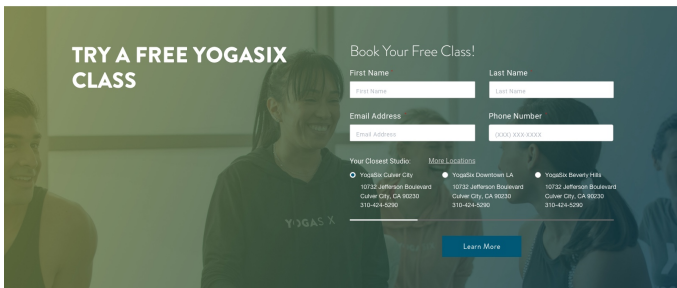
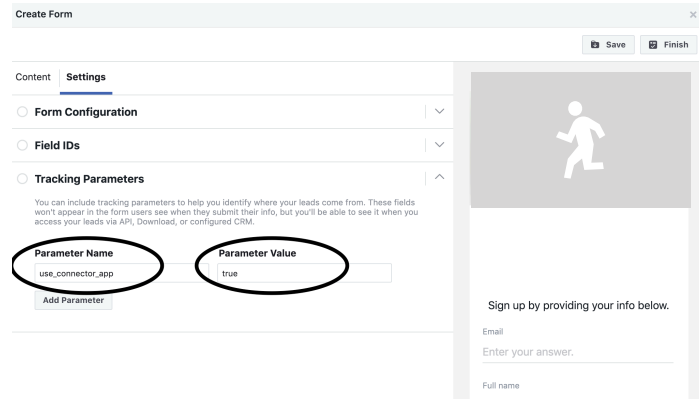


# TOOLS AVAILABLE TO YOU TO SECURELY ADVERTISE AND STAY COMPLIANT WITH NEW DATA LAWS ROLLING OUT NATIONWIDE

The California Consumer Privacy Act (CCPA) and other privacy laws currently enforced in Massachusetts, New York, Hawaii, Maryland, North Dakota with similar proposals in nearly 20 states nationwide enhance privacy rights and consumer protection but will impact the way leads are collected and transferred into your ClubReady account.

## Facebook Connector App

Digital partner agencies have access to technology that is non-disruptive to existing advertising workflows and advertising tools. After getting connected, advertisers simply have to place a parameter in any lead form that needs to route member data securely and CCPA compliant to ClubReady.



## Landing Page Builder

Are you looking to run an offer for your studio quickly? Our landing page builder allows studios and advertisers to take advantage of any active offer, as well as specify the lead source quickly and easily through query string parameters. By utilizing these custom landing pages, we ensure data never gets added to ClubReady without the appropriate data privacy opt-in timestamps and acceptances.

## Access Custom Audiences

Digital partner agencies manage secure access to remarketing and custom audiences as well as offline conversion information to help you advertise better while ensuring compliance with data laws nationwide.



**GET CONNECTED TO A CERTIFIED DIGITAL PARTNER AGENCY.**

LEARN MORE AT [PARTNERS.XPONENTIAL.COM](https://partners.xponential.com)

Official digital partner agencies help grow your business. Xponential works with approved agencies to ensure integration and compliance with our platforms and systems and make it easy for you to manage the flow of personal identifiable information (PII) from Facebook and your landing pages – all the way to ClubReady.