

PRIVACY AND DATA USE POLICY



SCIENCE-DRIVEN PROGRAMS FOR HEALTHIER LIFESTYLES

HEALTHY BODY LC PRIVACY POLICY

Effective Date: March 1, 2020

At Healthy Body LC privacy is a top priority and we are firmly committed to guarding the confidence you have placed in us and to use, responsibly and professionally, any information you provide. We won't ask you for personal information unless we feel it is necessary to provide our Service.

This Privacy Policy applies to transactions and activities and data gathered through the service and websites (collectively, the "Service"). The purpose of this Privacy Policy is to notify you of what information of yours is collected; how the information is used; with whom the information may be shared; what choices are available to you regarding collection, use and distribution of the Information; and what kind of security procedures are in place to protect the loss, misuse or alteration of Information under our control.

Our Privacy Policy may change in the future. We invite you to check back periodically to see if we have made any changes. If we make any material changes, we will post a notice on our home page and will obtain your consent if the material changes affect the way we use the personally identifiable information we have already collected from you. By using the Service, you agree to the terms of our Privacy Policy. If you do not like the terms of our Privacy Policy, you should not use our Service or participate in the community exchange. For more information about the terms of use for this site, please visit our Terms of Use page.

Please note that this Privacy Policy is a legally binding agreement made between you ("you," "your," or "yourself") and Healthy Body LC ("HB" "we," "us" or "our").

1. Your Information

In order to operate the Service, and to provide you with information about products or services that may be of interest to you, we may collect (a) "personal information" (i.e. information that could be used to contact you directly such as full name, credit card information, and email address); (b) "demographic information" (i.e. information that you submit, or that we collect, including, but not limited to, zip code, hometown, gender, age/birth date, browsing history information, searching history information, and registration history information); (c) "geo-locational data" (i.e. information that can be used to identify your physical location); and (d) "meta-data" (i.e. information which describes how, when and by whom a particular set of data was collected, and how the data is formatted. Collectively, this information is called "your Information".

2. Information Transfer

We only use your information as described in this Privacy Policy. We view protection of privacy as a critical community principle. We understand clearly that your information and your trust is one of our most important assets. We store and process your Information on computers that are protected by physical as well as technological security devices. Except as described in this Privacy Policy, we do not share your personal data with unaffiliated entities without your consent.

We may also share your personal information with companies that perform services for us, such as fulfilling orders, delivering packages, sending postal mail and e-mails, analyzing customer data, providing marketing assistance, processing credit card payments, investigating fraudulent activity, conducting customer surveys, and providing customer service.

They have access to personal information needed to perform their functions, but may not disclose your personal information for other purposes.

We may also share aggregate information about our customers to our marketing partners and affiliates for purposes of marketing our services. In addition, we may share information about you or your order if we believe in good faith that disclosure of specific information is necessary to (a) resolve disputes, investigate problems, or enforce our Terms of Use; (b) comply with relevant laws or respond to requests from law enforcement or other government officials relating to investigations or alleged illegal activity (in which case we can, and you authorize us to, disclose personal information without subpoenas or warrants served on us); or (c) protect and defend our rights or property or the rights and property of you or third parties.

We may also share aggregate information that does not identify you personally such as by publishing a report on trends in the usage of the Service.

Further, as we continue to develop our business, we might sell or buy subsidiaries, or business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to applicable data protection laws and the promises made in any pre-existing privacy policy. Also, in the unlikely event that we, or substantially all of our assets are acquired, customer information will be one of the transferred assets.

3. Material You Choose to Reveal

You may post information, including personal information, on areas of the Service that may be viewed by other users or the public, although we recommend that you do not do so. We urge you to use good judgment. Do not post any information, including without limitation, personal information, that you do not want other users to know. Many internet connections are public and/or not secure, and other users using that same connection may have access to your information; please make sure that you are using a secure internet connection.

YOU ASSUME ALL RESPONSIBILITY FOR ANY LOSS OF PRIVACY OR OTHER HARM RESULTING FROM YOUR VOLUNTARY DISCLOSURE OF PERSONAL INFORMATION.

4. Cookies/Personal Identifiers

In addition to the information gathered as described above, we may use cookies or similar data storage technologies (“personal identifiers”) which are necessary to enable your use of the Service. If you have given your consent, we may further use these personal identifiers to track the content you view, and the nature of your interactions with other users of the Service each time you use the Service, so that we can better serve you when you return to the Service. We may also use such personal identifiers to help advertisers and publishers serve and manage ads provided on and through the Service.

Because personal identifiers allow you to take advantage of some of the essential features of the Service, we recommend that you allow access. For instance, if you block or otherwise reject personal identifiers, you may not be able to use any services that require you to sign in.

5. Web Beacons

For our website, a “Web beacon,” also sometimes called a pixel tag or transparent GIF, is an object that is embedded in a web page. It is usually invisible to you, but allows website operators to check whether you have viewed a particular web page or email communication. We may place web beacons on our website, and in emails we send to you.

6. Third Parties’ Use of Web Beacons and Personal Identifiers

The Service may include third-party advertising, links to other websites, and other content from third-party businesses. These third-party sites, businesses, and advertisers, or advertising companies working on their behalf, may use Web beacons and personal identifiers to measure the effectiveness of their ads, personalize or optimize advertising content and to track users who link from their respective websites to the Service.

We do not have access to or control over such Web beacons or personal identifiers that these third parties may use. We are not responsible for the privacy practices or the content of these third-party websites. You are encouraged to review the privacy policies of the different websites you visit.

Some third-party advertising companies may provide a mechanism to opt-out of their technology. For more information about the opt-out process, you may visit the Network Advertising Initiative website, available at http://www.networkadvertising.org/managing/opt_out.asp.

7. How We Use Personal Information

We may use your information:

- To provide you with our Service.
- To respond to your requests or provide you with further information about our Service and new developments thereto.
- To give our website and product developers information that may be useful for developing new features and products for customers.
- To improve the content and navigability of the Service.
- To alert you to new features, products, events and special offers.
- To enforce our Terms of Use.
- When forwarding Digital Millennium Copyright Act (“DMCA”) infringement notifications, take down notices and counter notices. By submitting a DMCA infringement notification, counter notice or other communication, you consent to have this communication forwarded to the person or entity that stored or transmitted the content addressed by your communications. For notices other than DMCA infringement notifications and counter notices, you may request that we edit out your name and contact information. However, DMCA infringement notifications and counter notices (including any personal information set forth in the notifications) will be forwarded as submitted to us without any deletions.
- In connection with promotions that you may choose to participate in. Any information you submit in connection with promotions may be subject to the terms of the promotion, not this Privacy Policy. You will be given the option to consent to the use of your information at the time you sign up for the promotion. You will not be required to participate in any promotion.

- If required to do so by law, court order or other government or law enforcement authority or regulatory agency; or, if we believe in good faith that disclosing this information is necessary or advisable, including, for example, to protect the rights, property, or safety of our company, you, users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

We may host discussions or other moderated forums for users who can help each other with technical and general questions. Topics for discussion may include technical support questions and problems, suggestions for improvement, or anything else that relates to the Service. Please remember that any information that is disclosed in this area becomes public information and you should exercise caution when deciding to disclose your personal information.

8. Information Retention

To preserve the integrity of our databases, our standard procedures call for us to retain information submitted by users for an indefinite length of time. We understand your submissions as consent to store all your information in one place for this indefinite length of time, if we so wish. If required by law, we will nullify user information by erasing it from our database. We will also respond to written user requests to nullify account information. Some personal information is stored on servers owned by other companies. Except as otherwise described below, only we have the right to access this information.

9. Choice/Opt-Out

We strive to provide you reasonable choices regarding our collection, use, and sharing of your Information. We provide you access to review and correct your Information, provide you options regarding how we share Information, and provide you control over how we communicate with you, among other choices.

You may contact us at any time regarding these choices or your Information in general as follows:

- Message us at info@HealthyBodyPlans.com
- Call us at (833)933-BODY (2639)
- Write us at Healthy Body Plans, 3008 Seabrook Village Drive, Johns Island SC 29455

10. Our Security Precautions

We maintain physical, electronic and procedural safeguards to protect your personal information. For example:

- We use industry-standard Secure Sockets Layer ("SSL") authentication to guarantee the confidentiality of online transactions made on our site. SSL authentication and encryption of the information that you send to us over the Internet help protect your online transaction information from third party interception.
- We never display your full credit card number once it has been entered. We will only reveal the last four digits of your credit card for verification purposes.

Your profile is password-protected so that only you have access to your account information. In order to maintain this protection, do not give your password to anyone. our staff will never proactively reach out to you and ask for any personal account information, including your password. You should never share devices. This will help protect your information entered on public terminals from disclosure to third parties.

Unfortunately, despite all of our efforts, there is always a risk that third parties may unlawfully intercept transmissions. For example, we cannot ensure the security of your data during transmission to us or the security of your data on a mobile device or on a computer. This reality is true of all Internet or data transmission use. As a result, we cannot ensure the security of any information you transmit, and you transmit all information at your own risk. We expressly disclaim any liability that may arise should any other individuals obtain the information you submit.

11. COPPA

We do not knowingly collect personal information from children under the age of 13, in accordance with the Children's Online Privacy Protection Act ("COPPA"). If a parent or guardian becomes aware that his or her child has provided us with Personal Information without their consent, he or she should contact us at info@healthybodyplans.com. If we become aware that a child under 13 has provided us with Personal Information, we will delete such information from our files. We will also respond to written user requests to nullify account information.

12. Contacting Us

If you have any questions about this Privacy Policy, our practices or your dealings with us, you may contact us at Info@HealthyBodyPlans.com