

MOCATS PRIVACY POLICY

Motivational Coaching And Training System, LLC (“MOCATS”) provides youth/adolescent athletes and their families with instructions on physical fitness training and conditioning exercises, along with additional data pertaining to overall physical health which includes, but is not limited to, physical, mental and nutritional information. MOCATS is committed to protecting the safety and security of its online visitors and we are sensitive to our user’s concerns about the safety of the personally identifiable information you provide to us. MOCATS encourages all our website users to read this Privacy Statement completely in order to understand how any personally identifiable information collected about you and your family is used. If you have questions or concerns regarding this statement, you should first contact manager@MOCATS.com.

MOCATS is aware that due to the content and nature of our website, we will have many young users on our site. MOCATS recognizes the need to provide additional protection to those younger users. The Children’s Online Privacy Protection Act (“COPPA”) requires us to inform parents and/or legal guardians how we collect, use and disclose personal information collected from children under 13 years of age. MOCATS explains this information under the Children’s Privacy Policy section following:

HOW WE COLLECT THE INFORMATION YOU PROVIDE

All your personal information is collected and stored by our third party vendor, Member Solutions. This data is collected utilizing the most advanced technology for Internet Security available today. Utilizing 128 Bit Secure Socket Layer (SSL) technology, server authentication and data encryption ensures your data is protected and secure. Our website is hosted in a secure environment utilizing advanced firewall and backup technology to prevent unauthorized access, maximize uptime, and to protect client data. Our third party billing vendor, Member Solutions, has received certification of compliance with Payment Card Industry Data Security Standards (PCI DSS). The PCI DSS is a set of rigorous, industry-wide regulations and requirements designed to protect sensitive cardholder information.

HOW WE USE THE INFORMATION YOU PROVIDE

MOCATS creates and retains logs of some fitness activities and all email conversations and fitness tests by users, as well as private exercise patterns and other activity of users within MOCATS’ activities. Additionally, you, as a parent and/or legal guardian, acknowledge and grant permission to MOCATS to review, monitor, disclose, censor, delete or otherwise remove any information exchanges (ie: email questions, comments, etc) or other private user activity within MOCATS programs for the purpose of preventing breaches of this Agreement and other MOCATS prohibitions on unlawful or abusive activity. Accordingly, you acknowledge and understand that you have no privacy rights whatsoever in email exchanges or any other private user activity by using the MOCATS website and/or that you create in company.

The MOCATS fitness programs are unique and we update and change exercises and content on a regular basis to keep the content fresh, challenging, fun and interesting for our users.

The information MOCATS, LLC collects is used for the following:

- 1) In order to send information to members, MOCATS collects and uses the parent’s or legal guardian’s email address. If the user is over the age of 13, and we have confirmation from the parent or legal guardian that this person is over the age of 13, we can use that email address, as well.
- 2) To track the number of times a member is using the website.
- 3) To track information on the progression of fitness gains by the users and their fitness test data.
- 4) To collect demographic information of users, including but not limited to age, sex and the sports in which they participate.

- 5) To send a confirmation notice to the user of their member(s) registration and password information.
- 6) At request of the user, to send the user password information when the member has forgotten or lost their password.
- 7) To respond to any questions, concerns or problems that the user has contacted MOCATS about.
- 8) To contact the user about any problem with the member's account or conduct while using the website.
- 9) To send out a newsletter or email notices (with respect to your privacy, we provide a way to unsubscribe. See the Choice Opt-Out section following).

In addition, we may notify our users of new information or products made available to MOCATS members. MOCATS will not divulge your personally identifiable information to any sponsor directly.

By joining and registering with MOCATS, you consent to: a) receive periodic email communications from MOCATS concerning your account; and b) receive a newsletter on occasion.

Note: CHOICE OPT-OUT: If you do not wish to receive any email communications from MOCATS, you may opt-out of receiving them by following the instructions included in any newsletter/email message. You may also contact us at 888-MOCATS1, or use the "Contact Us" section on the website for all contact information.

WHAT WE WILL DO WITH YOUR PERSONAL INFORMATION:

MOCATS uses third-party service providers ("Service Providers") for any shipping order when necessary and a credit card billing company to bill you for goods and services. When you sign up/join the website, you will provide your personally identifiable information (name, address, phone number and email address) to Service Providers as necessary for such Service Providers to provide their respective services. All Service Providers to whom MOCATS discloses your personally identifiable information, have all agreed to abide by the MOCATS Privacy Policy and all Service Providers are specifically prohibited from using your personally identifiable information for promotional purposes.

To Note: Service Providers may have separate privacy policies that govern their collection, use and storage of information that you provide to them directly.

WHAT WE WILL NOT DO WITH YOUR PERSONAL INFORMATION:

MOCATS is supported by their Members/Users, therefore, MOCATS does not share, sell, rent or trade your or your child/children's personally identifiable information with ANY THIRD PARTIES for their promotional purposes. We reserve the right to disclose said personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served upon MOCATS and/or its website.

MEMBERSHIP ACCOUNTS

A MOCATS Membership is a paid membership account that provides our users with full-access to the MOCATS website and certain other privileges while participating in the MOCATS Program. In addition, you, the parent or legal guardian of the child (or children) requesting membership, will be required to provide the following information to us:

1. Parent's/legal guardian's FULL First & Last Name
2. Full Address (city, state & zip)
3. A parent/legal guardian contact telephone number
4. A valid email address for the parent/legal guardian

We are copied with this information by Member Solutions (see Security and Credit Card Use below)

SECURITY AND CREDIT CARD USE

The security of your personally identifiable information is important to us and our third party vendors. Upon entering your personal information (such as your credit card number, etc) on our website, or on a registration or order form, you can feel confident that our third party vendor encrypts the specific information using state-of-the-art database, firewall and server technology to keep your information safe, secure and available 24/7. Their data center employs state-of-the-art physical and electronic security, including emergency back-up generation.

MOCATS follows generally accepted industry standards to protect personally identifiable information submitted to MOCATS during transmission and once we receive it. No method of transmission over the internet, or method of electronic storage however, is 100% secure. MOCATS, while we strive to use commercially acceptable means to protect your personally identifiable information, we cannot guarantee its absolute security. If you have any questions about the security of our website, email us at manager@mocats.com.

MOCATS utilizes a credit card processor to process the payments you make on our website during the registration process. It is necessary to share your name, email address and credit card information with this third party to provide the service requested. This third party (or any third party we are affiliated with) is NOT permitted to use your information for their own promotional purposes. The personal information (such as name and email address, but not inclusive of your financial information) collected by this third party, is shared back with MOCATS for the purpose of fulfilling your subscription request.

CHILDREN'S PRIVACY POLICY

MOCATS especially encourages parents and legal guardians to spend time online with their children. We urge parents and legal guardians to instruct their children to never give out their personally identifiable information online without permission. MOCATS also recognizes the important need to protect personally identifiable information obtained from children. In compliance with the Children's Online Privacy Protection Act of 1998 ("COPPA"), MOCATS adopted the following policies regarding children under the age of 13 and regarding all minors under the age of 18 who request membership ("child / children"):

Type and Use of Information Collected from Children

To create a Membership Account, MOCATS does NOT collect or require any personally identifiable information from the child, if the child is known to MOCATS to be under the age of 18. To create a Membership Account, MOCATS DOES require a full name, an email address, and billing information from the Parent or Legal Guardian of the child/children, as outlined under the Membership Accounts section.

For Membership Accounts, we use your Membership email address for the following purposes:

- 1) To send a confirmation notice and password information to the parent of the child/children requesting membership to MOCATS.
- 2) Upon the parent's or legal guardian's request, to send user password information when the child has lost or forgotten their password, which a member may change or update at any time.
- 3) In response to all questions, concerns or problems which a Member or subscriber has contacted MOCATS about.
- 4) To contact the parent or legal guardian about any problem with the child's account or membership.
- 5) To send out information or a newsletter to the subscriber email account.

MOCATS recognizes young children may inadvertently give out personal information, including their email address when and if they contact us with any questions, concerns or problems they may have while using the website. MOCATS does NOT collect or use any such additional personal information

acquired in this manner, unless it is necessary for us to respond to the problem or question or concern. MOCATS reserves the right to disclose your child's personally identifiable information as required by law, and/or when we believe that disclosure is necessary to protect our rights, and/or to comply with judicial proceeding, court order, or legal process served on MOCATS and/or our website.

MOCATS does NOT share, sell, rent or trade your child's personal information to any third parties for any reason.

MOCATS does NOT make stipulations on a child's participation in an online activity for the child to provide more personal information than is reasonably necessary for the activity. In addition, parents and legal guardians have the right to consent to the website's use of their child's personal information, without having to consent to its disclosure of said information to third parties.

NOTIFICATION AND VERIFIABLE PARENT/LEGAL GUARDIAN CONSENT

Whenever MOCATS is made aware that a user is under the age of 18, MOCATS requires the PARENT OR LEGAL GUARDIAN submit an email address. MOCATS will then provide proper parental notice of the minor's use of the site, including their username and password. For Membership Accounts, the receipt of payment is considered actual, verifiable consent from the parent or legal guardian for the child's (children's) use of our website and for the use of any information that was divulged as reasonably necessary to process payments, verify, and maintain the account.

HOW CAN PARENTS ACCESS, CHANGE, OR DELETE PERSONALLY IDENTIFIABLE INFORMATION ABOUT THEIR CHILDREN?

MOCATS would like to assure you that we do NOT keep any information, other than what is listed above. Parents and legal guardians are always welcome to contact us about any personally identifiable information about their child (children) by email. If your child's personally identifiable information changes, or if you no longer desire our service, you may correct, update, or delete it by contacting us at the email address manager@MOCATS.com. We will respond to your request within 30 days. Parents/Legal Guardians may request that we discontinue collection and use of their child's/children's Personally Identifiable Information and request that we delete it by contacting us at the email address provided on the website for MOCATS.

HOW CAN USERS ACCESS, CHANGE, AND/OR DELETE PERSONALLY IDENTIFIABLE INFORMATION ABOUT THEMSELVES?

If your personally identifiable information changes, or if you no longer desire our service, you may correct, update or delete it by contacting us at the email address provided below. We will respond to your request within 30 days. manager@MOCATS.com

OTHER PROVISIONS: WHAT ARE COOKIES?

A cookie is a small text file that is stored on a user's computer for record keeping purposes. Each and every cookie can only be accessed by the website that created the cookie. We use cookies on the MOCATS website however, we do not link the information we store in cookies to any personally identifiable information you submit while on our site.

MOCATS uses both temporary session ID cookies and persistent cookies. Session cookies are used to make it easier for you to navigate on our site. Session ID cookies expire when you close your browser. Persistent cookies remain on your hard drive for an extended period of time. You can, if you wish, remove persistent cookies by following directions provided in your web browser's help information.

MOCATS sets persistent cookies to store your membership account login username and password. Persistent cookies enable us to detect new users and track referrals to the site to recognize representatives and people who refer others to the site. If your browser rejects all cookies, you may still use the MOCATS site, but some areas may be limited, including purchasing a membership.

THIRD PARTY COOKIES

MOCATS does not plan or intend to have affiliates, partners or advertisers initially. However, if this changes at a later date, those parties will not be covered by our privacy statement. We do not and will not have control over those cookies. For more information on cookies, please visit the Federal Trade Commission's website at <http://www.ftc.gov/ftc/cookies.shtm>

WHAT ARE IP ADDRESSES?

An IP address (Internet Protocol address) is a unique address certain electronic devices use in order to identify and communicate with one another on a computer network using the Internet Protocol standard, which is simply a computer address. Participating network devices can have their own unique address including routers, computers, time-servers, printers, Internet fax machines, and some telephones can have their own unique address.

MESSAGE BOARDS

Currently MOCATS does not use a message board on this website. However, MOCATS may employ the use of a message board or forum on this website at a further date. If and when that happens, you need to be aware of any personally identifiable information you submit there, which could be read, collected or used by other users of these forums, and could be used to send you unsolicited messages. We are not and will not be responsible for the personally identifiable information you choose to submit in these forums. Any message board, if ever used on the MOCATS website, must be signed-up for separately from the general MOCATS website and will be subject to TERMS OF USE.

REVISION INFORMATION

Should MOCATS decide to change our privacy policy, we will post those changes to this privacy statement, the home page, and other places we deem appropriate so you are kept aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this privacy statement at any time. Please, for your own benefit, review this Privacy Policy often. If we make material changes to this policy, we will notify you by email, and/or by means of a notice on our website home page. If we should make material changes on how we use Personally Identifiable Information collected from children under the age of 18, we will notify parents and/or legal guardians by email in order to obtain verifiable parental and/or legal guardian consent for any new use(s) of the child's/children's Personally Identifiable Information.