

Privacy Policy

Mercedes Club respects your privacy and understands the importance of the information you share with us. This Privacy Policy applies to M Club Gym LLC which does business as Mercedes Club and our website - themercedesclub.com. It explains the information we collect on our website and how we use your information for our business. By visiting this website, you consent to our collection and use of your information as described in this Privacy Policy.

1. Information We Collect and How we Collect It

We collect your personally identifiable information in the following ways:

- **Contact Information.** When you sign up for our mailing list or to inquire about our services or products, we collect contact information, such as your name, phone number, e-mail address, and street or mailing address.
- **Registration Information.** When you become a Club member, we collect your name, email address, phone and mobile number, street or mailing address, username, password, picture, and other contact information to set up your account. We may also collect demographic information, such as your age, gender and certain health information.
- **Membership Information.** If you are a Club member, we may also collect your membership number and information about how you use the Club, such as check-in times and dates, class bookings, purchase of training sessions or other services.
- **Purchase Information.** If you make a purchase, we also collect your name, credit or debit card information, phone and mobile number, mailing address, e-mail address, and billing address to complete the purchase transaction.
- **Social Media Information.** If you use Facebook, Instagram, Twitter, Yelp, or other social media sites to sign up for one of our promotions, we may collect the information that you submit through that site. When you "like" us on Facebook or "follow" us on other social media sites, we will also collect your name and e-mail address from that site. If you submit information through social media sites, your information is governed by their privacy policies and information you share might be seen by the general public.
- **Usage Information:** We may also collect general information about your use of our website, such as your computer IP address, unique mobile device identifier, browser type, ISP or carrier name, and pages you access on our website.

We may gather additional personal or non-personal information in the future. We encourage you to review the privacy statements of websites you choose to link to from our site so that you can understand how those websites collect, use and share your information. Mercedes Club is not responsible for the privacy statements or other content on websites outside of our website.

2. How we use of your Personal Information

We collect and use your personal information to communicate with you regarding your club membership and services, or to send you newsletters, promotions, surveys and other emails that may be of interest to you. From time to time, we may contact you on behalf of external business partners about a particular offering that may be

of interest to you. In those cases, your personally identifiable information (e-mail, name, address, telephone number) is not shared with third parties.

3. How We Share Information

We do not sell, rent or share personal information with third parties for their own marketing purposes without your consent. We will share personal information with third parties in the following ways:

- **Services Providers.** We share data with trusted partners to host our website, send you email or postal mail, manage surveys or promotions, provide customer support, arrange for services and aggregated statistical data. All such third parties are prohibited from using your personal information except to provide these services to Mercedes Club, and they are required to maintain the confidentiality of your information.
- **Social Media Sites.** When using our social media pages and blogs, users may share comments, reviews, postings, or other information. If you choose to submit this type of information to us, that information may be available to the general public. If you write a review about the Club on Facebook or another social media website, remember that this information is governed by Facebook or the other website's privacy policy and this information may be viewed by the general public.
- **Compliance and Protection.** We reserve the right to disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to comply with law or defend against legal claims. We may also disclose your personal information or your use of our site, if we in good faith believe that such action is necessary to protect and defend the rights, property or safety of our company or its affiliates, other users of the site, or the public; or to enforce our Terms of Use.
- **Corporate Transactions:** In the event of a sale of our company or assets, we may transfer your personal information as part of that transaction.

4. Use of Cookies

Our website may use "cookies" to help you personalize your online experience. A cookie is a unique text file that is placed on your hard disk by a web page server to tell the server that you have returned to a specific page. For example, if you personalize our web pages, or register on the Mercedes Club site, a cookie helps the site to recall your specific information on future visits. When you return to the same website, the information you previously provided can be retrieved, so you can easily use the features that you customized. You have the ability to accept or decline cookies. If you choose to decline cookies, you may not be able to fully experience the interactive features of our website or other sites you visit.

5. Tracking Technology and Do-Not-Track Requests

We do not currently use any technology that enables us to track your online activities over time and across third-party web sites, nor do we plan on doing so in the future. Because we do not employ tracking technology, we offer no response to Do-Not-Track requests transmitted by web browsers.

6. Security of your Personal Information

We take the security of your personal information seriously. We use reasonable and appropriate technical and organizational measures to protect your personal information against unauthorized access, use or disclosure. We also limit access to personal information about you to employees who reasonably need it to provide

products or services to you, or in order to do their jobs. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol. However, because no security system is perfect, we cannot completely guarantee the security of your information. In addition, we have no control over the security of other web sites that you might visit even when a link may appear to those web sites site from our site.

7. How Long We Keep Information

We retain your personal information for as long as necessary to fulfill a business purpose or comply with a legal requirement.

8. Children Under Thirteen

Our Club is intended for individuals who are 18 or over, and we do not knowingly collect any personal information from children under 13. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

9. Opt-Out & Unsubscribe

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. You may stop receiving emails from us by clicking the unsubscribe link at the bottom of the email or by contacting us at <http://themercedesclub.com/contact-us/>

10. Changes to this Policy

We reserve the right to change and update this Privacy Policy at our sole discretion. If we change this Privacy Policy, we will inform you by posting a notice on our website. Further use of this site after any such change constitutes your agreement to follow and be bound by the updated Privacy Policy.

11. California Privacy Rights

If you are a California resident, you may request information regarding the types of personal information we share with third parties for direct marketing purposes, and the identities of the third parties with whom we have shared such information during the immediately preceding calendar year. California Users may request further information about our compliance with this law by sending us a message via the Contact Us link on the site. Please note that we are only required to respond to one request per customer each year concerning this law, and we are not required to respond to requests made by means other than through the Contact Us page on our website.

11. Contact Information

We welcome your questions or comments regarding this Privacy Policy. You can contact us at Tonya Jacobs, General Manager, Mercedes Club, 550 West 54th Street, New York, NY 10019 - Email: tonya@themercedesclub.com. Phone: (212) 265-1111

Effective as of September 22, 2017