J17 Fitness Privacy Policy

1. Who This Policy Covers

This Privacy Policy applies to 1000073741 Ontario Inc., operating as J17 Fitness, 1550 16th Avenue, Unit F, Richmond Hill, ON L4B 4N6 ("J17", "we", "us"). Effective date: October 19, 2026.

This policy explains how we collect, use, disclose and protect your personal information when you visit our website, train at our clubs and training locations or use our membership services. It applies to our website, our clubs and training locations, and our services. It does not apply to other websites linked from ours; please review the privacy policies of those sites when you visit them.

We comply with the Personal Information Protection and Electronic Documents Act (PIPEDA) and applicable Ontario privacy laws. We collect, use and disclose personal information with your consent, which may be express or implied depending on the sensitivity of the information, and as permitted or required by law.

Personal information means information about an identifiable individual.

2. What We Collect

On our website. When you submit a form or sign up for updates, we collect your name, email address and phone number. You can browse our website without submitting any personal information.

When you become a member. When you register through our membership system, we also collect your mailing address, date of birth, and emergency contact name and phone number.

Payments. Payments are made through Mindbody. Your card details are entered into and stored by Mindbody and its payment processors; J17 does not store full card numbers.

Health information. When you book a class or service, we collect information about your health and any physical limitations that may affect your use of our services, so that our coaches can take it into account and you can decide whether it is safe for you to participate. We treat health information, including health screening answers and performance assessment results, as sensitive: we collect it only with your express consent, limit access to the coaches and staff who need it, and never use it for advertising.

Correspondence with us. We may keep our email and text message correspondence with you as a record of your contact with us and to respond to your enquiries. We do not record telephone calls.

Technical information. Information about your browser, device and use of our website is collected through the cookies and analytics tools described in section 5.

3. How We Use Your Information

We use your personal information to provide our services, manage memberships and bookings, and improve what we offer. Specifically, we use it to:

- respond to your enquiries and customer service requests;

- manage your member account, class bookings and payments;
- send you notices about the services you have purchased (booking confirmations, schedule changes, renewal reminders);
- run promotions, contests or surveys;
- understand, in aggregate, how users as a group use our website and services;
- manage security, resolve disputes and meet our legal obligations.

Marketing emails and text messages. We send marketing emails and text messages only with your consent. Email: use the unsubscribe link in any email, or contact info@j17fitness.com. Text: reply STOP to any message, or HELP for help. Message frequency varies; message and data rates may apply. We process unsubscribe requests within 10 business days. We will not use your personal information for third-party marketing without your prior express consent.

4. Minors

Members aged 10 to 17 join through a parent or legal guardian, who provides the member's information and consents on their behalf. Our website and marketing are intended for adults, and we do not knowingly collect personal information online from children. Parents and guardians may access, correct or withdraw consent for their child's information.

5. Cookies and Analytics

Our website uses cookies and similar technologies:

- **Essential cookies** to run the site and its forms;
- **Google Analytics 4** (loaded through Google Tag Manager) to measure visits and how pages and sign-up forms perform, using aggregated data;
- **Attentive** to show sign-up pop-ups and connect sign-ups to our email and text message programs.

These tools may collect technical information such as your browser type, device, operating system and how you use the site. You can block or delete cookies in your browser settings; some features, such as sign-up pop-ups, may then not work. You can opt out of Google Analytics with Google's browser add-on (tools.google.com/dlpage/gaoptout).

6. Who We Share With

We do not sell, trade or rent your personal information to others. We use the following service providers to process personal information on our behalf:

Service provider	Purpose
Mindbody	Member profiles, bookings, memberships, payments and lead management
Attentive	Website sign-up forms, and email and text message marketing

Service provider	Purpose
Google Analytics 4 and Google Tag Manager	Website traffic measurement
Our website host	Operating the website and its forms

These providers may store and process information in the United States or other countries, where it is subject to the laws of those countries and may be accessible to their courts, law enforcement and national security authorities. We require our service providers to protect your information to a standard comparable to PIPEDA.

We may also disclose your personal information where required by law.

7. Photography and Surveillance

Our clubs and training locations use video surveillance in public areas for safety and security; there is no surveillance in locker rooms, washrooms or showers. We may take photos and videos in public areas of our clubs and training locations for marketing, as described in the Membership Services Agreement.

8. How Long We Keep It

We keep personal information only as long as needed for the purposes described in this policy: for leads who do not become members, up to 2 years after our last contact; for member records, the length of membership plus 7 years for tax and legal reasons; for security camera footage, up to 30 days unless needed for an incident.

9. How We Protect Your Information

We protect personal information with safeguards suited to its sensitivity, including access controls and encrypted connections. If a breach creates a real risk of significant harm to you, we will notify you and the Office of the Privacy Commissioner of Canada as required by law.

10. Your Rights

You may:

- ask what personal information we hold about you and how it has been used and disclosed;
- ask us to correct inaccurate or incomplete information;
- withdraw your consent at any time, subject to legal or contractual limits;
- ask us to delete information we no longer need.

We respond within 30 days. Send requests to our Privacy Officer below. If you are not satisfied with our response, you may contact the Office of the Privacy Commissioner of Canada (www.priv.gc.ca).

11. Changes to This Policy

When we update this policy, we will post the new version on this page with a new effective date and, for significant changes, notify members by email.

12. Contact Us

1000073741 Ontario Inc. (J17 Fitness)

1550 16th Avenue, Unit F, Richmond Hill, ON L4B 4N6

Email: info@j17fitness.com

This Privacy Policy is effective as of October 19, 2026.