



1933 Springfield Ave, Maplewood, NJ 07040  
1-866-TheGymM  
www.thegymmaplewood.com

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## PRIVACY POLICY

This Privacy Policy (“Policy”) discloses the privacy practices for: (i) The Gym Maplewood and (ii) The Gym Maplewood Site and various related services. The Gym Maplewood, in connection with the provider of The Gym Maplewood Site, is committed to protecting your privacy online. Please read information below to learn our policies regarding your use of The Gym Maplewood Site.

YOU ACKNOWLEDGE THAT THIS POLICY IS PART OF THE GYMMAPLEWOOD SITE’S TERMS AND CONDITIONS, AND BY ACCESSING OR USING THE GYM MAPLEWOOD SITE, YOU AGREE TO BE BOUND BY THE POLICY. IF YOU DO NOT WISH TO BE BOUND BY THE POLICY, PLEASE EXIT THE SITE NOW. YOUR REMEDY FOR DISSATISFACTION WITH OUR POLICY OR THE SERVICES PROVIDED ON OR THROUGH THE GYM MAPLEWOOD SITE, IS TO STOP USING THE SITE. YOUR AGREEMENT WITH US REGARDING COMPLIANCE WITH THE POLICY BECOMES EFFECTIVE IMMEDIATELY UPON COMMENCEMENT OF YOUR USE OF THE GYM MAPLEWOOD SITE.

You can visit The Gym Maplewood Site on the Internet without telling us who you are or giving us your personally identifiable information. However, we will ask you to register and provide us with your name and other variables. Except as set forth specifically below, The Gym Maplewood will not give, sell, rent or exchange the information with anyone else without your prior consent except as compelled by law (see section 3 below).

We reserve the right to change this Policy at any time and from time to time. Such changes, modifications, additions, or deletions shall be effective immediately upon notice thereof, which may be given by means including, but not limited to, issuing an e-mail to the e-mail address that you listed when registering and posting the revised Policy on this page. You acknowledge and agree that it is your responsibility to review this Policy periodically, and be aware of any modifications. Your continued use of The Gym Maplewood Site after any such modifications will constitute your: (a) acknowledgement of any modified Policy; and (b) agreement to abide and be bound by any modified Policy.

### 1. TYPES OF INFORMATION COLLECTED.

In order to better provide you with our numerous services, we collect two types of information about our users: Personally Identifiable Information and Non-Personally Identifiable Information. Our primary goal in collecting information from you is to provide you with a smooth, efficient, and customized experience while using The Gym Maplewood Site.

Personally Identifiable Information (“PII”): This refers to information that lets us know the specifics of who you are. When you engage in certain activities on The Gym



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Maplewood Site, such as registering, we may ask you to provide certain information about yourself by filling out and submitting an online form. It is completely optional for you to engage in these activities. We may ask, however, that you provide us personal information, such as your first and last name, address, telephone number, e-mail address, gender, date of birth, and other information. If you pay any playing fees or purchase anything through The Gym Maplewood Site, our store credit card information on our servers or other computers. We may also collect information from you at other points on The Gym Maplewood Site such as your playing statistics. However, this policy is subject to change without notice and we encourage you to periodically check our Policy statement.

Non-Personally Identifiable Information (“Non-PII”): This refers to information that does not by itself identify a specific individual. We may gather certain general information about you based upon where and how you visit The Gym Maplewood Site in several ways. This information may be compiled and analyzed on both an individual and an aggregated basis. This information may include the Uniform Resource Locator (“URL”) the web address that you just came from when you visited The Gym Maplewood Site, which URL you next go to, what browser you are using, and/or your Internet Protocol (“IP”) address. A URL is the global address of documents and other resources on the World Wide Web (“Web”). An IP address is an identifier for a computer or device on a Transmission Control Protocol/Internet Protocol (“TCP/IP”) network such as the web. Networks like the Web use the TCP/IP protocol to route information based on the IP address of the destination. In other words, an IP address is a number that is automatically assigned to your computer whenever you are surfing the Web or allowing Web servers to locate and identify your computer. Computers require IP addresses in order for users to communicate on the Internet.

We use your PII to provide our services to you and for other purposes. Specifically, we collect such information and use it to help provide our services to our users, allow our users to relate to each other through Communities and provide us with concise demographic information to help us garner and target advertising on The Gym Maplewood ONLY. We or the Facilities will use your PII, specifically your e-mail. To provide notifications of scheduling changes and other announcements that are deemed very important. We may use PII to deliver information to you, to contact you regarding administrative notices or to display targeted advertisements. We may also use PII to resolve disputes, troubleshoot problems, and enforce our agreements with you.

We will use Non-PII in a general, aggregated form to help us demographically target customers, other customer communications or for any potential sponsors. We also reveal certain Non-PII demographic information about individuals to advertiser researchers, but when we do so enough PII is stripped out so that you can never be identified. For Example, we will disclose general types of people who click on third party

advertisements or play in –line hockey, i.e., gender, age, Zip Code, sports preferences, education level, etc., but such disclosure will never identify any names, street addresses, phone numbers or e-mail addresses that could identify the particular individual. We will also use both PII and non-PII to enhance the smooth operation of The Gym Maplewood Site, improve our marketing and promotional efforts, statically analyze The Gym Maplewood Site’s use, improve our service offerings, and customize The Gym Maplewood Site’s Content, layout, and services.

2. ONLINE SERVICES.

When you register with The Gym Maplewood, we collect your name, e-mail address, and other information necessary to provide service to you. You acknowledge that by signing up for online services you are also option in for e-mail announcements or alerts. The Gym Maplewood and your playing Facility will use your e-mail address to send you updates and alerts on The Gym Maplewood online service. This helps us keep you informed of our online services and better serve you. Except for your Facilities and in some cases your team Captain/Coach or other players on your team, you will NOT receive any electronic or other correspondence from third parties.

3. COMPELLED DISCLOSURE.

If we required by law to disclose the information that you have submitted, we will attempt to provide you with notice (unless we are prohibited by law) that a request for your information has been made in order to give you an opportunity to object to the disclosure. We will attempt to provide this notice by e-mail, if you have given us an e-mail, if you have given us an e-mail address, or by postal mail if you have entered a postal address. We will independently object to overly broad requests for access to information about users of The Gym Maplewood Site. If you do not challenge the disclosure request, we may be legally required to turn over your information to law enforcement agencies or a court of competent jurisdiction.

4. COOKIES

When you use The Gym Maplewood Site, we will store cookies on your computer in order to facilitate and customize your use of The Gym Maplewood Site by, for example, allowing you to return to The Gym Maplewood Site without having to sing in each time. A Cookie is a small data text file, which is stored on your computer’s hard drive (if your Web browser permits). Cookies contain information that can be read later by a Web server in the domain that issued the cookies to you. Cookies cannot be used to run programs or deliver viruses to your computer. Our cookies (i) make your use of The Gym Maplewood and (ii) Make the Gym Maplewood run more smoothly. You are always free to decline our cookies if your browser permits, but some parts of The Gym Maplewood may not work properly in that case. Once you leave The Gym Maplewood Site, the “cookie” remains on your hard drive in case you choose to visit The Gym Maplewood



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Site again or perform other functions. Rest assured that at no time will our “cookie” collect your PII or any other information from your computer.

We specifically do not use cookies to help track your web activity on the Internet or on any other sites on the Internet, nor do we cooperate with others who attempt to do so. Further, we do not allow any of our advertisers to do so on our site although if you go to their website they may engage in such a practice.

#### 5. UPDATING AND CORRECTING INFORMATION.

We believe you should have the ability to access and edit the PII that you have provided to us. You may access your account and change any of your PII yourself at any time. We encourage you to promptly update your PII if it ever changes. You may ask to have the information on your account deleted or remove PII, underused. While we will comply to the best of our ability, it may be impossible to completely delete your information without some residual information remaining because of backups and historical archives. Nonetheless, if you do delete most of your PII, understand that you will not be able to use The Gym Maplewood Site any longer as our computer does not know where to start you when you sign in and what you may see and not see.

#### 6. SECURITY OF INFORMATION

At The Gym Maplewood site, you can be assured that your PII security is consistent with current industry standards. The importance of security of all PII associated with our users is of utmost concern to us. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. For example, we may store your personal information on computer systems with limited access, which are located in controlled facilities. When we transit highly confidential information (such as a credit card number or password) over the Internet, we protect it through the use of encryption, such as secure socket layer (SSL) 256-bit encryption protocol or newer technology, which is the industry standard and prevents unauthorized parties from viewing such information when it is intercepted.

In order to most efficiently serve you, credit card transactions are directly handled by established third-party banking and processing agents who receive the information needed to verify and authorize your credit card or other payment information.

Unfortunately, on today’s Internet, no data transmission over the Internet or any wireless network or in any server can be guaranteed to be 100% secure. As a result, while we conscientiously strive to protect your PII, you acknowledge that: (a) there are security and privacy limitations of the Internet and computer server technology that are beyond our control; and (b) the security, integrity, and privacy of any and all information and data exchange between you and us through The Gym Maplewood cannot be guaranteed and as with any other website on the Internet, it is possible that any such information and data may be viewed or tampered with while in transit by a third party.



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7. PRIVACY POLICIES OF THIRD-PARTY SITES.

As a public service, we may maintain links to other Web sites. Except as otherwise discussed in this Policy, this document only addresses the use and disclosure of information we collect from you. Other sites accessible through The Gym Maplewood Site have their own privacy policies and data collection, use, and disclosure practices. For more information on this topic, please consult each specific site's privacy policy. You acknowledge and agree that we are not responsible for the policies or practices of third parties.

8. MISCELLANEOUS PRIVACY ISSUES.

While The Gym Maplewood Site is directed to athletes of all ages including to children 13 years old or younger, our policy is that we do not knowingly collect, use, or disclose PII about users that are 13 years of age or younger without a parent or guardian's permission. If you have any questions about this Policy, the practices of The Gym Maplewood Site, or your dealings with The Gym Maplewood, please communicate with us by using the "Contact Us" component of The Gym Maplewood Site.