

## PRIVACY POLICY

This Web Site Privacy policy applies to your use of the Web site located at [www.aegisforlife.com](http://www.aegisforlife.com) (the “Web Site”). By using the Web Site, you are agreeing to abide by the terms and conditions of the Terms of Use and this Web Site Privacy policy. If you do not agree with the Terms of Use or this Web Site Privacy policy, please immediately discontinue use of the Web Site.

### 1. WHAT INFORMATION WE COLLECT

a. **Anonymous Traffic Data.** Whenever you access any web site, your web browser transmits some information to the server hosting the web site. We may automatically collect, track and log this anonymous traffic data when you use the Web Site. “Anonymous traffic data” means information that does not personally identify you. For example, we may collect information concerning the number of visitors to our Web site each day, what time of day visitors access our Web site, which pages these visitors view, which Internet service providers (ISPs) these visitors use and what search terms visitors use with our Web site’s search feature. We are not able to tie any of this information to specific individuals. Anonymous traffic data is helpful for marketing, improving, administering and analyzing usage of the Web Site.

b. **Personal Information.** In order for you to use some services offered by the Web Site, we require that you provide us personal information about yourself. We ask for personal information because it allows us to provide a personalized service to you, such as e-mailing to you specific information that you request.

Personal information may include, for example: (a) Contact Data (such as your name, birth date, gender, mailing and e-mail addresses, and phone and fax numbers), (b) Financial Data (such as your credit card number), and (c) Demographic Data (such as your ZIP Code, age and income). If you communicate with us by e-mail, post messages to any chat groups, bulletin boards or forums that we may have, complete any online forms, surveys or contest entries, or purchase any goods or services, any information provided by you may be collected as personal information. We only have access to and know personal information, however, if you choose to disclose it to us when you register for a service.

Also, sometimes our partners and advertisers may request that you disclose personal information. For example, if you make a purchase from a third party on a page hosted on the Web Site, you may be providing your personal information to the third party. The owner of the Web Site (the “Owner”), however, does not control this personal information, and it is not subject to this Web Site Privacy policy. You are encouraged to review the third party’s privacy policy before you disclose any personal information to them.

c. **Cookies.** A “cookie” is a small text file sent from our server to the hard drive of your computer when you first use the Web Site. When you revisit the Web Site, the cookie allows us to recognize that your web browser is accessing the site. We use cookies to record information so that you do not have to re-register to use the services offered by the Web Site, and to track and log usage of the Web Site. Also, sometimes you may receive cookies from our partners and advertisers; however, we do not control these cookies, and they are not subject to this Web Site Privacy policy. We recommend that you review the privacy policies of our partners and advertisers to learn how they use cookies. Please review the “help” information provided by your browser to learn how to disable cookies or monitor when you are receiving them.

## 2. WHAT WE DO WITH THE INFORMATION WE COLLECT

a. Use of Anonymous Traffic Data and Cookies. We use anonymous traffic data and information obtained from our use of cookies that does not personally identify you for marketing purposes, improving the services offered by the Web Site, administering our Web site, and tracking and analyzing usage of our Web site for us, our partners and advertisers. We also track and log search terms entered into our Web site's search feature to improve the site's search functionality and to deliver content and advertisements that we think you might be interested in.

b. Use of Personal Information. We may use personal information to provide services to you via the Web Site, to improve the services and content offered to you, to customize the services provided to you, to contact you about your use of services offered by our Web site, and to investigate any breach of our Terms of Use. We may use your Contact Data to send you information about the Owner and our Web site or promotional material from us and our partners. We may use your Financial Data to verify your qualifications for certain products or services and to bill you for products and services. We may use your Demographic Data to customize and tailor your experience using the Web Site, to deliver content and advertisements that we think you might be interested in, and to create reports for us, our partners and advertisers that aggregate Demographic Data.

Except as otherwise provided in this Web Site Privacy policy, we will keep your Contact Data and Financial Data private and will not share it with third parties, unless such disclosure is necessary to (a) comply with a court order or other legal process, (b) protect our, your or a third party's rights or property, or (c) enforce our Terms of Use. We use reasonable efforts to secure your personal information but cannot guarantee that no unauthorized third party will gain access to your personal information. We provide you with the capability to transmit your personal information via secured and encrypted transmission. If you use a similarly equipped web browser, however, we cannot guarantee or warrant that any transmission of information over the Internet is secure.

Please be aware that whenever you disclose information in public forums, such as chat rooms or open bulletin boards, the information may be collected by third parties, who may use the information to contact you or for other unauthorized purposes. You should exercise caution when deciding to disclose your personal information in these public forums.

We may share with third parties Demographic Data, as well as anonymous traffic data, that does not personally identify you. For example, we may share gender and age usage statistics with third parties to assist us in developing services and products that may be offered through the Web Site.

## 3. LINKS TO OTHER SITES

The Web Site may contain links to other web sites, which may not follow the same privacy policy as the Owner. Such links may be to advertisers, content providers and other partners that may use our logo. These sites may send their own cookies to your browser, and may collect and use information in a manner inconsistent with the terms of this Web Site Privacy policy.

## 4. OTHER TERMS

a. Updates and Changes to Web Site Privacy Policy. We reserve the right, at any time, to add to, update, modify or otherwise change this Web Site Privacy policy. Any such addition, update, modification or other change will be effective immediately upon posting on the Web Site. You should review this Web Site Privacy policy periodically to be aware of its current terms.

b. Ownership, Archiving, Transfer. Subject to your ownership interests, we own all information we collect from our users. Also, anonymous traffic data and personal information may be archived and retained indefinitely. We may transfer all such information and its ownership to a third party acquiring all or part of our assets.