

1. Call your Maxima Platinum program representative at the Maxima Salon and Spa location in which you enrolled. You will be directed to the proper individual.
2. Send a letter with your concern and current contact information to:
Maxima Barber Salon and Spa
Attn: Customer Care
949 W. Madison
Chicago, IL. 60607

Privacy Policy Changes

As Maxima Barber Salon and Spa continues to improve its services and member benefits, our policy is subject to change. If there are any changes to the Privacy Policy, we will send you a copy via mail to your most current address on file.

Frequently Asked Questions

General Membership

How do I become a member of the Maxima Platinum program?

You can join at any Maxima location. A Maxima program representative will be happy to activate your membership. Your membership is only good at the location in which you initially signed up for the program. You must be a U.S. resident at least 18 years of age or older to participate.

Does it cost anything to become a member?

Yes. A Maxima Platinum member must purchase a package to join. However, there is no ongoing membership fee. The membership lasts for one year and must be renewed upon expiration. You must have a valid credit card on file. Memberships may be paid with cash or a charge card. No personal checks please.

Who can join the Maxima Platinum program?

Maxima Platinum program membership is available to frequent Maxima Barber Salon clients. Membership to the program is by invitation only.

When does my membership expire?

One year from the activation date. Once you enroll in the program you are free to enjoy all of the benefits of your Maxima Platinum package. Upon expiration, you must apply for a renewal if you would like to extend your membership past the expiration date.

How do I cancel my membership?

Visit or call a Maxima location and speak with a Maxima Platinum program representative. There is no cancellation fee, however, there are no refunds and you do forfeit the remainder of the Maxima Platinum program fee and services.

What if I want to renew my membership?

You will be notified one month prior to your membership expiration date and offered the option of extending your membership. Please keep in mind that Maxima Platinum membership packages may change and it is possible that the services, prices, and benefits may not be available at the time of renewal.

*Can my family or friends use my membership benefits and services?

No. Memberships are nontransferable and are only valid for use by the person whose name is given upon registration. From time to time, we may offer special discounts or promotions for Platinum customers via U.S. mail. Please keep your contact information current.

Can I visit another Maxima Platinum location?

At this time, you may only visit the Maxima Barber Salon where you initially enrolled. You may not transfer your membership. In the event that any services or personnel are

transferred to another location, it is possible to continue your membership under new conditions. You will be notified of such changes in advance.

Why do you need my e-mail address?

When you provide your e-mail address, we can notify you quickly of last-minute offers for members, and send you notification of services that are available to you as a Platinum member.

Member ID Card

Do I receive a member ID card?

Yes. Upon acceptance to the program, you will receive a member ID card. This will identify you as a Maxima Platinum Program member. You must use this card to obtain services and member benefits.

Do I need a password?

No. However, you should keep your account details confidential.

What should I do if I've lost my card?

Don't worry. We will replace your card at no charge. Only one replacement card will be issued per year. In the meantime, you can still enjoy the services at your respective Maxima Barber Salon location with a valid ID and password.

Services

When can I begin using my member services and benefits?

As soon as you enroll and purchase a Maxima Platinum package, you are entitled to the services and benefits offered by the program.

How do you keep track of the services that I have used?

The Maxima Platinum program has a client database that keeps track of all account activity.

What do I do if I think that there is an error on my account activity?

Contact a Maxima Platinum program representative from your respective Maxima Barber Salon location.

Who do I contact about my Maxima Platinum account?

One of the benefits of opening up a Maxima Platinum membership is that all members have a Maxima Platinum account representative available to assist you with your account. You can call a Maxima Platinum representative for questions, concerns, or comments regarding your membership. We are happy to help you set up an appointment or give you an update of your account activity for the year.



949 W. Madison Avenue | Chicago, IL 60607
Phone: (312) 666-5101 | Fax: (312) 666-5206



Welcome to our Platinum Program. The Maxima Barber Salon and Nail Spa offers high quality grooming services. For our clients who would like to extend their service options we have designed the Platinum Program which is detailed in this brochure. Some of the unique program features include:

- Complimentary consultations with any Maxima Barber Salon service
- Professional styling services up to two (2) times per week
- Maxima Platinum Program Membership Card
- Barber of your choice assigned to your account
- Nail Services*
 1. Weekly/Bi-weekly Manicures (10 per year)
 2. One Free Pedicure a Month
- Discounts to approved Maxima Platinum program restaurants and businesses
- Special members-only benefits and promotions
- Special members-only benefits and promotions

Membership in the Maxima Platinum Membership program saves you hundreds of dollars a year on average.

Please visit any Maxima Barber Salon and Spa location and speak with a Maxima Platinum Membership program representative for enrollment information.

*Nail packages may be purchased separately and may not be available at all Maxima Salon and Nail Spa locations.

Maxima Platinum Membership

Membership Program Rules

Maxima Platinum program membership is available to frequent Maxima Barber Salon clients.

Maxima Platinum program Membership (“Membership”) is open to U.S. residents at least 18 years of age. By joining the program, you represent that you are 18 years of age or older, and by using this program, you agree to the Rules of the program. Your Membership is nontransferable and is subject to present and future program Rules. Your Membership is valid only at participating Maxima Barber Salon and Spa locations and only in the location where you initially enrolled. Enrollment begins upon registration and only after the Platinum package membership fee has been paid. Your Membership expires one year from the activation date and must be renewed upon expiration.

Once you enroll in the program you are free to enjoy all of the benefits of your Maxima Platinum package. Upon expiration, you must apply for a renewal if you would like to extend your membership past the expiration date.

Service Obligations

At Maxima Barber Salon and Spa, we value our clients and work hard to provide them with the best quality service possible on a daily basis. We can only provide our clients with outstanding service when we have a business structure that benefits and protects our clientele, as well as our business. For this reason, we ask that all Platinum program clients uphold our Service Obligation policy.

Appointment Policy

- There is an appointment cancellation fee of ten dollars (\$10.00) if you fail to notify us of a cancellation within one hour of the appointment time. The fee will be charged to the credit card on file at the time of enrollment.
- Please notify us in advance if you are running a few minutes late. If you are late more than ten (10) minutes, you may wait for the next available opening or reschedule to a different date.

Credit Card Policy

- Upon enrollment you will be asked to provide us with a valid credit card. You may use this credit card as a valid form of initial membership payment and it will remain on file in the event that additional fees or charges need to be made to your account.
- You may request at any time to change the credit card on file.
- In the event that any fees or charges cannot be authorized on your credit card due to insufficient funds or another reason, you will be charged a processing fee of twenty-five dollars (\$25.00).

Membership Cancellation, Modification, Expiration and Termination

Once you have paid for your membership, you will not be reimbursed if you cancel before the expiration date.

Visit or call a Maxima location and speak with a Maxima Platinum program representative if you are interested in canceling your membership. There is no cancellation fee, however, you do forfeit the remainder of the Maxima Platinum program services.

You will be notified one month prior to your membership expiration date and offered the option of extending your membership. Please keep in mind that Maxima Platinum membership packages may change and it is possible that the services, prices, and benefits may not be available at the time of renewal.

Memberships are nontransferable and are only valid for use by the person whose name is given upon registration. From time to time, we may offer special discounts or promotions for Platinum customers via U.S. mail. Please keep your contact information current.

At this time, you may only visit the Maxima Barber Salon where you initially enrolled. You may not transfer your membership. In the event that any services or personnel are transferred to another location, it is possible to continue your membership under new conditions. You will be notified of such changes in advance.

Maxima Barber Salon reserves the right to terminate your membership in the event that you do not fulfill the terms highlighted in these program rules.

Privacy Policy

OUR PRIVACY COMMITMENT TO OUR PLATINUM CUSTOMERS

Maxima Barber Salon and Spa

We value the relationship that we have with our clients and are committed to responsible handling of your personal information. We take great care in safeguarding your personal information and in complying with all applicable federal and state privacy laws. We also have established internal practices and standards to safeguard your personal information.

The Maxima Barber Salon and Spa employees follow these principles in the collection, use, security and sharing of all of our clients’ information:

- We only ask for personal information when it is needed for business purposes. When we ask you for personal information, we will tell you why we need it and what we will do with it.
- We may contact you for marketing purposes, however, you will always have a choice to remove your contact information.
- We will use reasonable security measures to protect your personal information.
- We will only share your contact information with our affiliates for the purpose of providing you with the services offered in your membership package.

The Maxima Barber Salon and Spa website, www.maximachicago.com may have links to other businesses, but this privacy policy may not apply. Our website may contain links to other sites operated by third parties, including but not limited to third-party sites that display Maxima Barber Salon and Spa trademarks. We encourage you to read the privacy policies of those other sites to learn how they collect, use, share and secure your information.

Information Collected by Maxima Barber Salon and Spa

As part of your interaction with us, we may collect personal information such as:

- Contact information, including your name, mailing address, phone number and e-mail address
- Membership purchase information and account details, including credit card number, billing information
- We may also collect demographic information, including age, personal interests and service preferences. This information is used to improve our membership benefits and services to better serve our clientele.

Uses of your personal information may include, but are not limited to:

- Fulfilling your appointment requests
- Tracking and confirming your appointments
- Updating your billing and account information

- Provide customer services
- Managing Platinum member benefits and services
- Conducting research and analysis
- Sending marketing communications
- Performing other business activities as needed

Sharing of Personal Information

Maxima Barber Salon does not sell or rent your personal information to third parties.

Occasionally we may need to share your contact information to our affiliates for the purpose of providing you with all the member benefits and services that you are entitled to and/or request. We provide this information to our Platinum program affiliates for limited purposes with may include:

- Fulfilling a request for one of their products or services
- Sending marketing communications
- Maintaining our Platinum program
- Processing credit card payments

The businesses with whom we conduct business with are authorized only to use the information that we share with them and only for the purpose for administering the service included in your Platinum membership.

From time to time, we may be required to share personal information in response to a valid court order, subpoena, government investigation, or as otherwise required by law. We also reserve the right to report to law enforcement agencies any activities that we, in good faith, believe to be unlawful. We may also transfer personal information in the event of a corporate sale, merger, acquisition or similar event.

Removing Your Personal Information

Once you are enrolled in the program, you automatically agree to receive program communication materials, offers and promotions and other marketing and customer experience content.

If you no longer wish to receive these communications, or would like to select which forms you would like to receive via mail, please utilize the following methods of contact:

1. Call your Maxima Platinum program representative at the Maxima Salon and Spa location in which you enrolled.
2. Send a letter with your request and current contact information to:
Maxima Barber Salon and Spa
Attn: Customer Care
949 W. Madison
Chicago, IL. 60607

Please include your full name, address, phone number and e-mail address. We will process your request within 10 days and send you a confirmation e-mail.

Please keep in mind that although you have opted from receiving marketing communications, you will still receive business-related communications such as account activity updates.

Please remember to always keep your contact information current. Updates to your name, address, phone number, credit card information, and e-mail address should be made by contacting your respective Maxima Salon and Spa location program representative.

Concerns/Questions/Comments

Please contact our privacy manager to report a concern or suspected privacy breach or have privacy-related questions or complaints. Contact us in the following ways: