

MAC Fitness Web Privacy Statement

Effective and Updated June 2011

Privacy Statement

MAC Fitness is committed to respecting your privacy. We've structured our website so that, in general, you can visit your club on the Web without identifying yourself or revealing any personal information. Once you choose to provide us personally identifiable information (any information by which you can be identified), you can be assured that it will only be used to support your customer relationship with MAC Fitness.

This statement regarding the privacy of the personally identifiable information you provide online covers four main areas: Awareness, Choice, Security, and Oversight.

Awareness

MAC Fitness provides this Online Privacy Statement to make you aware of our privacy policy and practices and of the choices you can make about the way your information is collected and used. As covered in MAC Fitness Terms of Use, you are responsible for reporting unauthorized use of your account and are restricted from behaviors that may damage the security of our site. For more information, please see our Terms of Use.

To make this notice easy to find, we make it available on our home page and at the bottom of every webpage.

What we collect

On some of our web pages you can make requests and register to receive materials. The types of personal information collected at these pages are name and contact information. In order to tailor our subsequent communications to you and continuously improve our products and services, we may also ask you to voluntarily provide us with information regarding your personal or professional interests, demographics, experience with our services, and contact preferences.

Cookies and Web Beacons

Like many websites, our web hosting firm, MembersFirst, uses "cookies" to improve your MAC Fitness experience. A cookie is a file containing a string of code that we transfer to your computer's hard drive, to be kept there for later use. With cookies in place, our system will recognize you whenever you use your Web browser (such as Internet Explorer, AOL or Mozilla Firefox) and connect to our page. This enables us to present you with custom Web pages. If you choose not to take advantage of these interactive features, you can set up your browser to reject cookies or to alert you when a cookie has been sent. When you visit our site your computer may

also receive cookies from our advertisers and from other sites displayed as search results or links. These cookies are covered by the policies of those advertisers and outside websites, not this one.

MembersFirst also uses web beacons (also known as action tags or single pixel gifs) to access cookies inside and outside our Web pages and in connection with our products and services. A web beacon is a transparent image placed on a web page that sends a signal when a person visits that page. This enables us to assess the popularity and effectiveness of the material posted on the our website. We may also use web beacons in connection with e-mails sent to MAC Fitness employees to let us know whether and when the e-mail was opened. No personal information is transmitted through web beacons.

How we use it

MAC Fitness uses your information to better understand your needs and provide you with better service. Specifically, we use your information to help you complete a service, to communicate back to you, to update you on service and benefits, and to personalize our web site for you. From time to time, we may also use your information to contact you for market research or to provide you with marketing information we think would be of particular interest. At a minimum, we will always give you the opportunity to opt out of receiving such direct marketing or market research contact. We will also follow local requirements, such as allowing you to opt in before receiving unsolicited contact, where applicable.

Who we share it with

In general, we provide access to your personal information only to employees and contractors we believe need that access in order to do their jobs and to provide products or services to you.

Neither MAC Fitness nor MembersFirst will sell, rent, or lease your personally identifiable information to others. Unless we have your permission or are required by law, we will only share the personal data you provide online with other member entities and/or business partners who are acting on our behalf to complete the activities described above. Such member entities and/or business partners, including those located in other countries, are governed by our privacy policies with respect to the use of this data.

Children

In compliance with the Children's Online Privacy Protection Act, many of the website's interactive services are only available to users and Members who are at least thirteen years old. If you are under thirteen, you may not use several of the interactive features.

MembersFirst needs to ask all users, including children under age thirteen (13), for personal information that is reasonably necessary to determine the user's eligibility to participate in some of interactive features.

Choice

MAC Fitness will not use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without first letting you know and offering you a choice. As previously stated, we will also provide you the opportunity to let us know if you do not wish to receive unsolicited direct marketing materials from us and we will do everything we can to honor such requests. Your permission is always secured first, should we ever share your information with third parties that are not acting on our behalf and governed by our privacy policy. We reserve the right to send you certain important communications relating to our services, such as service announcements and administrative messages throughout the term of your MAC Fitness account without offering you the opportunity to opt-out of receiving these communications.

Security

MAC Fitness is committed to ensuring the security of your information. To prevent unauthorized access, maintain data accuracy, and ensure the appropriate use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. If MAC Fitness is acquired by or merged with or into another company, we will provide notice on this website before personal information is transferred and becomes subject to a different privacy policy.

Changes to This Privacy Policy

This Online Policy Statement may be changed from time to time. We will notify you about significant changes by sending a notice to the primary email address specified in your MAC Fitness account or by placing a prominent notice on our site.

Oversight

If you have any questions about this privacy statement, the practices of this site, or your dealings with this website, you can contact membersupport@manchesterathleticclub.com.