

The Studio Beverly Privacy Policy

Last Updated: October 26, 2022

At The Studio Beverly, LLC., we respect your privacy and are committed to maintaining your trust. This privacy policy (“Privacy Policy”) applies to visitors of our The Studio Beverly space and users of the Mindbody Services.

Trustee

This Privacy Policy describes our practices and your rights in connection with information that we collect, use, or disclose through:

our consumer-facing websites, currently located at <https://www.thestudiobeverly.com> ,

our social media pages,

HTML-formatted email messages that we send to you that link to this Privacy Policy,

and any other products and services offered through any other venues, websites and mobile applications that direct you to this Privacy Policy.

Collectively the “The Studio Beverly”.

When you access or use The Studio Beverly Services, you agree to the terms and conditions of this Privacy Policy and that the information contained in this Privacy Policy serves as notice at or before the point of collection for all information collected as described below.

1. Defined Terms

The following terms will have the meanings indicated below. Please refer to our Subscriber Terms of Service or The Studio Beverly consumer Agreement for any capitalized terms that are not defined in this Privacy Policy.

“Other Information” is any information that does not reveal your specific identity or does not relate to an individual, such as usage data not linked to any unique identifiers.

“Personal Information” means data that relates to or about an identified or identifiable natural person or, where applicable, household as defined under relevant law. This may include information such as name, postal address, telephone number, email address, or unique online identifiers.

Sometimes, we use the term “information” in this Privacy Policy, which may refer to either Personal Information or Other Information.

2. Categories of Personal Information

Personal Information we may collect or obtain includes:

Contact details (e.g., name, address, email, telephone number, which may include third party emergency contact information),

Personal details (e.g., date of birth, education, nationality),

Financial and transaction data (e.g., purchase history, account information, shipping and billing information, including credit card information etc.),

Images you upload to social media tagged with The Studio Beverly,

3. How Personal Information May Be Used

We may use your Personal Information for legitimate business purposes, including:

To create, and administer accounts, fulfill and record transactions, and provide you with related assistance (e.g., technical help, answer inquiries relating to Personal Information, etc.).

To send administrative information to you, for example, information regarding our services and changes to our terms, conditions, and policies.

We will engage in these activities to manage our contractual relationship with you, with your consent, and/or to comply with a legal obligation.

To provide you with marketing and promotional materials and opportunities and facilitate social sharing.

To send you marketing communications and offer other materials that we believe may be of interest to you, such as to send you newsletters or other direct communications.

To allow you to participate in sweepstakes, contests or similar promotions.

To facilitate social sharing functionality if you choose to do so.

We will engage in this activity with your consent, to manage our contractual relationship with you, or where we have a legitimate interest.

For reporting and trending.

To better understand you and our other users, so that we can tune and personalize our offering.

For trending and statistics, and to improve our products and services

We will engage in this activity because we have a legitimate interest.

To the extent that we process your Personal Information based on your consent, you may withdraw your consent at any time.

We may disclose your Personal Information:

To you, through message boards, dashboards, challenges, chat, profile pages and blogs and other services to which you can post information and materials, including as described in the sections below titled “Testimonials, Ratings and Reviews” and “Public Forum.”

Please note that we may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. If we are required to treat Other Information as Personal Information under applicable law, then we may use it for all the purposes for which we use and disclose Personal Information. In some instances, we may combine Other Information with Personal Information. If we combine any Other Information with Personal Information, we will treat the combined information as Personal Information.

4. Your choices regarding our use and disclosure of information

Information we collect may be used by The Studio Beverly for marketing purposes such as one-off promotional emailing, mobile text messages, direct mail, and sales contacts. We give you many choices regarding our use and disclosure of your Personal Information for marketing purposes. You may:

Opt-in or opt-out from receiving electronic communications from us: If you no longer want to receive marketing-related emails or mobile text messages from us on a going-forward basis, you may opt-out of receiving these marketing-related emails or mobile text messages by changing your preferences in your account settings or following the unsubscribe prompts from within the messages themselves.

We will try to comply with your request(s) as soon as reasonably practicable. Please also note that if you do opt-out of receiving marketing-related emails from us, we may still send you messages for administrative, transactional or other purposes directly relating to your use of The Studio Beverly, and you cannot opt-out from receiving those messages.

5. Public Forum

Our websites and social media pages offer publicly accessible message boards, blogs, and community forums. Please keep in mind that if you disclose Personal Information through The Studio Beverly public message boards, blogs, or forums, as offered through The Studio Beverly Services, this information may be viewed, collected and used by others. To request removal of your Personal Information from our social media pages or community forum, please submit a Support Request. In some cases, we may not be able to remove your Personal Information or some content (if, for example, it is reposted by another user), in which case we will let you know if we are unable to do so and why.

6. Testimonials, Ratings and Reviews

If you submit testimonials, ratings or reviews to The Studio Beverly, any Personal Information you include may be displayed on The Studio Beverly website or social media pages. If you want your testimonial removed, please submit a Support Request.

7. Data Retention

We will retain your Personal Information for as long as needed or permitted considering the purpose(s) for which it was obtained and consistent with applicable law. The criteria used to determine our retention periods include:

The length of time we have an ongoing relationship with you and provide The Studio Beverly to you (for example, for as long as you have an account with us or keep using The Studio Beverly Services);

Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period before we can delete them); or

Whether retention is advisable considering our legal position (such as regarding applicable statutes of limitations, litigation or regulatory investigations).

9. Security of Your Information

The security of Personal Information is a high priority at The Studio Beverly. We seek to use reasonable technical, administrative and physical safeguards designed to protect Personal Information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have any questions about the security of your interaction with us please refer to our Security Policy

10. Use of Service by Minors

The Mindbody Services are not directed or targeted at children under the age of sixteen (16), and we request that they do not provide Personal Information through The Studio Beverly

11. Sensitive Information

We ask that you not send us, and you not disclose, any sensitive Personal Information (e.g. information related to racial or ethnic origin, political opinions, religion or other beliefs, genetic characteristics, trade union membership or criminal background) on or through The Studio Beverly or otherwise to us, except where explicitly requested or consented to.

12. Contact Us

If you have any questions regarding this Privacy Policy, you can contact us via email at info@thestudiobeverly.com or via postal mail at:

The Studio Beverly

2501 W. 103rd Street, suite 207

Chicago, IL 60655

