

NORTHRIDGE FITNESS PRIVACY POLICY & NOTICE

Effective Date: October 16, 2026

Last Updated: October 16, 2026

1. Introduction

North Ridge Fitness, Inc. (“North Ridge, Inc., NorthRidge Fitness, CrossFit NorthRidge, NRF Sports Performance,” “we,” “our,” or “us”) is committed to respecting your privacy and protecting your personal information.

This Privacy Policy explains how we collect, use, disclose, store, and protect personal information when you visit our website, enroll in a membership, purchase a guest pass, make a payment, communicate with us, or use our fitness facility and related services.

This policy applies to NorthRidge Fitness members, prospective members, guests, website visitors, parents or guardians who enroll children in our childcare services, and other individuals who interact with our business.

2. Personal Information We Collect

Depending on your relationship with NorthRidge Fitness, we may collect the following information.

Contact and identification information

- Name, mailing address, email address, and telephone number.
- Date of birth when needed for membership eligibility or age-related requirements.
- Emergency contact information.
- Information submitted through membership applications, website forms, and other communications.

Membership and facility information

- Membership type, enrollment date, account status, and membership agreement details.
- Account identifiers and facility check-in records.
- Guest-pass registrations and purchase history.
- Information needed to administer memberships and respond to service requests.

Payment and billing information

- Billing address, payment history, transaction records, and payment status.
- Payment information processed through Club Automation and its applicable payment-processing services.

Website information

- Information submitted through website contact forms, guest-pass forms, or other online features.
- Technical information, such as browser type, device information, IP address, and website usage data, if collected by our website or its service providers.
- Cookie and analytics information, if applicable to the technologies used on our website.

Communications

- Emails, text messages, inquiries, and other communications with NorthRidge Fitness.
- Communication preferences and, where applicable, records of marketing consent or opt-out requests.

Childcare information

- Information provided by parents or legal guardians to enroll a child in our childcare services.
- A child's name and age, parent or guardian contact details, emergency contacts, authorized pickup information, and other reasonably necessary information to provide safe and appropriate care.

Please provide only the information reasonably necessary for the service you are requesting. Avoid submitting sensitive medical or other confidential information through general website forms.

3. How We Use Personal Information

NorthRidge Fitness may use personal information to:

- Create and manage membership accounts.
- Administer membership agreements and facility access.
- Process recurring membership fees, guest-pass purchases, and other authorized transactions.

- Maintain billing records and respond to payment questions.
- Communicate facility announcements, maintenance notices, schedule changes, account updates, and other service-related information.
- Respond to inquiries and provide customer service.
- Administer guest registrations and childcare services.
- Send newsletters, promotional emails, and marketing text messages where permitted by law and consistent with applicable consent requirements.
- Maintain facility safety, prevent fraud, and investigate suspected misuse of our services.
- Maintain and improve our website and services.
- Comply with applicable laws, regulations, and lawful requests.

We use personal information for the purposes described in this policy, for purposes disclosed when the information is collected, or for other purposes permitted by applicable law.

4. Club Automation and Payment Processing

NorthRidge Fitness uses Club Automation for membership management and related online payment functionality.

Information submitted through our membership system may be processed to administer member accounts, maintain membership agreements, manage billing, record transactions, and support other membership-related services.

Payments may be processed by Club Automation and its designated payment-processing providers. Payment information may be collected, transmitted, or stored by those providers as necessary to process authorized transactions.

NorthRidge Fitness does not intentionally retain complete payment card numbers or card security codes in its own records when payment processing is handled by third-party providers. The actual handling of payment information depends on the payment services and configuration used.

Club Automation and other service providers may process personal information under their own privacy notices and contractual arrangements. We encourage you to review the applicable notices when using their services.

5. When We Share Personal Information

NorthRidge Fitness does not sell personal information for money.

We may share personal information in the following circumstances:

Service providers. We may share information with Club Automation, payment processors, website hosting providers, email and text messaging services, and other vendors that help us operate our business.

Legal compliance. We may disclose information when required by law, court order, subpoena, or other lawful processes.

Safety and security. We may disclose information when reasonably necessary to protect our members, guests, employees, property, rights, or the safety of others, or to investigate suspected fraud or unlawful activity.

Business transactions. Information may be transferred as part of a potential or completed sale, merger, restructuring, or transfer of business assets, subject to applicable law.

With your consent. We may share information when you direct us to do so or otherwise authorize the disclosure.

We do not authorize service providers to use personal information obtained solely on our behalf for unrelated purposes except as permitted by applicable law and our arrangements with those providers.

This policy does not constitute a blanket promise that information is never shared for advertising or analytics purposes. If our website uses third-party advertising or tracking technologies, we will provide any additional disclosures and choices required by law.

6. Website Cookies and Analytics

Our website may use cookies or similar technologies to support essential website functions, remember preferences, measure website traffic, or improve our services.

The technologies used may depend on our website platform and any third-party services connected to it. These technologies may collect technical information, including browser details, device information, pages visited, and interactions with our website.

We are reviewing the specific cookies, analytics services, and tracking technologies used on our website. Accordingly, this policy does not represent that a particular analytics or advertising service is currently installed.

If cookies or other tracking technologies are used, you may be able to manage certain preferences through your browser or a website cookie-preference tool, if available. Where required by applicable law, we will provide appropriate consent mechanisms and honor applicable opt-out preference signals.

7. Email and Text Messages

NorthRidge Fitness communicates with members and prospective members through email and text messaging.

These communications may include:

- Membership and billing notifications.
- Facility announcements, closures, and maintenance updates.
- Schedule changes and other service-related information.
- Responses to questions or requests.
- Newsletters, promotions, and marketing messages where permitted.

We may send necessary service-related communications associated with your membership or transactions even if you opt out of promotional messages, where permitted by law.

Marketing emails: You may unsubscribe using the link included in a marketing email or contact us directly.

Marketing text messages: Where required, we will obtain appropriate consent before sending marketing texts. You may opt out by replying STOP when supported by the messaging service or by contacting NorthRidge Fitness.

Message and data rates may apply. Your consent to receive marketing text messages is not a condition of purchasing a membership or service.

We may share your telephone number and messaging preferences with providers that help us deliver text messages. Mobile opt-in, consent, and related information will not be shared with third parties or affiliates for their own marketing or promotional purposes.

8. Children's Information and Childcare

NorthRidge Fitness provides supervised childcare at our facility. Parents and legal guardians may provide information about children when registering them for childcare or related services.

We may use this information to:

- Register children for childcare.
- Verify parent or guardian contact information.
- Maintain emergency contact and authorized pickup records.
- Communicate with parents or guardians.
- Respond to safety concerns and administer our childcare services.

We limit access to children's information to personnel who need it to perform their assigned responsibilities.

Our general website is not directed to children under 13, and we do not knowingly collect personal information online directly from children under 13 except as permitted by applicable law and with any required parental consent.

If we learn that we have collected personal information directly online from a child under 13 in circumstances requiring parental consent without obtaining the necessary consent, we will take appropriate steps to address the situation.

Parents and legal guardians may contact us to request access to or correction of their child's information, subject to applicable law and legitimate recordkeeping requirements.

9. Information Security

We take reasonable administrative, technical, and physical measures designed to protect personal information from unauthorized access, loss, misuse, alteration, or disclosure.

We also rely on third-party providers for membership management, payment processing, and other business services. No method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

If you believe your account or personal information has been compromised, please contact NorthRidge Fitness promptly.

10. Data Retention

We retain personal information for as long as reasonably necessary to administer memberships, process transactions, provide services, resolve disputes, maintain appropriate business records, and comply with legal and regulatory obligations.

Retention periods vary depending on the type of information and the purpose for which it was collected.

When information is no longer reasonably necessary, we will take appropriate steps to delete, destroy, or de-identify it, subject to applicable law, contractual requirements, and legitimate business needs.

11. Your Privacy Rights and Choices

Depending on your location and applicable law, you may have the right to:

- Request access to certain personal information we maintain about you.
- Request a copy of certain personal information.
- Request correction of inaccurate information.
- Request deletion of certain personal information.
- Opt out of certain marketing communications.
- Exercise other rights available under applicable privacy laws.

Some information may need to be retained for legal compliance, billing, fraud prevention, or other permitted purposes.

To make a privacy request, contact NorthRidge Fitness using the contact details in Section 15. We may need to verify your identity before processing your request.

We will respond within the timeframes and according to the procedures required by applicable law. We will not unlawfully discriminate against individuals for exercising applicable privacy rights.

12. Third-Party Websites and Services

Our website or communications may contain links to third-party websites or services. NorthRidge Fitness does not control the privacy practices or security of those third parties.

Please review the privacy notices of third-party websites and services before submitting personal information to them.

13. Privacy Signals and Tracking Preferences

Some browsers offer privacy signals intended to communicate a user's preference regarding online tracking or targeted advertising.

Where required by applicable law, NorthRidge Fitness will honor recognized opt-out preference signals, including Global Privacy Control, for covered activities.

The operation of these signals depends on the technologies implemented on our website and the requirements of applicable law.

14. Changes to This Policy

We may update this Privacy Policy to reflect changes in our business, membership systems, payment services, website technologies, communications, or applicable legal requirements.

We will post the revised policy on our website and update the "Last Updated" date. Any additional notice or consent required by law will be provided as appropriate.

We encourage you to review this policy periodically.

15. Contact NorthRidge Fitness

For questions about this Privacy Policy or to submit a privacy request, contact:

NorthRidge Fitness

Mailing Address: 300 McFarland Blvd, Northport, AL 35476

Telephone: 205-752-1201

Email: nrfitness@bellsouth.net

Website: northridgefitness.net

Please do not send full payment card numbers, card security codes, passwords, or other highly sensitive information through ordinary email.