

# COOKIES POLICY

*Effective January 1, 2020.*

ClubReady, LLC, its affiliates and subsidiaries (collectively, “ClubReady,” “we,” “us,” or “our”) is a technology company that develops, maintains and sells a proprietary club-management software and payments solution, and other related services, to business owners operating primarily in the boutique fitness space. Our mission is to relentlessly empower fitness studio businesses with innovative solutions to grow and enhance their members’ fitness journeys.

This Cookies Policy explains how we use cookies and similar technologies in the course of our business, including through our websites ([www.clubready.club](http://www.clubready.club)), or any other website, mobile application or service owned, operated or controlled by us (collectively, “ClubReady Site”), and when our Subscribers’ End Users access or use the ClubReady System or open emails delivered through our Services. The Cookies Policy explains what these technologies are and why we use them, as well as your rights to control our use of them. This Cookies Policy is and will be treated as part of our Terms of Service and Privacy Policy and is automatically incorporated therein. Terms not defined in the Cookies Policy will have the meanings ascribed to them in the Terms of Service.

In some cases, we may use cookies and other tracking technologies described in this Cookies Policy to collect Personal Information, or to collect information that becomes Personal Information if we combine it with other information. For more information about how we process your Personal Information, please consult our Privacy Policy.

## WHAT ARE COOKIES?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by online service providers in order to (for example) make their websites or services work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner or service provider (in this case, ClubReady) are called “first-party cookies.” Cookies set by parties other than the website owner or service provider are called “third-party cookies.” Third party cookies enable third-party features or functionality to be provided on or through the website or service you are using (such as advertising, interactive content and analytics). The third parties that set these third-party cookies can recognize your computer both when it visits the website or service in question and also when it visits certain other websites or services.

## WHY DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

We use first-party and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our ClubReady Site and Services to operate, and we refer to these as “essential” or “strictly necessary” cookies. Other cookies enable us and the third parties we work with to track and target the interests of Visitors to the ClubReady Site or ClubReady System, and we refer to these as “performance” or “functionality” cookies. For example, we use cookies to remember that you have visited the ClubReady Site or used our Services before. This information allows us to identify the number of unique visitors we receive so that we can provide enough capacity to accommodate all users. We may also use cookies to collect data about the ways in which you interact with our Services (for example, when you use certain features or functionalities of the ClubReady System). Lastly, we may use cookies to collect anonymous statistical information about how you use our Services, including the length of your application session or the location from which you access our Services, so that we can improve Services and learn which elements and functions of the Services are most popular with Subscribers or End Users. Third parties may serve cookies through our ClubReady Site or Services in order to provide their own services, collect data about the ways in which you interact across sites outside of our Services, or for other purposes.

## HOW CAN YOU CONTROL COOKIES?

**Browser Controls.** Most web and mobile device browsers are set to automatically accept cookies by default. You can change your browser settings to prevent automatic acceptance of cookies, or to notify you each time a cookie is set. You also can learn more about cookies by visiting <http://www.allaboutcookies.org>, which includes additional useful information on cookies and how to block cookies on different types of browsers and mobile devices. Please note, however, that by blocking or deleting cookies you may not be able to take full advantage of our Services.

**Disabling Most Interest Based Advertising.** Most advertising networks offer you a way to opt out of Interest Based Advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.



**Do Not Track.** Some internet browsers – like Internet Explorer, Firefox and Safari – include the ability to transmit “Do Not Track” or “DNT” signals. Since uniform standards for “DNT” signals have not been adopted, our ClubReady Site and Services do not currently process or respond to “DNT” signals. To learn more about “DNT,” please visit <https://allaboutdnt.com/>.

#### **HOW OFTEN WILL WE UPDATE THIS COOKIES POLICY?**

We may update this Cookies Policy from time to time for operational, legal or regulatory reasons. Please re-visit this Cookies Policy regularly to stay informed about our use of cookies and related technologies.

#### **WHERE CAN I GET FURTHER INFORMATION?**

If you have any questions about our use of cookies or other technologies, please email us at [privacy@clubready.com](mailto:privacy@clubready.com). You may also contact us by postal mail at:

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