

PRIVACY POLICY

PLEASE READ THE FOLLOWING PRIVACY POLICY CAREFULLY

The Wellness Center is a program of Humboldt Park Health, an Illinois not for profit corporation. The Wellness Center (“**Wellness Center**”, “**Humboldt Park Health**”, “**we**,” or “**us**”), respect your concerns about privacy. This Privacy Policy describes what information we collect about you, how we collect it, how we use it, with whom we may share it, and what choices you have regarding it. This Privacy Policy applies to information we obtain through your use of our web site [insert site address] (the “**Site**”), and through any other means, including information you may provide to us other than on the Site, such as at the Wellness Center (each, a “**Location**”). **This Privacy Policy does not apply to information obtained by programs of Humboldt Park Health other than the Wellness Center; refer to the Privacy Policy of Humboldt Park Health with regard to other Humboldt Park Health programs.** As we continue to evolve our Site and incorporate new technologies to improve communication, our policies may change. We encourage you to refer to this policy on an ongoing basis to stay abreast of our most current privacy practices.

By accessing and using the Site, you agree that you have read and understand this Privacy Policy and that you accept and consent to the privacy practices (and any uses and disclosures of information about you) that are described in this Privacy Policy. **IF YOU DO NOT ACCEPT THIS PRIVACY POLICY, THEN YOU ARE NOT AUTHORIZED TO USE THE SITE.**

1. WHAT INFORMATION DO WE COLLECT?

(a) Information you provide to us.

The Wellness Center only collects personal information about you that is necessary for the purposes of establishing, managing and maintaining our relationship with you, and in

accordance with the purposes described in Section 3. We and our third party service providers (“**Contractors**”) may collect certain information from or about you in connection with your use of the Site, or your submissions to us via the Site or at the Wellness Center facility (together, “**Collected Information**”), including, but not limited to, your name, e-mail address, mailing address, telephone number, and credit card information (including credit card number, expiration date, security code, billing name and billing address). In addition, we and our Contractors may collect the content of, and metadata regarding, any correspondence you may have with us or our representatives, regardless of the mode of communication by which such correspondence was made.

(b) Information collected via technology.

The servers used to host and operate the Site may collect certain data pertaining to you, including data regarding the source from which you are directed to the Site, the equipment and communications method that you use to access the Site, and your activities on our Site. We and our Contractors may combine components of this data with Collected Information, which may identify you. Unless otherwise described in this Privacy Policy, such data (which is also deemed “**Collected Information**” hereunder) will be used solely for the purposes described below.

In addition, the Collected Information may reveal such things as the Internet protocol (“**IP**”) address assigned to your computer, specific pages that you access on the Site or prior to or after visiting the Site, and the length of time you spend at the Site. We and our Contractors may use this information to help administer the Site and the servers that provide the Site, generate statistical information, monitor and analyze Site traffic and usage patterns, and improve the Site’s content and content delivery, including any online content, materials, and services that we describe or make available on the Site.

The technologies we use for automatic data collection may include:

- **Cookies (or browser cookies).** We may use cookies to enhance your experience on our Site. Our Site may send one or more “cookies” to your computer to improve the utility of the Site by storing user preferences and tracking user trends. These cookies are placed on your computer when your web browser accesses the Site. The cookies provide us with information that helps us understand things such as how you navigate to and around websites, Site browsing and content accessing. You can set your Internet browser (like Internet Explorer or Safari) to warn you every time a cookie is sent, or to turn off all cookies. See your browser’s Help menu for these instructions. By disabling your cookies, you will not have access to some of the features that enhance your user experience on our Site.
- **Flash Cookies.** Certain features of our Site may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to,

from and on our Site. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, you may visit <http://helpx.adobe.com/Zash-player/kb/disable-local-shared-objects-Zash.html>. Similarly, by disabling Flash cookies, you will not have access to some of the features that enhance your user experience on our Site.

- **Web Beacons.** Pages of the Site and our e-mails may contain small electronic Ples known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit Midtown Athletic Clubs, for example, to count users who have visited those pages or opened an e-mail and for other related Site statistics (for example, recording the popularity of certain Site content and verifying system and server integrity).
- **Do Not Track.** Our systems do not recognize browser “Do Not Track” signals. “Do Not Track” is a proposed universal mechanism that enables consumers to opt-out of tracking by websites they do not visit. Once the Internet industry has settled on standards related to this issue,

we may reevaluate this approach.

2. INTEREST-BASED ADVERTISING

Advertising agencies, advertising networks, and other companies may place advertisements on the Site, and on the Internet generally, and may use their own cookies, web beacons, and other technology to collect information about you when you use our Site. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

If you have any questions or to opt-out of interest-based advertising from third-party companies, you may contact us.

3. HOW DO WE USE YOUR INFORMATION?

We may use Collected Information to establish and maintain our business relationship with you, to identify you as a user of the Site or as a client of the Wellness Center facility, and to facilitate our provision of services, including allowing members to register and pay for

classes, programs and/or events at the Wellness Center, to reserve facilities at the Wellness Center, to enable non-members to sign-up and register as a member at the Wellness Center, or to administer sweepstakes and contests. We may use Collected Information to communicate special offers, promotions and information about our company to you via email or the telephone. If you do not wish to receive these communications you will have the option to opt out of future mailings (see Section 4 below). If you contact us for support or assistance, we may use Collected Information to provide service and support to you, namely to respond to your comments, questions or suggestions. We may also use your information to compile usage statistics and other data regarding the use of the Site services, and to improve our service offerings, including the use of this Site.

We may also use Collected Information to prevent errors and fraud.

Finally, we may use Collected Information for any other purpose with your consent or as required or authorized by law.

We and our Contractors may store Collected Information for as long as needed for the purposes indicated in this Privacy Policy, for legitimate business purposes and to comply with legislative requirements.

4. HOW DO WE USE YOUR EMAIL INFORMATION?

In addition to the more general purposes identified in Section 3, we collect email information to provide a more personalized and relevant experience. If you give us your email address when you inquire about membership or sign up, we will send you emails about exclusive offers, news at the Wellness Center, and new offerings and events. If you have previously opted out of receiving emails from us, providing updated information will act as an 'opt back-in'.

If you want to opt-out of receiving promotional emails, simply click on the unsubscribe link located on the bottom of all of our emails. Although we strive to update our email list within a reasonable period, you might receive another contact before we are able to remove you.

Please note that you will continue to receive services-related communications as it pertains to your member account. The Wellness Center may use any of your contact information held on file (including Email, Mailing, Phone & Fax) to communicate with you in relation to day to day administrative activities, such as billing, purchases and important service alerts.

The Wellness Center does not sell or rent your name, e-mail address, or any other

personally identifiable information to third-parties.

5. WE ONLY SHARE USER INFORMATION IN THE WAYS DESCRIBED BELOW

Access to the Collected Information by staff within the Wellness Center does not require your consent, but is strictly limited to the persons for whom such information is necessary for the performance of their functions and duties.

We may also share Collected Information without your consent to Contractors we engage to perform functions on our behalf. Examples include creating and maintaining our Site, processing credit card transactions, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance and providing customer service. They also have access to Collected Information needed to perform their functions, but may not use it for other purposes. In addition, such agents, consultants, data processors, service providers and other parties will contractually guarantee to the Wellness Center that they will keep the Collected Information confidential in accordance with this Privacy Policy and applicable privacy legislation, and return it to the Wellness Center or destroy it once the service has been completed.

Subject to the same restrictions, we may also share the necessary Collected Information with our subsidiaries, affiliates, and our business and marketing partners in furthering our mission as an organization and delivering the content, materials, and services available on or through the Site to you. However, this information is provided in the form of aggregated statistical data that includes users' demographic information, but does not identify them. We reserve the right to provide any and all such aggregated and non- individually identifiable data to third parties.

If all or part of the Wellness Center is sold, merged, or otherwise transferred to another entity, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, we may transfer Collected Information to such entity as part of that transaction.

Finally, we may disclose Collected Information to other third parties with your consent or as required or authorized by law.

6. WHAT CHOICES DO YOU HAVE?

When corresponding with the Wellness Center or our representatives, or when making

a request for information or otherwise interacting with us or others through the Site, you choose what information to supply, what questions or comments to submit, whether you wish to receive further information, and by what method of communication such information should be delivered. Please take care to share only such information as is needed or that you believe is appropriate. You are under no obligation to provide us with personally identifiable information, but without it we may not be able to provide you the products or services you request. You may contact us as indicated below if at any time you would like to ask us about our data collection and information security practices.

You also have the right to information on your Collected Information which is contained in a file by the Wellness Center. You can also request that information which is inaccurate, incomplete or equivocal be rectified, and that information not justified by the purposes of the file be deleted. In the event that we cannot provide access to or rectify the information, we will inform you of the reasons why and any recourse available.

To gain more information on your privacy rights generally, the Federal Trade Commission, in the United States, and the Office of the Privacy Commissioner provides useful information about privacy on their web site at <http://www.consumer.ftc.gov/topics/privacy-identity>.

7. HOW DO WE PROTECT INFORMATION COLLECTED ABOUT YOU?

We have put in place certain commercially reasonable security measures designed to safeguard Collected Information against loss or theft, as well as unauthorized access, disclosure, copying, use or modification, regardless of the format in which the information is held. These measures include physical measures, organizational measures and technological measures that are reasonable given the sensitivity of the information, the purposes for which it is to be used, the quantity and distribution of the information and the medium on which it is stored. Unfortunately, the storage and communication of Collected Information can never be completely secure. Hence, we are unable to guarantee that information that you transmit or otherwise supply to us, or any communications conducted on or through the Site, is or will be totally secure. If you become aware of any breach of Site security or this Privacy Policy, please notify us immediately.

8. HOW DO WE PROTECT CHILDREN ON OUR SITE?

Our Site is designed for use by adults only. In particular, our intention is to fully comply with the Children's Online Privacy Protection Act (COPPA) in the United States and similar legislation in Canada. Per COPPA guidelines and other applicable guidelines outside of the United States, we do not knowingly collect personally identifiable information from children under the age of 13. If a parent or guardian is made aware that a child under the age of 13 has provided us with personally identifiable information through any point of contact, we ask to be contacted at the below address. We encourage parents to monitor children's Internet use to keep them safe while navigating the Internet.

9. DOES THIS PRIVACY POLICY APPLY TO EXTERNAL LINKS FOUND ON THIS SITE?

While this Site may contain links to other web sites, please note that when you click on one of these links, you are navigating away from the Site to another web site. We encourage you to read the privacy statements of these linked sites as their privacy policies may differ from ours. We are not responsible for the privacy practices or the content of such other web sites. We encourage you to read and become familiar with our Terms of Use for additional information.

10. LOCATION OF THIS SITE

This Site is hosted and operated in the United States. However, we and our Contractors may, in our effort to provide the Site, store Collected Information in the United States, or we may transfer it to, and store it within, other countries.

Those who access or use the Site from jurisdictions outside the United States or Canada do so at their own choice and risk and are solely responsible for compliance with local law. If you are not a resident of the United States, you acknowledge and agree that we may collect and use your personal information outside your home jurisdiction, and that we may store your personal information in the United States or elsewhere.

Please note that the level of legal protection provided in the United States or other non-European countries may not be as stringent as that under European Union privacy standards or the privacy laws of some other countries, possibly including your home jurisdiction and that local laws may otherwise allow your information to be accessed by third parties without your consent.

11. WE MAY CHANGE THIS PRIVACY POLICY

From time to time, we may change our privacy practices, and this Privacy Policy, because of changes in relevant and applicable legal or regulatory requirements, our business practices, or in our attempts to better serve your needs and those of our other customers. We will try to notify you of any such changes, including by sending you an email notifying you of such changes, and posting a revised policy on this Site. All such changes shall be effective upon our posting them to the Site and your continued use of the Site indicates your acceptance of any such changes. We encourage you to regularly review the current version of this Privacy Policy on the Site.

12. HOW CAN YOU CONTACT HUMBOLDT PARK HEALTH WELLNESS CENTER?

If you have questions regarding our Privacy Policy, other areas of our Site or our facility, please contact us. Your feedback is always welcome and appreciated. 773.292.8200