

PRIVACY POLICY

Lisa Jones Pilates® understands how important your privacy is. This privacy policy (the “**Privacy Policy**”) sets out the privacy policies and practices for Lisa Jones Pilates, Inc. and its subsidiaries and affiliates (collectively, “**Lisa Jones Pilates**”) with respect to how Lisa Jones Pilates collects your personal information. It also describes how Lisa Jones Pilates maintains, uses, and discloses personal information. This Privacy Policy applies to information collected from you by Lisa Jones Pilates via the Site. This Privacy Policy also outlines how you can access certain information that Lisa Jones Pilates may collect about you.

In this Privacy Policy, personal information means information about an individual whose identity is apparent or can be reasonably ascertained from the information as further defined under applicable privacy laws (“**Personal Information**”).

Please note that the Site may contain links to other third-party websites not controlled or operated by Lisa Jones Pilates. All of these third parties are listed in section 4.4 of this Agreement. This Privacy Policy does not apply to such third-party websites, and Lisa Jones Pilates is not responsible for the content of such third-party websites or the privacy practices of such third parties. Lisa Jones Pilates encourages you to request and review the privacy policies of any third parties upon disclosing your Personal Information to such parties or when visiting such third-party websites.

1. Consent of Collection of Information. By submitting Personal Information to Lisa Jones Pilates and its Site or any of its service providers, you agree and consent to the collection of your Personal Information and consent to the use, disclosure and transfer of your Personal Information in accordance with the provisions of this Privacy Policy. You may always refuse or withdraw your consent by contacting Lisa Jones Pilates at info@lisajonespilates.com. You understand that if you withdraw your consent, Lisa Jones Pilates may not be able to continue to offer its services and provide its information to you.

2. Children Under 18. The Site is not intended for children under 18 years of age. No one under the age of 18 may provide any Personal Information to or on the Site. Lisa Jones Pilates does not knowingly collect Personal Information from children under 18. If you are under 18, do not use or provide any information on the Site or through any of its features, register on the Site, make any purchases through the Site, use any of the interactive or public comment features of the Site, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If Lisa Jones Pilates learns we have collected or received Personal Information from a child under 18 without verification of parental consent, we will delete that information. If you believe Lisa Jones Pilates might have any information from or about a child under 18, please contact us at info@lisajonespilates.com.

3. Revisions to this Privacy Policy. Lisa Jones Pilates reserves the right, in Lisa Jones Pilates’ sole discretion, to change, modify, add or remove portions of this Privacy Policy at any time and from time to time, without prior notice to you. Lisa Jones Pilates will treat your continued use of the Site following such revision as your acceptance of the revised terms. All revisions will be posted to the Site and will apply to any Personal Information collected on or after the date posted. Lisa Jones Pilates will obtain the necessary consents required under applicable privacy laws if it seeks to collect, use or disclose your Personal Information for purposes other than those to which consent has been obtained, unless otherwise required or permitted by law.

4. What Personal Information does Lisa Jones Pilates collect and how is it processed?

4.1 What do we collect? Lisa Jones Pilates may directly collect your name, address, **phone number, birthday, billing address and email address**. There may be other information you provide that will not be collected by Lisa Jones Pilates but will instead be collected by the third parties Lisa Jones Pilates works with, as outlined in 4.4.

4.2 Email. We may send you a newsletter or other promotional materials through email. We will only contact you through our newsletter for promotional or informational purposes. Subscribing to our newsletters is optional and you will always be able to unsubscribe. This applies to any information you submit through our website or that you provide to us in any other manner.

3 of 6Phone Number. We may collect your phone number and contact you if we feel there is information that would be beneficial to share with you. In accordance with everything outlined in this Privacy Policy, if you do not want to be reached by phone, you can ask us not to contact you via phone or you can choose not to share your phone number.

4.3 Third Parties. Lisa Jones Pilates may work with third-party applications in order to provide you with the best services on the Site. These organizations may collect Personal Information from you in order to provide you with the services, including your name and contact information. Specifically, the third parties Lisa Jones Pilates may work with on the

4.4 Site are listed below. We've included links to their privacy policies to ensure you are comfortable using them.

4.4.1 Instagram: <https://privacycenter.instagram.com/policy>,

4.4.2 Mindbody: <https://company.mindbodyonline.com/legal/privacy-policy?>,

4.4.3 Zelle: <https://www.zellepay.com/legal/website-privacy-notice>,

4.4.4 Constant Contact: <https://www.constantcontact.com/legal/privacy-center>,

4.4.5 GoDaddy: <https://www.godaddy.com/en-za/legal/agreements/privacy-policy>,

4.4.6 Facebook: <https://www.facebook.com/privacy/policy>,

4.4.7 Google: <https://policies.google.com/privacy?hl=en>,

4.4.8 Stripe: <https://stripe.com/privacy>,

4.4.9 LinkedIn: <https://www.linkedin.com/legal/privacy-policy>,

4.4.10 X: <https://x.com/en/privacy>,

4.4.11 Yelp: https://terms.yelp.com/privacy/en_us/20220831_en_us/,

4.4.12 Substack: <https://substack.com/privacy>,

4.4.13 YouTube: <https://policies.google.com/privacy?hl=en>,

4.4.14 Apple: <https://www.apple.com/legal/privacy/>

5. How will Lisa Jones Pilates use your Personal Information? Your Personal Information will be used to provide you with promotional and informative materials and offers and deliver the products and services you can purchase or subscribe to from the Site. Specifically:

5.1. Your credit card information will not be kept by Lisa Jones Pilates but instead by one of the third parties listed in section 4.4 above;

5.2. Your name and e-mail address are collected but will not actually be stored on the Site. Any information captured will be processed through third-party websites in section 4.4

above;

5.3. Your phone number may be used to contact you via phone if there is information we would like to share that we feel would benefit you;

5.4. If you subscribe to our newsletter, your Personal Information will be used to send the newsletter to you;

5.5. If we send you the Newsletter for marketing purposes, we will send you emails about promotions, special events and other information. You can opt not to receive these emails from us by either clicking “unsubscribe” at the bottom of the email when you receive it or by sending an email that includes your email address and a request that you not receive our promotional emails;

5.6. We may use your Personal Information to respond when you submit a question or suggestion to us or request assistance regarding a service or product you purchased.

5.7. We may share your information if we believe in good faith that disclosure of your information is required to protect your safety or the safety of others, to investigate a fraud, or to respond to a government, judicial or other legal request or to comply with the law;

5.8. We may also share certain aggregated, anonymized information with a third-party provider in order to assist us in improving the Site.

6. Storing Your Personal Information. Lisa Jones Pilates’ web service may store your Personal Information when you interact with the Site. **Lisa Jones Pilates will be happy to delete any of your Personal Information that it holds upon a written request made by you.** Your Personal Information will be safely disposed of by Lisa Jones Pilates.

7. Storing Your Phone Number. Your phone number will be kept in the phone or contacts database of Lisa Jones Pilates and associates. Wherever it is stored, it will always be protected with a password and will never be shared with third parties without your permission.

8. We Play by The Rules. The Site and Lisa Jones Pilates abide by all relevant United States federal and State privacy laws in all aspects of our operations. This Privacy Policy is also compliant with GDPR and CCPA regulations. If you have any questions about our legal compliance, feel free to reach out to info@lisajonespilates.com.

9. Affiliate Relationships. Please assume that, for every recommendation or link we provide, the following holds true: we have become aware of a product or service that we think may be of interest to people who visit our website. After we do our own research and decide this item is of value to ourselves, our community, or our clients, we choose to promote that item and are compensated when our readers click on the link or purchase the product or service. (That compensation comes from our affiliate, not you). Regardless of compensation, we only mention products and services that we believe in and feel would be a benefit to you.

10. Do Not Track Signals. Lisa Jones Pilates currently does not recognize or respond to browser-initiated Do Not Track (DNT) signals, as the Internet industry is currently still working on Do Not

Track standards and there is no accepted standard on responding to such signals.

11. Analytics. The Site keeps the following information from your visits to our webpage: We use visitor information to improve customer engagement. It tells us where and when people visit the Site, how long they stay there and their IP information for website and server security.

12. Cookies. The Site uses 'cookies' to record the number of times you've visited the Site and how you interacted with the Site during each visit. In addition, the Site also uses cookies that are not absolutely essential for your use of the Site. Your continued use of the Site serves as consent for these cookies.

12.1. A cookie is a small text file sent by the Site servers to your hard drive and can only be read and interpreted by the Site's servers. No Personal Information is stored in the cookie; nothing on it can identify you personally.

12.2. Cookies have an important function in how you interact while visiting the Site, ensuring the usability of the Site's different features, helping the Site understand your preferences, and thus can improve your experience on the Site. If you do not want cookies from the Site, simply adjust your browser settings to disable cookies. This may change how you access the Site and render some of the Site's features unusable, but of course it is your choice to do so.

13. Disclosure of Personal Information. Lisa Jones Pilates will NEVER sell or license any Personal Information we collect from you. Lisa Jones Pilates is not liable for any disclosure of your Personal Information by any third party, particularly the ones outlined in section 4.4 above. By purchasing the services and products offered by Lisa Jones Pilates, you agree to be bound by and consent to the provisions of our third parties' privacy policies. In the event that Lisa Jones Pilates changes its practices, you will be notified and you will be able to opt out of Lisa Jones Pilates using your Personal Information by contacting us at info@lisajonespilates.com.

14. Choice of Laws and Venue. This Privacy Policy and the use of the Site are governed by the laws of the United States and the State of New York. The parties agree to irrevocably submit all claims to the exclusive jurisdiction of the courts of the State of New York. If a dispute arises, we agree to first resolve it through binding arbitration to take place in the State of New York.

15. Your Consent. By choosing to provide Lisa Jones Pilates with your Personal Information you are consenting to its collection, use and disclosure in accordance with the principles outlined in this Privacy Policy. **If you are under the age of 18, you must not provide any Personal Information to us without the consent of your parent or guardian, or as otherwise provided for by applicable law.**

16. Protecting Your Privacy. Lisa Jones Pilates is committed to protecting your privacy. Security measures, such as using passwords on servers and computers, and locked cabinets where Personal Information is stored have been adopted to protect your Personal Information against loss or theft, unauthorized access, disclosure, copying, use or modification. Online transactions are completed using third-party applications outlined in section 4.4 above. Please refer to the third parties' privacy policies, of which links have been provided above, for clarification on how your transaction and Personal Information will be handled. Lisa Jones Pilates makes no promises, warranties or representations about the manner in which third parties handle your Personal Information and bears no liability whatsoever for their use of them.

17. Verifying your Identity. Lisa Jones Pilates will ask you to verify your identity when you contact us or submit a request regarding your Personal Information. Lisa Jones Pilates will ask you to provide sufficient information that allows us to reasonably verify that you are the person who we collected Personal Information about.

18. The Internet Can Be Unreliable. The internet is, by its nature, inherently open and subject to the interception of information. Lisa Jones Pilates uses best practices, but cannot guarantee that the information you provide over the internet or otherwise will not be intercepted by third parties while it is being communicated by means outside of Lisa Jones Pilates' control.

19. Verifying and Amending Your Personal Information. Lisa Jones Pilates tries to ensure that all Personal Information about you that is in our possession is accurate, complete and up-to-date. Please contact us at info@lisajonespilates.com to advise us of any changes to your Personal Information. You may request access to the Personal Information held by Lisa Jones Pilates at any time or seek to make corrections to it.

20. Arbitration. Any controversy or claim arising out of or relating to this Agreement, or the breach of this Agreement shall be settled exclusively by arbitration. You also agree that should arbitration take place, it will be exclusive to the courts of the State of New York, or such other arbitrator mutually agreed upon by the parties. The arbitrator's decision shall be final, binding on both parties, and enforceable in any court of competent jurisdiction. The losing party shall bear the costs of the arbitration. The arbitration award shall be final and binding upon the parties, and the parties hereby waive any rights to appeal or challenge the award, to the extent permitted by applicable law. This arbitration clause shall survive the termination or expiration of this contract.

21. Resolving your concerns. If you have any questions or concerns about Lisa Jones Pilates' Personal Information collection, use and disclosure practices, please let us know at info@lisajonespilates.com, and we will do our best to help you.