos or recordings of individuals without their express consent. For individuals making their own recordings and social media posts, HATL reserves the right to request that the individual discontinue doing so for any reason.

#### **Your Arizona Rights**

We value your privacy and will not distribute your personal information to outside parties without your consent. Third parties that have content or services on our website, like social features, analytic services, or an advertising network partner, may obtain information about your browsing or usage habits but this information does not include personal information. We do not knowingly permit such third parties to collect any personal information from our websites unless you directly provide it to us and we provide it to them with your consent. If you are a minor under 18 and have a profile on our HATL website, you may ask us to remove reviews or other content that you posted on



the site by writing to us at [contact@hydroairlab.com](mailto:contact@hydroairlab.com) and providing as much detail as possible (i.e. date and caption) as to the post(s) you want removed. We will begin to process your request within 30 days. Please note that processing your request does not ensure complete or comprehensive removal of content that you posted.

**I acknowledge that I have read, understand and agree to the Privacy Policy listed above.**

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**Client's Printed Name**

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**Client's Signature**

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**Date**

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**Client's Parent or Legal Guardian's Printed Name**

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**Client's Parent or Legal Guardian's Signature**

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**Date**