

## PRIVACY POLICY

This Privacy Policy applies to the Website and does not apply to any other websites which we may link. Therefore, it is up to you to consult the privacy policy of the website you are visiting. By using this Website, you are assenting to this Privacy Policy. If you do not agree with this Privacy Policy, please do not use the Website.

Live Well's Terms of Use requires all account owners to be at least 18 years of age, therefore, this policy does not discuss the use of our Website or Services by minors.

Current Privacy Policy published: \_\_\_\_\_6/27/2017\_\_\_\_\_

### **Safety of your information**

We are committed to making your experience with us as enjoyable as possible. We are also committed to protecting any personal information you may provide to us, such as your contact information. Live Well has implemented generally accepted industry standard security measures to help protect against the misuse of any information under Live Well's Control. That said, we cannot guarantee the absolute security of your personal information and Live Well shall have no liability for disclosure of any visitor information obtained due to errors in transmission or the unauthorized acts of third parties. Please do not send us your Social Security number, credit card number, or other personal information via email. Unfortunately, the transmission of information via the Internet or over mobile networks is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your data transmitted to and from our website or other mobile networks; any transmission is at your own risk.

### **Information we collect from you**

We may collect personal information from you when you are using our Website, such as name, phone number, email address, and other contact information. We may also collect billing and shipping addresses and credit card information from you.

### **What we do with your information**

We will not share or disclose your information to anyone except as described in this Privacy Policy or in our Terms of Use and Service Agreement, unless required by law, such as to comply with a subpoena, court order, or other legal process where the disclosure is required by law.

We may permit certain trusted third parties to access your information in connection with their performance of services to maintain and operate the Website and certain features on the Website. For example, we may use third parties to host the Website; operate various features available on the Website; send emails; analyze data; provide search results and links and assist in fulfilling your orders. Additionally, from time to time, we may share your information with a co-branded website or web pages with a strategic partner, our parent company, subsidiaries, divisions, and affiliates.

We may transfer your information as an asset in connection with a proposed or actual merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganization, stock sale or other change in control.

We reserve the right to disclose information in order to comply with a subpoena, court order, administrative or governmental order, or any other requirement of law, or when we, in our sole

discretion, believe it is necessary in order to protect our rights or the rights of others, to prevent harm to persons or property, to fight fraud and credit risk reduction.

### **Data Retention**

Live Well will retain your personal information as long as your account is active or as needed to provide you services. If you no longer wish for Live Well to use your personal information to provide your services, you may terminate your account. After the termination of your services, Live Well will retain and use your information as necessary to comply with our legal obligations, resolve disputes, or enforce our agreements. We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless required by law to do so.

### **Cookies and Tracking Devices**

Through your use of the Website, Live Well automatically gathers certain information about your use of the Website, including but not limited to how frequent certain areas of the Website are visited. This is done through the use of cookies, web beacons, and other technologies. Most browsers can be set to prevent cookies or to notify you when one is being placed.

Live Well may use other third party services, such as certain social media platforms. These third party services may also use cookies. Please click on the links below to learn more about Facebook's data use policy and Twitter's privacy policy. We encourage reading the privacy policies of these third party websites and services to understand how such third parties collect, use and share information.

- Facebook's data use policy: <http://www.facebook.com/about/privacy/your-info-on-other>
- Twitter's privacy policy: <https://twitter.com/privacy>

You may choose to reject all cookies by modifying your browser preferences.

### **COPPA (Children Online Privacy Protection Act)**

The Website is not intended for children under the age of 13. Live Well does not knowingly collect personal information from users under 13 years of age. In the event that Live Well becomes aware that it has collected personal information from a user under 13 years of age, it will take steps to delete such information from its database.

### **California Online Privacy Protection Act Compliance**

If you are a California resident and use our website, you are entitled to request certain information regarding our disclosure of certain "personal information" (as defined in California Civil Code Section 1798.83) to third parties for their direct marketing purposes. If you are a California resident and have provided us with personal information within the last year, you may make such a request by emailing us at [info@christinatidwell.com](mailto:info@christinatidwell.com) and typing "California Privacy Rights" in the subject line of the email.

Within 30 days of receiving such a request, we will provide a list of the categories of personal information disclosed to third parties for such third parties' direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. A request may be made no more than once per calendar year.

## **Fair Information Practices**

In order to comply with Fair Information Practices we will take the following responsive action, should a data breach occur: We will notify you via email within 7 business days.

## **Opt Out**

You may choose not to receive marketing materials or advertisements regarding Live Well products by simply notifying Standard Process directly at [info@christinatidwell](mailto:info@christinatidwell) or at (800) 558-8740. Upon receipt and processing of an "opt out" request, Live Well will, within a commercially reasonable amount of time, remove your information from any future unsolicited marketing communications and advertisements. Your request not to receive marketing materials or advertisements will not apply to information that you request to receive.

## **Privacy Policy Changes**

You will be notified of any Privacy Policy changes by visiting our Privacy Policy Page:

## **Changing your personal information**

You can change your personal information by sending an email to: [info@christinatidwell](mailto:info@christinatidwell)

## **Do not Track signals**

We honor Do Not Track signals Do Not Track plant cookies.

## **CAN SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions
- Process orders and to send information and updates pertaining to orders.
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with CANSPAM, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can follow the instructions at the bottom of each email and we will promptly remove you from ALL correspondence.

### **Analytics**

Live Well may use analytics to improve our serviceability, including, but not limited to Google Analytics. The information gathered includes page views, traffic volume and visitor information. Live Well does not use analytics to obtain, collect or track your personal identifiable information. If you wish to opt out of the Google Analytics Advertising Features, we encourage you to visit the Google website for information on how to opt out. <https://tools.google.com/dlpage/gaoptout>

### **Adwords**

This website may use Google Adwords' conversion tracking features on certain pages for advertising purposes. Third party vendors, including Google, may show your ads on websites across the Internet. Third party vendors, including Google, use cookies to gather certain information. Click here to learn more about how Google uses cookies in advertising. <https://www.google.com/policies/technologies/ads/>. You can opt out of Google's use of cookies by visiting Google's Ad settings: <https://www.google.com/settings/ads/plugin> or by visiting <http://optout.networkadvertising.org/#/>