

CHICAGO CENTER FOR WELLBEING

Privacy Statement

This Privacy Statement explains how we Chicago Center for Wellbeing Inc. ("we", "us", "our") collect, use and share your "Personal Information" - information that identifies, relates to, describes or is capable of being associated with you as a particular individual, such as your name, date of birth, address, email address or telephone number - and other data through your use of any of our website and other services (collectively, the "**Services**").

By accessing the Services, you accept this Privacy Statement, agree to the terms, conditions and notices contained or referenced herein as well as in our Terms of Use located HERE (the "**TOU**"), and you consent to collection, use and disclosure of your Personal Information as described herein. Any capitalized term used, but not defined, herein, has the meaning given to it in the TOU.

What Information We Collect

We collect two types of Personal Information: (i) personally identifiable information ("**PII**"), which constitutes any information that can identify an individual directly or through other reasonably available means and is otherwise referred to herein as "personal information", but does not include information deemed not to be personal information in accordance with applicable law; and (ii) non-personally identifiable information ("**Non-PII**"), which is also referred to as aggregate and anonymous data, or is information that would not, in and of itself, identify you. Please note that what one may initially consider to be Non-PII may, in some contexts, such as in respect of small geographic locations or communities, result in such information being attributable to you or allowing you to be identified because of the context. Please consider this when providing information.

What Information We Ask You For

When you sign up for a free online live group class or a free fitness/wellness consultation, you will be asked to provide us with certain PII about yourself such as your name, email address, date of birth, city and country of residence. When you subscribe to News, Promotions and Updates, you will be asked to provide us with your email address.

What Information We Automatically Gather

Some Non-PII is automatically collected when you use or visit the Services. We collect and store information related to your use of the Services. The Non-PII we automatically collect is used to help us provide a more relevant and useful site experience to you. This information is also used in the aggregate to perform statistical analyses of user behavior and characteristics in order to measure interest in and use of the various areas of the Services.

What Other Information May Be Collected

Feedback. You should feel free to give us feedback, or ask questions about the Services. We may store your communications, including any Personal Information you include in them, so that we can effectively respond to you.

Medical/Health Information. Certain of the Paid Services, such as (but not limited to) fitness training, counseling, and coaching may involve in-person or interactive meetings with us. Accordingly, if you purchase those Paid Services, we may ask you to provide (or you may otherwise disclose to us) certain Personal Information about yourself, including your medical and psychiatric history, social history, any physical or mental limitations you may have and other personal information pertaining to your life and lifestyle at that time. We use this information to help better tailor the Services to your personal needs, and will never disclose any Personal Information of this nature to any third parties for any commercial uses.

How We Use Your Information

Our primary objective in collecting your information is to provide services that are of the greatest interest and use to you. In addition to those uses mentioned above, we use the PII collected for the following purposes: (i) for sign up; (ii) for subscription; (iii) to communicate with you about our Services; (iv) to tailor the Services to you; (v) to measure interest in and improve our Services; (vi) to provide you with information and offers from us or third parties that we believe you may find useful or interesting, including marketing or promotional materials, advertisements, coupons and other information on services and products offered by us or third parties; (vii) to resolve disputes troubleshoot problems; and (viii) to monitor the Services and to enforce the TOU. In addition, the Personal Information allows us to develop and customize the Services and to better understand what products and services you would like. The Personal Information may also be used to send you e-mails that we believe may be of interest to you, such as our newsletters. You may opt out of receiving any such e-mails by unsubscribing; simply follow the unsubscribing instructions.

In addition to the uses mentioned above, we use the Non-PII collection for the following purposes: (i) to monitor and analyze use of the Services and for the technical administration of the Services; (ii) to increase functionality and user-friendliness of the Services; (iii) to better tailor the Services to your needs; (iv) to generate and derive useful data and information concerning the interests, characteristics and use behavior of our clients, and to verify that our clients meet the criteria required to process their requests.

How We Share Your Information

We may share you information with the following parties and/or for the following purposes:

Affiliates. We may share much of our data, including your PII, with our parent, subsidiary and other affiliated companies (each a "**Related Entity**") that are committed to serving your online needs and providing related services.

Trusted Third Party Service Providers. We may use third parties to provide technical support and perform tracking and reporting functions, conduct quality assurance testing, and provide other services in connection with the Services. We may share information about you with them so that they can perform the services they are required to perform.

Other Third Parties. We may share information with other parties whom you ask us to send Personal Information, whether explicitly or by using the Services.

Third Party Advertising. Third parties serve some of the ads on the Services. We do not provide individualized personal information to them, but they may have access to information that they obtain through cookies or that you share with them yourself. Note that we do not rent, sell or trade Personal Information with third parties for their direct marketing purposes. In addition, we may use your information to enable our marketers and advertisers to understand whom our members are, i.e. the information collected will be compiled to create general profiles of our clients, demographic information and interests.

Aggregate Information. We may share non-PII in the aggregate to third parties relating to user behavior in connection with actual or prospective business relationship with those third parties, such as advertisers and content distributors. For example, we may disclose the number of viewers that have been exposed to, or clicked on, links.

Business Transfers. We reserve the right to disclose and/or transfer information about you to a third party in the event of an actual or proposed sale, purchase, lease, amalgamation, merger, joint venture or other type of disposition or financing of any or all of Milates, or any of its assets or shares, in order to ensure that you continue to receive the same services. If another company acquires our business or all or substantially all of our assets, that company will assume the rights and obligations with respect to that information as described in this Privacy Statement.

Investigations. We reserve the right to investigate abuses on the Services, and enforce and apply our TOU and this Privacy Statement. We may disclose information about you to third parties if we have a good faith belief that such disclosure is reasonably necessary to: (i) take action regarding suspected illegal activities; (ii) enforce or apply our TOU and this Privacy Statement; (iii) comply with legal process and law enforcement instructions and orders, such as a search warrant, subpoena, statute, judicial proceeding, or other legal process served on us; or (iv) protect our rights, reputation, and property, or that of our users, affiliates, or the public.

How We Protect Your Personal Information

We understand how important protecting your privacy is, and we are committed to safeguarding the information you provide to us. And while no website can guarantee absolute security, we have implemented specific security procedures to protect the storage and disclosure of your Personal Information. Access to your information is restricted to

select employees or representatives. We use a secure server for holding your Personal Information.

How Long We Keep Information

We keep the Personal Information you have given us for at least as long as you maintain as maintain your Account. Keep in mind, however, that even if you discontinue using our Services, we may retain your Personal Information in conformance with our data retention policy, under which we may reasonably retain such information to comply with laws, prevent fraud, resolve disputes, troubleshoot problems, assist with any investigations, enforce our Terms of Use, and take other actions otherwise permitted by law.

External Links and Parties

If any part of the Services links you to other websites, those external websites do not operate under this Privacy Statement. We recommend that you examine the privacy statements posted on those other websites to understand their procedures for collecting, using, and disclosing personal information. Once you leave our website, our Privacy Statement will no longer apply. Also, we cannot guarantee the privacy of third parties whose information our users have provided to other members on the Website.

Cookies and Similar Technologies

“Cookies” are pieces of information that may be placed on your computer by a service for the purpose of facilitating and enhancing your communication and interaction with that service. Many services use cookies for these purposes. We may use cookies (and similar items such as clear gifs, web beacons, tags, etc.) on our Service to customize your visit and for other purposes to make your visit more convenient or to enable us to enhance our Service. We may also use and place cookies (and similar items) on your computer from our third party service providers in connection with the Service, such as an analytics provider that helps us manage and analyze Service usage, as described more fully below. In addition, our advertisers and business partners may set cookies and similar items on your computer when you use our Service. You may stop or restrict the placement of cookies on your computer or flush them from your browser by adjusting your web browser preferences, in which case you may still use our Service, but it may interfere with some of its functionality. Cookies and similar items are not used by us to automatically retrieve personally identifiable information from your computer without your knowledge.

If you delete your cookies, change browsers or use a different cookie, our cookie (or an opt-out cookie) may no longer work and you will have to reinput (or opt-out) again.

Analytics and Conversion Tracking

We use analytics services that use cookies, javascript and similar technologies to help us analyze how users use the Service. The information generated by these services about your

use of the Service (including your IP address or a truncated version of your IP address) is transmitted to and stored by analytics service providers on their servers. Those service providers will use this information for the purpose of evaluating your, and other users', use of the Service, compiling reports for us on website activity and providing other services relating to website activity and Internet usage.

We may collect information about your computer, including your IP address, operating system and browser type, for system administration and in order to create reports. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

We use cookies on our site for Google Analytics. Google Analytics is a web analytics tool that helps website owners understand how visitors engage with their website. Google Analytics customers can view a variety of reports about how visitors interact with their website so that they can improve it.

Like many services, Google Analytics uses first-party cookies to track visitor interactions as in our case, where they are used to collect information about how visitors use our site. We then use the information to compile reports and to help us improve our site.

Cookies contain information that is transferred to your computer's hard drive. These cookies are used to store information, such as the time that the current visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page.

Google Analytics collects information anonymously. It reports website trends without identifying individual visitors. You can opt out of Google Analytics without affecting how you visit our site – for more information on opting out of being tracked by Google Analytics across all websites you use, visit <https://tools.google.com/dlpage/gaoptout>.

We also use Google conversion tracking and/or similar services to help us understand your and other users' use of the Service.

Please see <https://support.google.com/adwords/answer/1722022?hl=en> for more information about conversion tracking provided by Google.

California Privacy Rights

Under California Civil Code sections 1798.83-1798.84, California residents are entitled to ask us for a notice describing what categories of personal customer information we share with third parties for direct marketing purposes. That notice will identify the categories of information shared and will include a list of the third parties with whom it was shared, along with their names and addresses. If you are a California resident and would like a copy of this Privacy Statement, please submit a written request to the address listed below.

Your Disclosures In Blogs And Other Social Media

You should be aware that personally identifiable information which you voluntarily include and transmit online in a publicly accessible blog, chat room, social media platform or otherwise online, or that you share in an open forum such as an in-person panel or survey, may be viewed and used by others without any restrictions. We are unable to control such uses of your personally identifiable information, and by using such services you assume the risk that the personally identifiable information provided by you may be viewed and used by third parties for any number of purposes.

If you choose to connect with a social networking service, such as Facebook, we may share information with that service, and that service may share information about you with us.

Protection for Children

We generally do not collect personally identifiable information from children under the age of 13. If at any time in the future we plan to collect personally identifiable information from children under 13, such collection and use, to the extent applicable, shall, when required, be done in compliance with the Children's Online Privacy Protection Act ("COPPA") and appropriate consent from the child's parent or guardian will be sought where required by COPPA. When we become aware that personally identifiable information from a child under 13 has been collected without such child's parent or guardian's consent, we will use all reasonable efforts to delete such information from our database.

Communications with Chicago Center for Wellbeing:

By providing your email address to us, you expressly consent to receive emails from us. We may use email to communicate with you, to send information that you have requested or to send information about other products or services developed or provided by us or our business partners, provided that, we will not give your email address to another party to promote their products or services directly to you without your consent or as set forth in this Privacy Policy.

By providing your phone number to us, you expressly consent to receive phone calls and/or text messages from us. We will not give your phone number to another party to promote their products or services directly to you without your consent or as set forth in this Privacy Policy.

Any phone calls and/or text messages delivered to your phone or device may cause you to incur extra data, text messaging, or other charges from your wireless carrier. MESSAGE AND DATA RATES MAY APPLY. You are solely responsible for any carrier charges incurred as a result of phone and/or text communications from Milates.

Any communication or material you transmit to us by email or otherwise, including any data, questions, comments, suggestions, or the like is, and will be treated as, non-confidential and nonproprietary. Except to the extent expressly covered by this Privacy Policy, anything you transmit or post may be used by us for any purpose, including but not limited to, reproduction, disclosure, transmission, publication, broadcast and posting. Furthermore, you expressly agree that we are free to use any ideas, concepts, know-how, or techniques contained in any communication you send to us, as well as any data developed using the content of such communication, without compensation and for any purpose whatsoever, including but not limited to, developing, manufacturing and marketing products and services using such information.

Privacy Officer

We are responsible for and will maintain and protect Personal Information in our possession or custody, including PII that we may transfer to third parties for processing. We have designed an individual or individuals who is/are accountable for compliance with this Privacy Statement.

To contact us concerning privacy issues, please send an email to info@chicagocenterforwellbeing.com, Attention: Privacy Officer

Changes to This Privacy Statement

We reserve the right to modify this Privacy Statement from time to time. We will notify our members of relevant changes by posting a notice on our website. The most current version of this Privacy Statement will govern our use of your information, and will always be located HERE. By continuing to use our Services, you agree to be bound by the revised statement.

Hosting

The Services are hosted in the United States. If you access the Site or Services from any jurisdiction with laws or regulations governing personal data collection, use, and disclosure that differ from the laws of the United States, please be advised that through your continued use of the Services, you are transferring your Personal Information to the United States and you consent to that transfer. Additionally, you understand that your Personal Information may be processed in countries (including the United States) where laws regarding processing Personal Information may be less stringent than in your country.

Governing Law and Dispute Resolution

This Privacy Statement, and all related matters are governed solely by the laws of Illinois, U.S. and applicable federal laws of U.S., excluding any rules of private international law or the conflict of laws which would lead to the application of any laws.

To the extent legally permitted, any claim or cause of action you may have arising from, connected with, or relating to this Privacy Statement or our handling of your Personal information, or any related matters must be commenced within six (6) months, after the claim or cause of action arises, after which time the claim or cause of action is forever barred, regardless of any statute or law to the contrary.

No Rights of Third Parties:

This Privacy Policy does not create rights enforceable by third parties, nor does it require disclosure of any personal information relating to users of the Service.

Service Terms and Conditions:

Use of this Service is governed by, and subject to, the Terms and Conditions located HERE. This Privacy Policy is incorporated into such terms. Your use, or access, of the Service constitutes your agreement to be bound by these provisions. IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS YOU MAY NOT ACCESS OR OTHERWISE USE THE SERVICE.

How to Contact Us

If you have any questions or concerns about our privacy policy, please feel free to contact us at: info@chicagocenterforwellbeing.com