

The Base by RVH Privacy Policy Statement – Customers

We are committed to respecting your privacy and safeguarding your personal information. We are committed to meeting or exceeding the privacy standards established by federal and provincial legislation. Our information handling policies comply with the federal Personal Information Protection and Electronic Documents Act (“PIPEDA”).

Onsite:

Clients and guests grant The Base by rvh and their designees the right to use their image and/or likeness in any live or recorded video display or other transmission or reproduction of gym/treatment use or photo, including without limitation his/her rights of publicity, for the purpose of broadcasting or allowing others to broadcast gym/treatment use or portions of the gym/treatment and/or for marketing and promoting future similar events or other events. All rights to use the name(s) of the Releasees, or to broadcast, record, photograph, repeat, reproduce or recreate the guest or clients gym/treatment use are reserved by The Base by rvh and the guest or client agrees not to take any action, or cause others to take any action, which would infringe on these rights of The Base by rvh or their designees.

Internet/ Digital activities (including marketing and cookies):

A digital marker is a resource created by the visitors’ browser in order to remember certain pieces of information for the Web server to reference during the same or subsequent visit to the Web site. Examples of digital markers are “cookies” or HTML5 Web storage. Some examples of what digital markers do are as follows:

- allow a Web site to recognize a previous visit each time the visitor accesses the site;
- track what information is viewed on a site which helps Web site administrators ensure visitors find what they are looking for.

The Base by rvh uses sessional and persistent digital markers on some portions of its Web site. During your on-line visit, your browser exchanges data with The Base by rvhs’ Web server. The digital markers used do not allow The Base by rvh to identify individuals. You may adjust your browser settings to reject digital markers, including cookies, if you so choose. However, it may affect your ability to interact with The Base by rvhs’ Web site.

Display and Remarketing:

The Base by rvhs’ Web site also uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to our Web site. It could mean that we advertise to previous visitors who haven’t completed a task on our Web site, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network.

Third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on someone’s past visits to The Base by rvhs’ Web site.

You may opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the Ads Preferences Manager. <https://www.google.com/settings/ads/onweb/>

Google Analytics opt-out browser add-on – <https://tools.google.com/dlpage/gaoptout/>

Definition of personal information:

Personal information is information about you as an individual, and includes information that identifies you and that can be used to contact you. This includes such information as your name, e-mail address, mailing address, telephone number, banking information, credit card number, and the like. It may also include information about your health and fitness testing and goals, if you have communicated these to us.

Member data (e.g. check-ins, purchases) may be used in academic research (e.g., exercise adherence). Your data will never be individually identified or identifiable in reports of the research findings; only aggregated data (group averages) will be presented.

What is not covered in the definition:

Personal information does not include information that is required to contact you at a place of business, such as your name, position, title, business address, business phone number, business fax or business e-mail address.

The Base by rvh collects personal information for the following purposes:

- to understand your fitness and other related needs and objectives and to assist you in achieving them
- to determine your eligibility for membership and for receiving our products and services
- to process your membership payments and to ensure that your account remains up-to-date
- to invite you to participate in member surveys or other opinion-gathering devices that assist us in making our facilities more responsive to your needs
- to inform you of various matters relating to your membership and about our products and services that we believe may be of interest to you

The Base may also collect information in order to provide you with information on relevant products, services and special offers that may be of benefit to you, we may collect contact information that could be used to contact the frequency of your visits to our clubs and about the specific equipment, classes and services that you take advantage of, so that we may constantly strive to offer you the best range of fitness options.

To whom do we disclose your personal information:

We will not use or disclose your personal information for any purpose other than those for which it was collected, except with your consent or as required or authorized by law.

- When required by court order
- Legal council retained by the company

We may also combine your personal information with that of other individuals to create aggregate data which we will use, for example, to improve our products and services and develop new ones. Aggregate data is general information about groups of customers but not about you as an individual.

When can we disclose your personal information:

We can only disclose your personal information if we have your explicit consent or:

- Where there is a contract and the information is required
- to our lawyer
- to comply with a subpoena, warrant or order
- to a police force, if required by law
- to a person authorized by a law or collective agreement
- to an investigative body or government institution which can oblige us to do so
- in emergency situations in which we believe that the life, health or safety of a member or other person may be in danger

How do we protect your personal information:

Appropriate security safeguards have been developed and implemented to protect all personal and confidential information. Physical safeguards include locked file cabinets and restricted access to file or server rooms. Technological safeguards include the use of passwords, encryption and firewalls to ensure that electronic data is secure.

Our commitment to you:

- We will not collect, use or disclose your personal information for any purposes other than those that we identify to you.
- We will keep your personal information only as long as we need to fulfill the stated purpose or as long as is required by law.
- We will maintain our personal information in as accurate, complete and up-to-date form as possible.
- We will safeguard your personal information to the best of our ability.
- We will respond to any request that you make to access or correct the personal information that we collect about you.
- We will obtain the appropriate consent from you for the collection, use and disclosure of your personal information.

Your rights:

- You have the right to access your own personal information.
- You have the right to request that errors be corrected in your personal information.
- You have the right to obtain information about the way in which personal information is used by The Base by rvh.
- You have the right to obtain the name of individuals and organizations to who our personal information has been disclosed.
- You have the right to refuse to allow us to obtain, use or share certain personal information or you can withdraw a previously given consent at any time.

The Base by rvh comment Policy

Comments that appear on thebase.com are not the opinion of The Base by rvh. The Base by rvh believes in having an open dialogue with everyone in the online community and will not edit comments at any time. However, any comments involving personal attacks, offensive language and unsubstantiated allegations will not be posted.

Once a comment is made you authorize The Base by rvh to use the post in any marketing and promotional efforts. The Base by rvh reserves the right to review comments for 24 hours before they are posted.

The Base by rvh contact:

Please contact our Chief Privacy Officer if you wish to access your personal information, change your consent in any way, and make a complaint about our privacy policy or the way in which we have handled your personal information, or have any other questions about our privacy policy. All inquiries or complaints regarding privacy should be directed in writing to the Chief Privacy Officer by mail, FAX or e-mail at the addresses below. All inquiries will be responded to within thirty (30) days from the date on which our Chief Privacy Officer has received the inquiry. The Base by rvh can refuse access to a file in certain circumstances.

The Base by rvh Chief Privacy Officer

THE BASE BY RVH

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