

Icon Fitness Privacy Policy

Icon Fitness - Policy Respecting Your Privacy and the Protection of Personal Information

At Icon Fitness we are privileged each and every day to help members achieve their fitness, health and wellness goals. We understand the need to protect personal information provided to us and take this role seriously. Our commitment to protecting the privacy and confidentiality of your personal information is addressed in this privacy policy. Our policy complies with the requirements of the Personal Information Protection and Electronic Documents Act.

Social Media Use Policy

Please be advised that we have an obligation to protect the privacy of our Members and our Associates, which we take very seriously. We do our best to ensure that our gym is a place of privacy and safety for all Members, Guests, and Associates. We understand that social sharing is very common, and we love to see our Members and Associates sharing their successes, but we want to do so in a way that doesn't impact the experience of others.

- Photos, videos and video streaming are permitted to be taken in the PUBLIC areas of the Club.
- Photos and videos are NOT PERMITTED to be taken in the Change Rooms, Showers, Tanning Rooms or Private Offices at any time.

It is very important that NO MEMBERS, GUESTS OR ASSOCIATES are captured in photos or videos without verbal permission.

Electronic Documents Act of Canada

We want you to understand why we need your personal information, how the confidentiality of this information is protected and how you can find out what information concerning you is recorded.

Personal Information

Personal information is information that can be used to identify and/or contact you as an individual. This includes information such as your name, email address, mailing address, telephone number, banking information, credit card number, etc.

Purposes

Icon Fitness collects personal information for the following purposes:

- to understand your fitness and other related needs and objectives and to assist you in achieving your goals.
- 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 gym 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.

Icon Fitness wants to hear from its members regarding any issues or comments they may have with respect to their memberships or any services offered by our clubs. We may record this information and transmit it to our clubs in order to address them in the appropriate manner.

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.

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

Consent

Your knowledge and consent are required for the collection, use or disclosure of your personal information. When you become a member of Icon Fitness, you consent to the use of your personal information for the purposes listed above. You may refuse or withdraw your consent at any time; however, we may not then be able to provide you with our full range of services. We will advise you when you refuse or withdraw your consent of the impact that will have on what we are able to provide.

Third-party Disclosure

Icon Fitness is not in the business of selling member information to others.

Icon Fitness will not sell or disclose any of your personal information to any other organization or transmit personal information to third parties without first obtaining your consent.

Icon Fitness may, however, disclose information in the following cases:

- to our lawyer
- to a police force, if required by law
- to a person authorized by a law or collective agreement
- to a government agency that can oblige us to do so in emergency situations in which life, health or safety of a member is in danger
- to all other persons authorized by law or to an agent retained by Icon Fitness in connection with the collection of your account

Retention

We will only retain your personal information as long as is necessary for the fulfillment of the purposes for which it was collected or as required by law. Personal information is stored in a secure facility until such time as it is no longer required, after which it is destroyed.

Accuracy

Icon Fitness strives to maintain the accuracy and completeness of your personal information. You may ask us to delete or correct information contained in your file.

Safeguards

Your personal information is secure within Icon Fitness. We have comprehensive security controls to protect against unauthorized access, use, alteration, duplication, destruction or disclosure. We protect your personal information by using safeguards that are appropriate to the sensitivity of the information. Each of our employees is responsible for maintaining the confidentiality and security of all personal information to which they have access. We keep our employees informed about our policies and procedures for protecting personal information. Where necessary, our employees are required to sign agreements to keep your personal information confidential.