

MCH Mission Fitness Privacy Policy

MCH Mission Fitness (“**MCH MF**”) respects the privacy rights of our users and are committed to protecting the information collected through our online products, online services and websites including but not limited to the MCH MF online and mobile software applications (any or all of which are referred to as “**Apps**”). MCH MF has adopted this privacy policy (“**Privacy Policy**”) to explain how MCH MF collects, stores, and uses the information collected in connection with MCH MF’s Apps.

BY INSTALLING, USING, REGISTERING TO OR OTHERWISE ACCESSING ANY APPS, YOU AGREE TO THIS PRIVACY POLICY AND GIVE AN EXPLICIT AND INFORMED CONSENT TO THE STORAGE, USE, AND PROCESSING OF YOUR PERSONAL DATA IN ACCORDANCE WITH THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT INSTALL, USE, REGISTER TO OR OTHERWISE ACCESS ANY APPS. MCH MF reserves the right to modify this Privacy Policy at any time, so please review it frequently. If MCH MF makes material or significant changes to this Privacy Policy, the updates will be posted to the website at <https://www.mchodessa.com/services/fitness-center/>. Any changes to this Privacy Policy will be effective upon their being posted on MCH MF’s website. Your continued use of Apps will signify your acceptance of the changes to this Privacy Policy.

Non-personal Data

For purposes of this Privacy Policy, “non-personal data” means information that does not directly identify you, which may include your age, weight, and gender. Additionally, non-personal data includes “aggregate” and “de-personalized” information, which is data MCH MF collects about the use of MCH MF Apps, from which any personally identifiable data has been removed.

MCH MF collects non-personal data from you to make your use of the Apps more efficient and useful. For example, if you provide non-personal data about you, the App may provide certain information about your workout such as calories burned or other tailored calculations about your workout.

MCH MF also uses tools and third-party analytical software to automatically collect and use certain non-personal data that does not directly enable MCH MF to identify you. The types of non-personal data MCH MF may collect and use include, but are not limited to: (i) device properties, including, but not limited to unique device identifier or other device identifier (“UDID”); (ii) device software platform and firmware; (iii) mobile phone carrier; (iv) geographical data such as zip code, area code and location; (v) game score and achievements; (vi) other non-personal data as reasonably required by MCH MF to enhance the Apps and other MCH MF products and services.

MCH MF shares non-personal data, including both data you provide to MCH MF and data which is automatically collected, with MCH MF’s partners and contractors for purposes of analyzing usage of the Apps, advertisement serving, managing and providing the Apps, and to further develop the Apps and other MCH MF services and products.

You recognize and agree that the analytics companies utilized by MCH MF may combine the information collected with other information they have independently collected from other

services or products relating to your activities. These companies collect and use information under their own privacy policies.

Ad Serving Technology

MCH MF reserves the right to use and disclose collected non-personal data for purposes of advertisement by MCH MF or MCH MF's partners and contractors. MCH MF employs third-party ad serving technologies that use certain methods to collect information as a result of ad serving through Apps. MCH MF or third parties operating the ad serving technology may use your demographic and location information, non-personal data you provide to MCH MF, and information logged from your hardware or device to ensure that appropriate advertising is presented within the Service. MCH MF or third parties may collect and use data for this purpose including, but not limited to IP address (including for purposes of determining your approximate geographic location), UDID, software, applications, hardware, browser information, internet and on-line usage information and in-game information. The foregoing data may be used and disclosed in accordance with this Privacy Policy and the privacy policy of the company providing the ad-serving technology.

You recognize and agree that the advertising companies who deliver ads for MCH MF may combine the information collected with other information they have independently collected from other services or products. These companies collect and use information under their own privacy policies. These ad-serving technologies are integrated into Apps; if you do not want to be subject to this technology, do not use or access Apps. Although MCH MF takes commercially reasonable steps to instruct such advertising companies to comply with the terms and conditions of this Privacy Policy, MCH MF does not have access to or control of third party technologies.

Personal Data

For purposes of this Privacy Policy, "personal data" means personally identifiable information that specifically identifies you as an individual.

Likely situations when you make personal data available to MCH MF include, but are not limited to: (i) registration for Apps, contests and special events; (ii) accessing Apps using a third party ID, such as social networking sites or gaming services; (iii) subscribing to newsletters; (iv) purchasing a product or services through MCH MF's online stores; (v) using "tell a friend," "email this page," or other similar features; (vi) requesting technical support; and (vii) otherwise through use of MCH MF's Apps where personal data is required for use and/or participation. The types of personal data may vary depending on the type of activity you are engaged in. The personal data MCH MF may collect, process and use may include, but are not limited to your name, screen/nick name, MCH MF Apps' or third-party service ID, e-mail address, phone number, photo or other image, birthdate, sex, address, friend connections, avatar image, credit card information, shipping information; and location (only if directly identifiable to you, otherwise MCH MF treats location as non-personal data).

MCH MF may use collected personal data for purposes of analyzing usage of the Apps, providing customer and technical support, managing and providing Apps (including managing advertisement serving) and to further develop the Apps and other MCH MF services and products. MCH MF may combine non-personal data with personal data.

MCH MF may use your personal data to send messages to you with informative and/or commercial content about MCH MF's services or third-party products and services MCH MF

thinks may be of interest to you, such as new features and services, special offers and updated information.

Please note that certain features of the Apps may be able to connect to your social networking sites to obtain additional information about you. In such cases, MCH MF may be able to collect certain information from your social networking profile when your social networking site permits it, and when you consent to allow your social networking site to make that information available to MCH MF. This information may include, but is not limited to, your name, profile picture, gender, user ID, email address, your country, your language, your time zone, the organizations and links on your profile page, the names and profile pictures of your social networking site “friends” and other information you have included in your social networking site profile. MCH MF may associate and/or combine as well as use information collected by MCH MF and/or obtained through such social networking sites in accordance with this Privacy Policy.

Disclosure and Transfer of Personal Data

MCH MF collects and processes personal data on a voluntary basis and it is not in the business of selling your personal data to third parties. Personal data may, however, occasionally be disclosed in accordance with law and this Privacy Policy. Additionally, MCH MF may disclose personal data to any of its affiliated companies in accordance with this Privacy Policy.

MCH MF may hire agents and contractors to collect and process personal data on MCH MF’s behalf and in such cases such agents and contractors will be instructed to comply with our Privacy Policy and to use personal data only for the purposes for which the third party has been engaged by MCH MF. These agents and contractors may not use your personal data for their own marketing purposes. MCH MF may use third-party service providers such as credit card processors, e-mail service providers, shipping agents, data analyzers and business intelligence providers. MCH MF has the right to share your personal data as necessary for the aforementioned third parties to provide their services for MCH MF. MCH MF is not liable for the acts and omissions of these third parties, except as provided by applicable law.

MCH MF may disclose your personal data to third parties as required by law enforcement or other government officials in connection with an investigation of fraud, intellectual property infringements, or other activity that is illegal or may expose you or MCH MF to legal liability. MCH MF may also disclose your personal data to third parties when MCH MF has a reason to believe that a disclosure is necessary to address potential or actual injury or interference with MCH MF’s rights, property, operations, users or others who may be harmed or may suffer loss or damage, or MCH MF believes that such disclosure is necessary to protect MCH MF’s rights, combat fraud and/or comply with a judicial proceeding, court order, or legal process served on MCH MF. To the extent permitted by applicable law, MCH MF will make reasonable efforts to notify you of such disclosure through MCH MF’s website or in another reasonable manner.

Data Retention

MCH MF retains the data collected pursuant to this Privacy Policy for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law. Thereafter if the collected data is no longer needed for purposes specified in this Privacy Policy, MCH MF deletes all aforementioned data in our possession within a reasonable timeframe. MCH MF does not verify the correctness of personal data.

MCH MF may still retain some of the data to the extent such retention is necessary to resolve disputes, enforce MCH MF user agreements, and comply with technical and legal requirements and constraints related to the security, integrity and operation of Apps.

If you reside or are located in a European Union member country or Switzerland, any personal data about you will be collected, used and retained in accordance with the General Data Protection Regulation (GDPR). If you are a resident of a country subject to the GDPR and wish to exercise any of your rights regarding your data which has been collected or is being stored by MCH MF, including access of your data, correcting inaccurate data, or deleting your data, please contact MCH MF at the email address set forth at the bottom of this policy.

Correction and Deletion of Data

MCH MF will provide you with reasonable access to any of your personal data which you have provided to us. If you wish to access, update or correct any personal data we hold about you, or if you want us to delete any information about you that we have collected, you may contact us as set forth at the bottom of this privacy policy. At your request, we will update, correct, or delete from our databases any personally-identifiable information we have about you.

Cookies, Beacons and Tracking

The Apps may use “cookies” and other technologies such as pixel tags, clear GIFs and web beacons. MCH MF treats information collected by cookies and similar technologies as non-personal data.

E-mails and other electronic communications MCH MF sends to you may contain code that enables MCH MF to track your usage of the communication, including whether the communication was opened and/or what links were followed (if any). MCH MF may combine that information to other information MCH MF has about you and MCH MF may use that information to improve the Apps and/or provide customized communications to you.

Third Party Terms and Conditions

Please note that your access to and use of the Apps may be subject to certain third party terms and conditions and privacy policies, including but not limited to application stores, mobile software platforms, on-line gaming platforms, social networking services and payment providers. You recognize and agree that MCH MF is not liable for any such third party terms and conditions and their use of your personal data.

MCH MF may in its discretion make available links through advertisements or otherwise enable you to access third-party products or services. Please note that, while using such products or services, you are using products or services developed and administered by people or companies not affiliated with or controlled by MCH MF. MCH MF is not responsible for the actions of those people or companies, the content of their products or services, the use of information you provide to them, or any products or services they may offer. The fact that MCH MF is linking to those products or services does not constitute our sponsorship of, or affiliation with, those people or companies.

Please note that certain Apps that MCH MF may offer, such as multiplayer gaming, social networking and gaming console services, may use third-party services to provide authentication for the Apps with a gaming console ID, social networking ID or gaming network account. When you register to join or use the Apps from a third-party gaming or social networking system,

certain personally identifiable user and/or membership data may be transferred automatically to and from MCH MF and you hereby consent to the processing, using, combining, disclosing and retaining of such data in accordance with this Privacy Policy by MCH MF.

Safeguards

MCH MF follows generally accepted industry standards and maintains reasonable safeguards to attempt to ensure the security, integrity and privacy of the information in MCH MF's possession. Only those persons with a need to process your personal data in connection with the fulfillment of their tasks in accordance with the purposes of this Privacy Policy and for the purposes of performing technical maintenance, have access to your personal data in MCH MF's possession. Personal data collected by MCH MF is stored in secure operating environments that are not available to the public. To prevent unauthorized on-line access to personal data, MCH MF maintains personal data behind a firewall-protected server. However, no system can be 100% secure and there is the possibility that despite MCH MF's reasonable efforts, there could be unauthorized access to your personal data. By using the Apps, you assume this risk, and MCH MF will not be liable for any misappropriation or theft of your personal data.

Other

Please be aware of the open nature of certain social networking and other open features of the Apps MCH MF may make available to you. You may choose to disclose data about yourself in the course of contributing user generated content to the Apps. Any data that you disclose in any of these forums, blogs, chats or the like is public information, and there is no expectation of privacy or confidentiality. MCH MF is not responsible for any personal data you choose to make public in any of these forums.

If you are under 15 years of age or a minor in your country of residence, please ask your legal guardian's permission to use or access the Apps. MCH MF takes children's privacy seriously, and encourages parents and/or guardians to play an active role in their children's online experience at all times. MCH MF does not knowingly collect any personal information from children below the aforementioned age and if MCH MF learns that MCH MF has inadvertently gathered personal data from children under the aforementioned age, MCH MF will take reasonable measures to promptly erase such personal data from MCH MF's records.

MCH MF may store and/or transfer your personal data to our affiliates and partners in and outside of EU/EEA member states and the United States in accordance with applicable law and this Privacy Policy. MCH MF may disclose your personal data to third parties in connection with a corporate merger, consolidation, restructuring, the sale of substantially all of MCH MF's stock and/or assets or other corporate change, including, without limitation, during the course of any due diligence process provided, however, that this Privacy Policy shall continue to govern such personal data.

If you have any questions or comments about MCH MF's privacy practices, would like to stop receiving information from MCH MF, or would like to correct or delete any of your personal data held by MCH MF, please contact us by sending an e-mail to rmcdonald@healthplexassociates.com.