This Privacy Policy is provided to you (“Member”) as part of your Membership Agreement (“Agreement”) with SpoonMoon LLC, an Arkansas limited liability company. This Privacy Policy applies to information collected by SpoonMoon, LLC, offline or online, including, but not limited to all websites or apps that post a link to this Privacy Policy.

**Definitions**

In this Agreement, each of the following terms has the meaning assigned to it:

1. SpoonMoon: “SpoonMoon” shall mean SpoonMoon LLC, an Arkansas limited liability company, and its related entities and affiliates.
2. Party or Parties: “Party” shall mean either SpoonMoon or Member as parties to the Agreement. “Parties” shall mean both SpoonMoon and Member.

This Privacy Policy explains the types of information we collect, the purposes of processing that information, the legal basis for processing that information, how we use that information, and with whom we share it. Our Privacy Policy describes the measures we take to protect the security of the information and the rights that you have as a data subject with regard to this information. We also tell you how you can reach us to update your contact information, remove your name from our mailing lists, or get answers to questions you may have about our privacy practices. Please read this Privacy Policy carefully. By continuing to interact with our sites, facilities, and staff, you are agreeing to the practices described in this Privacy Policy.

As part of the Agreement with SpoonMoon LLC, the Member authorizes SpoonMoon LLC to contact them by email, telephone, or by other means. Subject to applicable law, Member agrees SpoonMoon LLC may contact them at any mailing address, phone number, or email address set forth on the Agreement, or any other address subsequently provided to, or obtained by SpoonMoon.

**UPDATES TO OUR PRIVACY POLICY**

This Privacy Policy may be updated periodically. SpoonMoon may modify this Privacy Policy at any time in its sole discretion. If we intend to further process your personal data for a purpose other than that for which the personal data were collected, prior to that further processing, SpoonMoon shall provide you with information about that other purpose and with additional information necessary to ensure fair and transparent processing.

**INFORMATION WE COLLECT**

SpoonMoon collects personal information including your name, address, telephone number, employer, email address, demographic information, health information, or financial information when you sign a Membership Agreement. During the term of your Agreement we may also collect information related to facility utilization, including entrance times, visit duration, class times, additional services or goods purchased from SpoonMoon or its partners or other information that will inform our facility improvements.

**PURPOSE AND LEGAL BASIS FOR PROCESSING INFORMATION**

The information we collect is processed for the following purposes:

1. To serve the functions of SpoonMoon;
2. To manage everyday business needs, such as administration and improvement of SpoonMoon;
3. To analyze how you use our facilities;
4. To provide and communicate with you about our products and services, including those offered by partners.

SpoonMoon processes this information where we have a legal basis to do so. The legal basis that we will rely on will be one of the following:

1. You have consented to our processing your personal information;
2. The processing is necessary to perform a contract with you or to fulfill a request you have made;
3. The processing is necessary to comply with a legal obligation that applies to SpoonMoon under applicable local, state, or federal law; or
4. The processing is necessary for purposes that are in SpoonMoon’s legitimate interests as a health, wellness, fitness and exercise provider, for example, protect our business and better understand our customers.

**INFORMATION YOU PROVIDE**

1. Newsletters and Other Communications. We may offer online or offline newsletters and other communications about our products, services, and promotions. When you sign up to receive these communications, we ask you for personal information, such as your name, postal address, or email address. We will use the information to send you the communications you request and to communicate with you about our products and services.
2. Feedback or Surveys. We may offer you the opportunity to participate in online surveys. Information we request includes contact information (such as e-mail address) and demographic information (such as number of family members and income ranges). Participation in surveys is completely voluntary. Therefore, you have a choice as to whether to disclose any information. SpoonMoon will use the information provided to monitor and improve our offerings to you. Solicitations may take the form of mailings via U.S. mail; other couriers; or (if provided) email.

**INFORMATION WE SHARE**

SpoonMoon commits to not sharing any information you provide with affiliates or business partners for the purposes of marketing or advertisements, other than to providers providing services at a SpoonMoon facility. We will only share your information with third parties who perform services or functions on our behalf to support our interactions with you or our business functions. These third parties are not authorized by us to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements.

In addition, we will disclose information about you:

1. If we are required to do so by law or legal process;
2. To law enforcement authorities or other government officials;
3. When we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity;
4. If this is necessary to protect the vital interests of a person;
5. To enforce our Membership Agreement;
6. To protect our property, services, and legal rights;
7. To prevent fraud against SpoonMoon, our affiliates, or business partners; or
8. To comply with any and all applicable laws.

We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets.

**YOUR RIGHTS – ACCESS and CORRECTION**

You have the right to request access to the personal information we have collected about you for the purposes of reviewing, modifying, or requesting erasure of the information. You also have the right to request a copy of the information we have collected about you. If you would like to make a request to access, review, or correct the personal information we have collected about you, please speak to a facility staff member. To help protect your privacy and security, we will take reasonable steps to verify your identity, such as requiring photo identification before granting access to your information.

**RETENTION OF INFORMATION**

SpoonMoon retains all personal information for the duration of the relevant business relationship or, where required, in accordance with its information management policies and schedules. When deleting personal information based on a request by the data subject, SpoonMoon will make reasonable attempts to ensure that all instances of the information are deleted in their entirety. For requests for access, corrections, or deletion, please refer to the “Your Rights - Access and Correction” section of this policy.

**CELL PHONE SAFETY and PRIVACY**

Cell phones are not permitted in the exercise areas. Other than as approved by SpoonMoon, photography and/or videography are not allowed anywhere in the SpoonMoon facilities.

**Miscellaneous**

1. Member understands this Privacy Policy is a supplement to the Membership Agreement, all information for contacting SpoonMoon and its legal representative(s) may be found in the Membership Agreement.