



OFFICE OF THE ARIZONA ATTORNEY GENERAL  
STATE OF ARIZONA

MARK BRNOVICH  
ATTORNEY GENERAL

CIVIL LITIGATION DIVISION  
CONSUMER PROTECTION & ADVOCACY SECTION

STEPHANIE ELLIOTT  
SENIOR LITIGATION COUNSEL  
(602) 542-8798  
STEPHANIE.ELLIOTT@AZAG.GOV

March 27, 2020

**VIA MAIL AND EMAIL**

Planet Fitness  
4 Liberty Ln W  
Hampton, NH 03842-7135  
[info@planetfitness.com](mailto:info@planetfitness.com)

To Whom It May Concern,

The Arizona Attorney General's Office writes to alert you about a troubling policy it has discovered about your gym's membership cancellation policies. As of March 27, 2020, your website stated:

**How do I cancel or freeze my account if my club is currently closed?**

We have proactively frozen all memberships on your behalf, and you will not be charged any fees during this time. We will be ready to serve you in a clean, sanitary, and welcoming environment when we reopen. At that time, if you have any questions about your membership, please feel free to come in, talk to us about it, and we will be happy to address any needs you may have.

<https://www.planetfitness.com/coronavirus-faq>

Requiring in-person cancellation of services is problematic under normal circumstances and may violate the Arizona Consumer Fraud Act, A.R.S. §§ 44-1521–44-1534. Requiring in-person cancellation of services at a time when your gyms are closed due to a national and state health emergency where social distancing is emphatically prescribed is even more problematic. We urge you to change these policies immediately and alert your customers to allow cancellation by phone or email. At a minimum, your remote cancellation policy should be maintained for the duration of mandated closures.

We appreciate the circumstances your business is facing and the fact that Planet Fitness has frozen all accounts until the gyms are operational again, but consumers still should be given the opportunity to cancel remotely if needed.

Using the contact information below, please inform our office by Friday, April 3, 2020, whether you have changed this policy and provide a copy of the notice you sent to your customers. If you elect not to change this policy, please preserve all written and electronic materials related to this policy in anticipation of a possible consumer fraud investigation.

If you have questions, please contact me at (602) 542-8798 or [Stephanie.Elliott@azag.gov](mailto:Stephanie.Elliott@azag.gov)

Sincerely,

A handwritten signature in black ink, appearing to read "Stephanie Elliott", is centered on the page. The signature is fluid and cursive.

Stephanie Elliott  
Senior Litigation Counsel

#PUTIGP1F0ERWT3