

# Terms of Service and Privacy Policy

## COLLECTION OF PERSONAL INFORMATION

As a visitor to the Site, you can engage in many activities without providing any Personal Information.

However, when you register to use our site and order products or services as our subscriber in order to provide the services to you, we may collect the following Personal Information from you:

- Contact information such as your name, phone number, address and email address; and
- Billing information such as the number, expiration date, card type and billing address of your credit card;
- Profile data, including your username and password, details about your purchases

As is true of most websites, when you use our site, we may also collect certain technical and routing information about your computer to facilitate your use of the Site and its services. For example, we may log environmental variables, such as browser type, operating system, CPU speed, and the Internet Protocol (IP) address of your computer. We use these environmental variables to facilitate and track your use of the Site and its services. We also use such environmental variables to measure traffic patterns on the Site. To better understand the needs of our visitors to the Site we may occasionally match such information with your Personal Information.

## UPDATING YOUR PERSONAL INFORMATION AND PRIVACY PREFERENCES

Upon request we will provide you with information about whether we hold, or process on behalf of a third party, any of your personal information. To request this information please contact us.

You have the right to access and correct, or delete your Personal Information and privacy preferences at any time. This may be accomplished by logging into the system and access your account, where you can view and make changes to most of your Personal Information immediately. For security purposes, certain Personal Information can only be changed by contacting support. We will respond to your request promptly within a reasonable timeframe.

## HOW YOUR PERSONAL INFORMATION IS USED

We collect your information in order to provide services to you, comply with our legal obligations, and to improve our products and services. We do not sell, rent or share your personally identifiable information to or with third parties in any way other than as disclosed in this Privacy Policy. WE may use this information to:

- Process your financial transactions.
- Send you order confirmations.
- Register your rights, if any, to technical support or other benefits that may be made available to registered users.
- Respond to customer service requests, questions and concerns.
- Administer your account.
- Send you requested product or service information.
- Keep you informed about special offers and services of us and selected third parties.
- Administer promotions and sweepstakes you enter and notify you of the results.
- Investigate, prevent or take action regarding illegal activities and/or violations of our Terms of Service.

- Meet our research and product/service development needs and to improve our Site, services and offerings; and
- Customize your experience, including targeting our services and offerings to you.

We store information that we collect through cookies, log files, transparent images, secure database entries, and/or third party sources to create a summary of your preferences. We tie your personally identifiable information, and/or your membership usage history, to information in the summary, in order to provide tailored promotions and marketing offers, to improve the content of the site for you and/or to determine your preferences.

In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

Where required by law (e.g., to comply with a subpoena, warrant, court order, or legal process served on us), and when we believe that disclosure is necessary to protect our rights, avoid litigation, protect your safety or the safety of others, investigate fraud, and/or respond to a government request. We may also disclose information about you if we determine that such disclosure should be made for reasons of national security, law enforcement, or other issues of public importance.

#### INFORMATION SHARING WITH SERVICE PROVIDERS / AGENTS

We use one or more outside credit card processing companies to bill you for our goods and services. To the best of our knowledge, these companies do not retain, share, store or use personally identifiable information for any other purpose.

We also share Personal Information with certain companies that perform services on our behalf. We only share the Personal Information which is necessary for them to perform those services. We require any company with which we may share Personal Information to protect that data in a manner consistent with this policy and to limit the use of such Personal Information to the performance of services for us.

We do not sell or otherwise provide Personal Information to other companies for the marketing of their own products or services.

#### DATA RETENTION

We will retain your information for as long as your account is active, your information is needed to provide you services, or as required to fulfill our legal obligations. If you wish to delete your account or request that we no longer use your information to provide you services contact us. We will respond to your request within 30 days. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

#### CHOICE / OPT OUT

We will contact you when there are changes to the Terms of Service or privacy policy, as applicable. In addition, we will still send you service-related announcements including, but not limited to, a registration email, benefit notification emails, emails automatically triggered by actions you took on the Site and bill related notices. Generally, you may not opt-out of these communications, which are not promotional in nature. If you wish not to receive them, you have the option of deactivating your account

## PROTECTION OF YOUR PERSONAL INFORMATION

The Personal Information that you provide in connection with the use of the Site is protected in several ways.

- Access by you to your account profile is available through a password and unique customer ID selected by you. This password is encrypted. You should strive to use a strong, alpha-numeric password which you should not divulge to anyone.
- Your Personal Information resides on secure servers that only our selected personnel have access to via password.
- Your Personal Information is encrypted whenever it is transmitted to us.
- When you enter sensitive information (such as credit card number) on our registration or order forms, we encrypt that information using transport layer security technology

We strive to protect the Personal Information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we take into account the sensitivity of the Personal Information we collect, process and store, and the current state of technology to use these measures protect your Personal Information, we cannot guarantee its absolute security.

If you have any questions about security on our Web Sites, please email us.

## COOKIE AND TRACKING TECHNOLOGIES

The Site may automatically collect information as you browse, such as Internet Service Provider, browser type and version, operating system and device type, average time spent on our site(s), pages viewed, information accessed, the Internet Protocol (IP) address used to connect your computer to the Internet and other relevant statistics. Such information is sometimes referred to as web analytics and/or clickstream data.

We may combine this automatically collected log information with other information we collect about you. We do this to improve services we offer you, to improve marketing, analytics, and provide site functionality.

Technologies such as: cookies, beacons, tags and scripts are used by us and our affiliates, analytics services and service to provide site features and functionality. These technologies are used in analyzing trends, administering the site, tracking users' movements around the site and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

A cookie is a small, unique text file that a website can send to your computer when you visit a site. We may use session cookies, which terminate when a user closes his or her browser, and/or persistent cookies, which remain on the user's computer until manually deleted. Most web browsers can either alert you to the use of cookies or refuse to accept cookies entirely. If you do not want us to deploy cookies to your browser, you can set your browser to reject cookies or to notify you when a website tries to put a cookie on your computer. Rejecting cookies may affect your ability to use the Site.

## CHANGES IN PRIVACY POLICY

We reserve the right to amend the Privacy Policy from time to time at our sole discretion and will provide notice by email or on the home page of the Site when we make material changes to this

Privacy Policy prior to the change becoming effective. If as the result of such changes, you want to alter the ways in which we are allowed to use your Personal Information, you can do so by following the procedure described in the section entitled "Updating Your Personal Information and Privacy Preferences."

You will be deemed to have been made aware of, and will be subject to, any material changes to the Privacy Policy after such notice has been posted with the following exception: If at the time you provide Personal Information to us you are given the opportunity (as you currently are) to limit how such information will be used to communicate with you, either by us or by third parties, we will not change your preference in this regard without your express consent.

#### LINKS TO THIRD PARTY SITES

Our Site includes links to other Web sites whose privacy practices may differ from those of ours. If you submit personal information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any Web site you visit.

#### SOCIAL MEDIA WIDGETS

Our Web sites may include Social Media Features, such as the Facebook Like button and Widgets, such as the Share this button or interactive mini-programs that run on our site. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.