

ONLINE PRIVACY POLICY

Last updated January 2011

1. General

Northshore Swim Science, LLC, an Illinois limited liability company d/b/a Big Blue Swim School (“us” or “we”) is committed to protecting your privacy online. This Privacy Policy discloses the privacy practices for the www.bigblueswimschool.com website (the “Site”). Please read the following to learn what information we collect from you and how we use that information.

By accessing or using the Site, you agree to be bound by the terms of this Privacy Policy and the Site Terms of Use [insert link to Term of Use]. If you do not agree to these terms, exit this page and do not access or use the Site.

2. Information We Collect and How We Use It

We collect two types of information about users of the Site: personally identifiable information (“personal information”) and non-personal information (“non-personal information”).

- **Personal Information**

Personal information is information that identifies a specific user. When you engage in certain activities on the Site, such as registering online or subscribing to our e-mail list (collectively, “Identification Activities”), we will ask you to provide certain information about yourself. It is optional for you to engage in these activities. If you elect to engage in these activities, however, we may ask you to provide us with certain personal information about yourself, such as your first and last name, mailing address, email address, and telephone number. Depending on the activity, some of the information we ask you to provide is identified as mandatory and some is identified as voluntary. If you do not provide the mandatory information for a particular activity that requires it, you will not be permitted to engage in that activity.

We use personal information to provide services to you and improve our marketing efforts. For example, if you sent us an e-mail complementing our swim instructors, we may post your comment in our marketing materials. We may also use personal information to accomplish administrative tasks, resolve disputes, enforce our agreements with you, including the Site Terms of Use and this Privacy Policy, and comply with applicable law.

- **Non-Personal Information**

Non-Personal information is information that does not identify a specific user. This type of information may include things like the Uniform Resource Locator (“URL”) of the website you visited before coming to the Site, the type of browser you are using and your Internet Protocol address. We, and/or our authorized third-party service providers may automatically collect this information when you visit the Site through the use of electronic tools like cookies and web beacons or pixel tags, as described below.

We use non-personal information to administer the Site, analyze trends, gather demographic information, and comply with applicable law.

3. Sharing of Personal Information

Except as provided below, we will not share your personal information with other parties unless you opt-in to having your personal information shared with third parties.

- **We may share your information with third-party service providers.** We may provide some of our services through third parties. These third-party service providers perform functions on our behalf, like managing our e-mail list and processing credit card payments. We may share your personal information with such service providers to send email, process payments, provide customer service, and troubleshoot. The service providers will have access to your personal information solely for the purposes of providing such limited functions to us on our behalf.

- **We may share your information for our protection and the protection of others.** We may also disclose personal information when we believe release is appropriate to comply with the law or a court order; enforce or apply this Privacy Policy, the Site Terms of Use or other agreements; or protect the rights, property or safety of the Site, its users or others.

4. Cookies and Other Tracking Devices

- **Cookies.** To facilitate and customize your experience with the Site, we may store cookies on your computer. A cookie is a small text file that is stored on a user's computer for record-keeping purposes and contains information about that user. Cookies allow website operators to collect non-personal information from you, like which pages you visited and what links you clicked on. Most browsers automatically accept cookies, but you may be able to modify your browser settings to decline cookies.

- **Other Tracking Devices.** We may use other industry-standard technologies like pixel tags and web beacons to track your use of the Site. Pixel tags and web beacons are tiny graphic images placed on certain pages on the Site, or in our emails that allow us to determine whether you have performed a specific action. When you access these pages or open or click an email, pixel tags and web beacons generate a non-personally identifiable notice of that action. Pixel tags allow website operators to measure and improve their understanding of visitor traffic and behavior, as well as give them a way to measure promotions and performance.

5. Sharing of Non-Personal Information

We may disclose or share non-personal information with partners or affiliates. We may use third-party companies to track and analyze non-personally identifiable usage and volume statistical information from our users to administer the Site and constantly improve its quality. We may also publish this information for promotional purposes.

6. Your Choices

If you provide us with personal information, we may send you two types of emails: administrative emails and promotional emails. Administrative emails relate to your activity on the Site, such as an email response to your request for information. Promotional emails are emails that we send to advertise our services and/or the products and services of our affiliates. While you cannot opt out of administrative emails, you can opt out of promotional emails. To opt-out of our promotional emails, email us or hit the "unsubscribe" button at the bottom of any of our promotional emails.

7. Security of Personal Information

We take a number of precautions to protect the security of personal information. Your personal information resides on a secure server that only selected personnel and contractors have access to. We encrypt certain sensitive information using Secure Socket Layer (SSL) technology to ensure that your personal information is safe during transmission to us.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. While we employ commercially reasonable security measures to protect data, we cannot guarantee the security of any information transmitted to or from the Site, and are not responsible for the actions of any third parties that may receive any such information.

8. Updating and Correcting Information

You can update or correct the personal information you provide us by emailing us.

9. Privacy Policies of Third Party Sites

This Privacy Policy only addresses the use and disclosure of information we collect from you. Other sites that may be accessible through the Site have their own privacy policies and data collection, use and disclosure practices. If you link to any such site, we urge you review the site's privacy policy. We are not responsible for the policies or practices of third parties.

10. Children

Minors under the age of 13 may not use the Site. We do not collect or maintain information from anyone known to be under the age of 13, and no part of the Site is designed to attract anyone under the age of 13. If you are between the ages of 13 and 18, you should review this Privacy Policy with your parent or guardian to make sure that you and your parent or guardian understand our privacy practices.

11. Changes to Privacy Policy

We may change this Privacy Policy at any time by posting a revised Privacy Policy in the "Privacy Policy" section of the Site. The revised Privacy Policy is effective immediately when posted on the Site. It is the responsibility of each user to review the Site and the Privacy Policy periodically to learn of any revisions to this Privacy Policy. Your continued use of the Site after the effectiveness of such revisions will constitute your acknowledgment and acceptance of the terms of the revised Privacy Policy.

12. Contacting Us

You may contact us by telephone (847-864-0817), e-mail (info@bigblueswimschool.com)