



## AT PALM BEACH MEGA TAN YOUR PRIVACY IS OUR PRIORITY

### Customer Privacy Policy

The Palm Beach Franchise Corporation, its affiliates and franchisees (“Palm Beach Mega Tan” or “we”) have always taken the issue of safeguarding your privacy very seriously. We want to assure you of our commitment to keep personal information secure, confidential, and accurate. We also want you to know that we limit the collection, use and disclosure of your personal information as described in this Privacy Policy.

#### ***Why We Collect Personal Information***

As a customer of any Palm Beach Mega Tan salon we will ask you to provide certain personal information. The types of personal information we may collect about you include your name, home address, your telephone number, your e-mail address, and information relating to your method of payment (for example, your credit card information). We may also ask you several health related questions that will help us determine if it may be unsafe for you to use our equipment. Together with you, our staff will also help determine your skin type. We will maintain a record of your tanning purchases and tanning history. We may, under certain circumstances, ask your age, if we think you may be under 16 years of age. We may also ask you to provide us with evidence, in the form of a driver’s licence or other documentation, to prove your information is correct.

We collect, use and disclose personal information about you: (a) to initiate, maintain and develop our relationship with you in connection with our offering products and services generally, including sharing information within the Palm Beach Mega Tan franchise network to provide products and services through multiple locations, (b) to process your payment for products and services, (c) to understand the current and future needs of our customers and to otherwise analyze and manage our business, (d) to comply with legal and regulatory requirements, and (e) to market products and services, including offering special promotions, however, ***we will not rent or sell our marketing lists to third parties***. We will retain your personal information only for as long as it is appropriate for the purposes for which it is collected or as required by law.

#### ***Your Consent***

***By providing us with your personal information, you agree that we (including our agents and service providers) may collect, use and disclose your personal information for the purposes described in this Privacy Policy or as otherwise permitted or required by law.***

You may withhold or withdraw your consent to certain of the identified purposes. For example, you may choose not to receive promotional materials as describe below. If you refuse or withdraw your consent for certain purposes, we may not be able to provide you with our services or products.

#### ***Marketing - Your Choice***

Our salons may wish to provide you with promotional information from time to time. However, if you do not wish to receive promotional information from the Palm Beach Mega Tan salon(s) that you frequent, please indicate this preference in your Customer Release form or simply advise that salon(s) in person or by telephone that you wish to be removed from its marketing list.

We also send an electronic newsletter monthly to those of our customers who have requested we do so. The newsletter contains information on indoor tanning and may include notification of upcoming specials and pricing. The newsletter is not distributed to anyone without their explicit request and recipients who request to be removed from the mailing list are removed promptly.

### ***Keeping Your Information Secure***

Our employees are required to follow procedures with respect to maintaining the confidentiality of the personal information of our customers. In addition we maintain physical and electronic safeguards to protect the information. Where personal information is disclosed to a third party for processing, we make sure, through our contracts with them, that all personal information is kept secure.

### ***Responsibility Within The Palm Beach Mega Tan Franchise Network***

Palm Beach Mega Tan salons are independently owned and operated. Each of us is independently responsible for complying with this Privacy Policy and applicable privacy legislation in respect of the personal information we each collect, use or disclose.

### ***Access and Correction by You***

Subject to certain limitations and upon your written request, we will inform you of the existence, use and disclosure of your Personal Information and will give you access to that information. You have the right to have corrected any personal information that is inaccurate or incomplete. Access requests should be sent to the Attention of the Privacy Officer at the Palm Beach Mega Tan salon address(es) that you frequent.

### ***Changes and Further Information***

We reserve the right to modify this Privacy Policy at any time. If we make a change to this Privacy Policy, we will post a notice in our salons and the revised policy on our website. Before using your personal information for any purposes not already described, we will explain them to you and seek your consent. If you have any questions or concerns regarding our privacy practices, please begin by speaking with one of the customer representatives at the Palm Beach Mega Tan salon that you frequent. If the issue remains unresolved, please write to the attention of the Privacy Officer at the address of that Palm Beach Mega Tan salon. To locate a Palm Beach Mega Tan salon, please visit our website at [www.palmbeachmegatan.com](http://www.palmbeachmegatan.com).

Publication Date: April 2004