

KravMagaSD.com Privacy Policy

Krav Maga San Diego, Inc. respects your privacy and is committed to protecting the Personal Information (defined below) that you may provide us while using this Web Site (as defined below). We currently operate the website www.kravmagasd.com, including all of its subsites and all products, features and services made available, displayed or offered by or through our web site or subsites (collectively, the “**Web Site**”). From time to time we may add new subsites to the Web Site, but such subsites will provide a link to this Privacy Policy and will be governed by this Privacy Policy and the Krav Maga San Diego Web Site Terms and Conditions of Use (the “**Terms of Use**”). This Web Site is published and maintained by Krav Maga San Diego, Inc., with offices located at P.O. Box 13453, La Jolla, CA 92039-3453 (“**KMSD**”). KMSD is referred to in this Privacy Policy as “we,” “us,” “our,” or other similar pronouns.

What and Who This Applies To

This privacy policy (“**Privacy Policy**”) governs your use of KMSD’s Web Site. As we update and expand our services, this Privacy Policy may change and this page will be updated accordingly. If we consider any of these changes to be significant, we may notify you of such changes in other ways as well. This Privacy Policy is incorporated into, and part of, the Terms of Use, which governs your use of this Web Site in general. This Privacy Policy covers all of KMSD’s Web Site. It does not, however, apply to entities that KMSD does not own or control, such as third party advertisers, licensors, licensees and service providers.

This Privacy Policy does not apply to information that you may provide to us, or that we may obtain, other than through our Web Site, such as by phone, through postal mail, in-person such as at a Krav Maga class, seminar or event and through other live and print media.

This Web Site is intended for users who are located in the United States of America. This Privacy Policy shall be interpreted under the laws of the United States. By accessing or using the Web Site, you agree to our privacy practices outlined here.

Purpose

Your privacy is a serious matter to us. We are committed to respecting the privacy rights of our Web Site visitors and users. In order to make your visits to our Web Site and use of the services available through our Web Site as worthwhile as possible, we may ask you for Personal Information and we may collect certain information from your computer when you visit us or use certain features on the Web Site. “**Personal Information**” includes, for example, your name; home and/or business address; e-mail address; telephone, wireless and/or fax number; wireless device address; instant messaging address; demographic information (such as gender or nationality); and/or other information that may identify you as an individual or allow online or offline contact with you as an individual. This privacy statement explains, in general, what Personal Information and other information is collected on our Web Site, how the information is

used, and with whom we may share such information. Please take a few minutes to read our Privacy Policy so that you understand how KMSD treats your information.

Right to Opt In and Opt Out

You may have the right to “opt in” and “opt out” of certain of our uses of your Personal Information. For example, at the time you are requested to provide Personal Information on this Web Site, you may have the opportunity to elect to, or not to receive correspondence from us. You may also make this request by sending an e-mail to Info@KravMagaSD.com. Users may opt not to receive our electronic newsletters when providing Personal Information. Users who opt in may remove themselves from mailing lists at any time by following the instructions at the end of the e-mail they received from us. If you opt not to provide certain Personal Information when registering for or using our Web Site, however, you may not be able to use some of our services such as message boards or paying for classes or seminars, or you may miss invitations to workshops and exams/tests and other special events.

Please understand that if you opt out of receiving promotional correspondence from us, we may still contact you in connection with your relationship, activities, transactions and communications with us.

What Information is Collected on this Web Site?

User-Provided Information

General

We collect Personal Information from users of our Web Site, for example, through such users’ submissions, transactions and completion of online forms on our Web Site. Such information is collected, for example, when users register features on our Web Site, sign up for or upload or submit information or data to us in connection with classes, seminars, events, complete surveys, use software, applications or tools made available to you by or on behalf of us, contribute to a chat room, bulletin board, comment section, list serve, blog, vlog, wiki or other open forum that we may make available on or through our Web Site, submit a comment or question to us using a “contact us” or similar feature on our Web Site, send us an e-mail, or in any other way submit Personal Information to us via our Web Site. We also collect information regarding your participation from our classes, seminars and events.

You may be able to send information from our Web Site to your friends and family members through our Web Site by clicking on an “E-mail to Friend” or similar button on our Web Site or in an e-mail that we have sent you. In some of these cases (unless you simply forward our e-mail on your own), you may provide the name and e-mail address of your friend or family member to us. Such information will be treated in accordance with this Privacy Policy and applicable law.

Web Site Usage Information

Cookies

We may use “cookies” to keep, and sometimes track, information about you. Cookies are small data files that are sent to your browser or related software from a Web server and stored on your computer’s hard drive or otherwise persist on your system or device. They are used to make KMSD’s Web Site easier to use and to protect both you and KMSD. Cookies track where you travel on our Web Site and what you look at and purchase. A cookie may enable us to relate your use of our Web Site to other information about you, including your Personal Information. All of these purposes serve to improve and personalize your experience on our Web Site.

Most Web browsers can be set to inform you when a cookie has been sent to you and provide you with the opportunity to refuse that cookie. Additionally, if you have a Flash player installed on your computer, your Flash player can be set to reject or delete Flash cookies. However, refusing a cookie may, in some cases, preclude you from using, or negatively impact the display or function of, the Web Site or certain areas or features of the Web Site.

Clear GIFs

We may use “clear GIFs” (aka “**Web beacons**” or “**pixel tags**”) or similar technologies, in the Web Site and/or in our communications with you to enable us to know whether you have visited a Web page or received a message. A clear GIF is typically a one-pixel, transparent image (although it can be a visible image as well), located on a Web page or in an e-mail or other type of message, which is retrieved from a remote site on the Internet enabling the verification of an individual’s viewing or receipt of a Web page or message. A clear GIF may enable us to relate your viewing or receipt of a Web page or message to other information about you, including your Personal Information.

IP Address and Clickstream Data

Our server automatically collects data about your server’s Internet address when you visit us. This information, known as an Internet Protocol address, or IP Address, is a number that’s automatically assigned to your computer by your Internet service provider whenever you’re on the Internet. When you request pages from our Web Site, our servers may log your IP Address and sometimes your domain name. Our server may also record the referring page that linked you to us (e.g., another Web site or a search engine); the pages you visit on this Web Site; the Web site you visit after this Web Site; the ads you see and/or click on; other information about the type of Web browser, computer, platform, related software and settings you are using; any search terms you have entered on this Web Site or a referral site; and other Web usage activity and data logged by our Web servers. We use this information for internal system administration, to help diagnose problems with our server, and to administer our Web Site. Such information may also be used to gather broad demographic information, such as country of origin and

Internet Service Provider. We may also link this information with your Personal Information.

Any or all of these activities with regard to Web Site usage information may be performed on our behalf by our service providers.

How is the Personal Information used?

We will use the Personal Information you provide to our Web Site for many different purposes to provide you with our services and features. For example, such information may be necessary to register you for classes, seminars, events and newsletters, respond to your requests and messages, provide you with news, event information and other offerings, for feedback purposes, and for marketing and promotional purposes. We may also use your Personal Information for internal record keeping and to analyze and track user progress through our Krav Maga San Diego classes.

We may match information collected from you through different means or at different times, including both Personal Information and Web Site usage information, and use such information along with information obtained from other sources, including third parties. Also, advertisements and other content displayed to you on the Web Site may be customized to your interests and preferences, based on your Personal Information and Web Site usage information, including (but not limited to) non-personally identifying information, which we may obtain from you or from other sources. In addition, we may send you notices (for example, in the form of e-mails, mailings, and the like), and otherwise correspond with you, about products, services, companies and events, organized or operated by us and others, that we think might interest you. You may opt out of receiving such notices from us by following the instructions in the **Right to Opt In and Opt Out** section above.

We may analyze user behavior as a measure of interest in, and use of, our Web Site and e-mails, both on an individual basis and in the aggregate.

Do we share Personal Information and Web Site Usage information with others?

Public Forums

When you contribute to a public area or feature of our Web Site, such as a message board, chat room, posting to comments, bulletin board, list serve, blog, vlog, wiki or other open forum that we may make available on or through our Web Site, the information that you submit will be made available to the general public. Such information may, for example, be accessed by everyone on the internet, be indexed by third party search engines, and be imported, exported, distributed, and redistributed by us and others without privacy limitations. Such information may be associated with you by such outside parties based on what you provide or disclose.

For these reasons, we recommend that you do not submit any sensitive information, including your full name, home address, phone number, other information that would enable other users to locate you, or financial information on these areas of our Web Site. Instead, make up a username that does not disclose your personal identity.

Payments

When you make any payments, deposits, or other transactions, we will share transaction information with only those third parties necessary to complete the transaction. We will require those third parties to agree to respect the privacy of your information.

Service Providers

We may use third-party partners to help operate our Web Site, collect and analyze data and information, host, operate or support software, applications and tools and deliver our products and services, and may share your information with our subsidiaries, entities owned, related to or controlled by us, service providers and other third parties that provide software, products or services for or through this Web Site or for our business (such as Web site or database hosting companies, address list hosting companies, e-mail service providers, analytics companies, distribution companies, fulfillment companies, and other similar service providers that use such information on our behalf). This is intended to help improve or promote our services provided.

Aggregate Statistics

We may disclose aggregate statistics regarding user behavior as a measure of interest in, and use of, our Web Site and e-mails to third parties in the form of aggregate data, such as overall patterns or demographic reports that do not describe or identify any individual user.

Legally Compelled Disclosures

We may disclose user information to government authorities, and to other third parties when compelled to do so by government authorities, or otherwise as required or permitted by law, including but not limited to in response to court orders and subpoenas. We also may disclose user information when we have reason to believe that someone is causing injury to or interference with our rights or property, other users of the Web Site, or anyone else that could be harmed by such activities. If we are required or compelled to disclose your user information by a government authority, we may attempt to notify you of such disclosure if we are permitted to do so by law.

Business Transfer

In the event that KMSD, or substantially all of its assets, are acquired by one or more third parties as a result of an acquisition, merger, sale, reorganization, operation of law, change of control, consolidation or liquidation, your Personal Information may be one of

the transferred assets. The terms of this privacy policy will continue to apply to your Personal Information that is transferred to the new entity.

Wireless Addresses

If the e-mail address you provide to us is a wireless e-mail address, you agree to receive messages at such address from KMSD and the rest of the third parties with which we share your e-mail address (unless and until you have elected not to receive such messages by following the instructions in the **Right to Opt In and Opt Out** section above). You understand that your wireless carrier's standard rates apply to these messages, and that you may change your mind at any time by following the instructions in the **Right to Opt In and Opt Out** section above. You represent that you are the owner or authorized user of the wireless device on which messages will be received, and that you are authorized to approve the applicable charges.

Updating Information

You may send us new or updated information at any time. We will endeavor to respond to your request to access, update or delete your information as soon as practicable. Before we are able to provide you with any information, correct any inaccuracies or delete any information, however, we may ask you to verify your identity and to provide other details to help us to respond to your request.

Security

KMSD will take reasonable steps to protect the security and integrity of all Personal Information provided to this Web Site. We restrict access to personal information to KMSD employees, contractors and agents who need to know that information in order to process it on our behalf.

Inherent Risks

Due to the inherent nature of the Internet as an open global communications vehicle, we cannot guarantee that information, during transmission through the Internet or while stored on our system or otherwise in our care, will be absolutely safe from intrusion by others, such as hackers.

If you contact us by e-mail or a "contact us" or similar feature on our Web Site, you should be aware that your transmission might not be secure. A third party could view information you send by these methods in transit.

We will have no liability for disclosure of your information due to errors or unauthorized acts of third parties during or after transmission.

In the unlikely event that we believe that the security of your Personal Information in our possession or control may have been compromised, we may seek to notify you of that development. If a notification is appropriate, we would endeavor to do so as promptly as possible under the circumstances, and, to the extent we have your e-mail address, we may notify you by e-mail. You consent to our use of e-mail as a means of such notification.

Phishing

With identity theft a continuing problem, it has become increasingly common for unauthorized individuals to send e-mail messages to consumers, purporting to represent a legitimate company such as a bank or on-line merchant, requesting that the consumer provide personal, often sensitive information. Sometimes, the domain name of the e-mail address from which the e-mail appears to have been sent, and the domain name of the web site requesting such information, appears to be the domain name of a legitimate, trusted company. In reality, such sensitive information is received by an unauthorized individual to be used for purposes of identity theft. This illegal activity has come to be known as “phishing.”

If you receive an e-mail or other correspondence requesting that you provide any sensitive information (including any credit card information) via e-mail or to a web site that does not seem to be affiliated with our Web Site, or that otherwise seems suspicious to you, please do not provide such information, and report such request to us at Info@KravMagaSD.com.

Consent to Processing

By providing Personal Information to this Web Site, you understand and consent to the collection, maintenance, processing and transfer of such information in and to the United States and other countries and territories.

Third-Party “Linked-To” Web Sites

When you are on our Web Site you may have the opportunity to visit, or link to, other sites not operated by KMSD, including other web sites operated by unrelated third parties. These sites may collect Personal Information about you. KMSD does not control sites that are operated by these entities and is not responsible for the information practices of these sites. This Privacy Policy does not address the information practices of those other web sites, and applies solely to information collected by KMSD on this Web Site.

Children Under Age 13

We are a general audience site, and do not knowingly request Personal Information from anyone under 13 years of age. If you are under the age of 13, please do not attempt to post on the message board, participate in blogs, discussions and chatrooms, register for any classes, seminars or events, or otherwise provide any information to the Web Site. If we learn that we have collected personal information from a child under 13, we will delete that information as quickly as possible. No information collected from children is used for any marketing or promotional purposes whatsoever, either inside or outside of KMSD.

We strongly recommend that minors 13 years of age or older ask their parents for permission before sending any information about themselves to anyone over the internet and we encourage parents to teach their children about safe internet practices. Parents may wish to consult the resources on children’s privacy and safe internet practices that

are available through the Federal Trade Commission at <http://www.ftc.gov/bcp/menus/consumer/data/child.shtm>.

If we make any material change to this notice or the informational practices with regard to children that were in effect when your consent to the collection of your child's personal information was obtained, we will, as required by law, send you a new notice and request your consent.

We take seriously our obligation to safeguard the confidentiality, security and integrity of personal information collected from our users, and have established and will maintain procedures that are designed for that purpose. Children and parents should be aware, however, that no system is completely secure from hackers, network failure and error, and we cannot guarantee the confidentiality, security and integrity of information maintained on our service.

We strongly recommend that minors 13 years of age or older ask their parents for permission before sending any information about themselves to anyone over the internet and we encourage parents to teach their children about safe internet practices. We also strongly suggest that you have installed and use "Parental Controls" for your web browser.

Changes to this Privacy Policy

KMSD reserves the right to change or update this Privacy Policy, or any other of our policies or practices, at any time, and will notify users of this Web Site by posting such changed or updated Privacy Policy on this page. Any changes or updates will be effective immediately upon posting to this Web Site. Under certain circumstances, we may also elect to notify you of changes or updates to our Privacy Policy by additional means, such as posting a notice on the front page of our Web Site to sending you an e-mail.

Contact Us

If you have any questions or comments regarding our privacy practices, you may contact us at Info@KravMagaSD.com.

Effective Date: November 2, 2011