

PRIVACY POLICY

Date last updated: March 29, 2023

This privacy policy (“Policy”) explains how personally identifiable information is collected, used and disclosed by LYFEVINE LLC (“LYFEVINE”, “Company”, “we” or “us”) with respect to your access and use of LYFEVINE’s web application and the websites located at lyfevine.com (collectively, the “LYFEVINE Site” or “Site”) and the booking and other services available through the Site (collectively, the “Service”) so you can make an informed decision about using the Site and Service.

PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE ACCESSING OR USING THE SITE. By accessing or using any part of the Site, you agree to be bound by this Privacy Policy and our [Terms of Use](#) (accessible from the Site footer section). If you do not agree to this Privacy Policy and our Terms of Use, then you may not access the Site or use any Services.

We reserve the right to change the provisions of this Policy at any time. We will alert you that changes have been made by indicating on this Policy the date it was last updated. We encourage you to review this Policy from time-to-time to make sure that you understand how any personally identifiable information you provide to us or collected about you will be used.

CHILDREN UNDER THE AGE OF 18

Our Site is not intended for children under 18 years of age (16 with legal guardian consent) or the age of majority in your jurisdiction. No one under age 18 may provide any information to or on the Site. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this Site. We reserve the right, in our sole discretion, to verify your age and terminate an account without warning if Company believes you are under 18 and have not obtained legal guardian consent. If we learn we have collected or received personal information from a child under 18 without verification of legal guardian consent, we will delete that information. If you believe we have any information from or about a child under 18, please contact us at contact@lyfevine.com.

WHAT IS PERSONAL INFORMATION?

As used in this Policy, the term "personally identifiable information" means information that specifically identifies an individual (such as a name, user name or e-mail address), or information about that individual that is directly linked to information that specifically identifies an individual. Personally identifiable information does not include "aggregate" information, which is data we collect about the use of the Service or about a group or category of services or users, from which individual identities or other personally identifiable information has been removed. This Policy in no way restricts or limits our collection and use of aggregate information.

WHAT INFORMATION DO WE COLLECT?

Active Collection: We collect information from you that you voluntarily provide to us in various ways when you use the Service, including:

Contact Information, such as your name, email address, postal code, and telephone number.

General Health Information, including your age range, gender, and similar information that you choose to provide on our health questionnaire.

Profile Information, such as your user name to establish an online account with us, and biographical details and profile photographs that you choose to include on your profile.

Identity Information, such as a social security number, tax identification number, professional license number, an image of the relevant identification card(s), licenses, and/or certifications, that we collect to conduct identification verification and security checks, or in the case of Providers (defined below), background checks or other screens permitted by law.

Information about Others that you provide if you schedule sessions for another person with their permission, such as their contact information described above.

Communication that we exchange, including when you contact us with questions, feedback, or otherwise.

Transactional Information that you provide to our Service Providers (defined below) to complete your orders and payments on or through the Service, including name, credit card information, bank account information, billing and shipping information, scheduling and calendar information, and details about the services you have purchased from us.

Marketing Information, such as your preferences for receiving communications about our Service, activities, events, and publications.

Other information about you that is publicly available or that you voluntarily provide to us that is not specifically listed here.

In addition, if you are a Provider (defined below), we will also collect your business and personal address and other information needed to enable us or our third-party payment process to provide payment and issue 1099s.

You can choose not to provide certain personally identifiable information but, if you choose to do so, you might not be able to take advantage of the Service.

Passive Collection: When you use the Service, some information is also automatically collected, such as your Internet Protocol (IP) address, the address of a referring website, and your activity on the Service. We may also automatically collect certain logistical information in server logs, including information about how you use various features of the Service and information about the number, frequency and length of each session.

We may also automatically collect certain information through the use of "cookies." Cookies are small data files stored on your hard drive at the request of a website. Among other things, cookies help us to improve the Service and your experience. If we link cookies to any personally identifiable information, we will treat this information as personally identifiable information. If you wish to block, erase, or be warned of cookies, please refer to your browser manufacturer to learn about these functions. However, if you choose to remove or reject cookies, this could affect certain features or services made available via the Service.

We may also employ the use of anonymous identifiers, which are random strings of characters that are used for the same purposes as cookies on platforms, including certain mobile devices, where cookie technology is not available.

We may use Web beacons or similar technology on the Service. Web beacons are small, invisible graphic images that may be used on the Service or in emails relating to the Service to collect certain information and monitor user activity on the Service, such as to count visits, understand usage effectiveness and to tell if an email has been opened and acted upon.

We may collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). We may associate your device identifiers or phone number with your LYFEVINE account.

Personally identifiable information is stored on secured servers, and we store and process personally identifiable information in the United States.

DO NOT TRACK

Our Site does not currently have the capabilities to recognize the various Do Not Track signals from different web browsers. For more information on Do Not Track please visit: <http://www.allaboutdnt.org/>.

HOW DO WE USE THE PERSONALLY IDENTIFIABLE INFORMATION WE COLLECT?

We use personally identifiable information collected through the Service for the purposes described in this Policy or elsewhere on the Service. For example, we may use personally identifiable information we collect:

- to process and complete any transactions in connection to the Service (e.g., to sell you a massage therapy session, etc.);
- to request feedback and to otherwise contact you about your use of the Service;
- to respond to your emails, questions, comments, requests and complaints, and to provide customer service;

- to monitor and analyze Service usage and trends;
- to personalize and improve the Service, and our users' experiences with the Service (such as providing content or features that match interests), and to increase the Service's functionality and user friendliness;
- to provide you with news and information about our or third-party events, offers, promotions and services we think will be of interest to you;
- to send you confirmations, updates, security alerts and support and administrative messages, and otherwise facilitate your use of, and our administration and operation of, the Service;
- to notify you about important changes to the Service; and
- for any other purpose for which the information was collected.

WHAT PERSONALLY IDENTIFIABLE INFORMATION DO WE SHARE WITH THIRD-PARTIES?

We do not sell any personally identifiable information. We will not knowingly share the personally identifiable information we collect from you through the Service with third-parties, except as described in this Policy or on the Service. For example, we may share personally identifiable information as follows:

- with vendors, consultants, and other service providers ("Service Providers") who are engaged by or working with us in connection with the operation of the Service and who need access to such information to carry out their work for us;
- with local personal trainers, nutritionists, yoga instructors, massage therapists, self-defense instructors, meditation instructors, reiki practitioners, health coaches, and life coaches ("Providers") where you have purchased a training or consulting session through the Service;
- when you give us your consent to do so, including if we notify you on the Service that the information you provide will be shared in a particular manner and you provide such information;
- in an aggregated or anonymized form that does not directly identify you;

- when we believe in good faith that we are lawfully authorized or required to do so or that doing so is reasonably necessary or appropriate to comply with the law or legal processes or to respond to lawful requests or legal authorities including, but not limited to, responding to lawful subpoenas, warrants, or court orders;
- when we believe in good faith that we are lawfully authorized or required to do so or that doing so is reasonably necessary or appropriate to protect the rights, property, or safety of Lyfevine, our users, our employees, copyright owners, third-parties or the public including, but not limited to, protecting Lyfevine or our users from fraudulent, abusive, inappropriate, or unlawful use of the Service;
- to enforce or apply this Policy, the Terms, or our other policies or agreements; and
- in connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition, or in any other situation where personally identifiable information may be disclosed or transferred as one of the business assets of Lyfevine.

You understand that when you use the Service, information you provide via the Service, information you grant access to by using the Service, as well as any information you share with individuals through the Service, will be available to other users and in some cases may be publicly available (with the exception of personally identifiable information, which shall not become publicly available, unless such personally identifiable information is shared by you as part of a review, photo submission or other similar method).

You may be required to share additional information with Providers or Service Providers to use the Services. We are not responsible for the actions of Providers, Service Providers, or other third-parties, nor are we responsible for any additional information you provide directly to any other users or third-parties, and we encourage you to become familiar with third-party privacy practices before disclosing information directly to any such third-parties. Nothing herein restricts the sharing of aggregated or anonymized information, which may be shared with third-parties without your consent.

LINKS TO OTHER WEBSITES, SOCIAL MEDIA (FEATURES) AND WIDGETS

The Service may contain links to other websites. Any personally identifiable information you provide on the linked pages is provided directly to that third-party and is subject to that third-party's privacy policy. This Policy does not apply to such linked websites, and we are not responsible for the content or privacy and security practices and policies of these websites or any other websites that are linked to/from the Service. We encourage you to learn about their privacy and security practices and policies before providing them with personally identifiable information.

WHAT STEPS DO WE TAKE TO PROTECT YOUR INFORMATION ONLINE?

We take reasonable measures to protect your personally identifiable information in an effort to prevent loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware, however, that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can guarantee against any interception or any other type of misuse. To assist with the protection of personally identifiable information, you must keep your password confidential and not disclose it to any other person. You are responsible for all uses of the Service by any person using your password. Please advise us immediately if you believe your password has been misused.

WHAT CHOICES DO YOU HAVE REGARDING THE USE OF YOUR INFORMATION?

You may "opt out" of receiving marketing or promotional emails from us by following the instructions in those emails. You may also opt out of such marketing emails by emailing us at contact@lyfevine.com. If you opt out, we may still send you non-promotional emails, such as emails about your account, session information or our ongoing business relations.

HIPAA

Neither Company nor the Services are regulated by the United States federal privacy, security, or breach notification rules of the Health Insurance Portability and Accountability Act ("HIPAA"). Consequently, when using the Services, you will not receive the protections of HIPAA

in connection with your Personal Information. If you require HIPAA compliance, please seek out a HIPAA compliant solution specific to your needs.

CALIFORNIA PRIVACY RIGHTS

If you are a California resident, you are entitled to know, in advance of collection, what categories of personal information we collect and the business purpose for which it will be used. You are also entitled to have an opportunity to review our Privacy Policy. We do not sell any personal information and have not previously sold any personal information.

The categories of personal information we collect are described in our Privacy Policy under WHAT INFORMATION DO WE COLLECT? We collect that information when you submit to us an electronic or online form or message that contains the information. Sharing of information is described under WHAT PERSONALLY IDENTIFIABLE INFORMATION DO WE SHARE WITH THIRD-PARTIES? in our Privacy Policy.

The purpose for collection of this information is to provide the services and customer support you request, resolve disputes, troubleshoot problems, and generally assist us in operating our business.

If you are a California resident, you also have the right to request that we disclose to you the personal information we have collected from you, and you have the right to request that we delete the personal information we have collected from you. If you wish to make a request for disclosure to you of deletion of the personal information that we have collected from you, please submit a written request in the manner described below. In your request, please specify that you want a “CCPA Information Request,” specify whether you are requesting disclosure or deletion, or both, and include your full name, phone number, email address and residential address.

Upon receipt of a request with the necessary information from you, we will search our records to determine whether or not we have collected any of your personal information. If you request disclosure or deletion, or both, we will comply with your request. We will confirm

receipt of your request within 10 days. If we need additional information to verify your identity, we will notify you. Please allow 45 days for a response. If we cannot comply with your request for any reason within that 45-day period, we will notify you.

You can submit your request by emailing us at contact@lyfevine.com (Please include “CCPA Information Request” in the message) or by [contacting us](#).

Our Site is not intended to be available for visitors who are under 18 years old. In accordance with the law, if you are a minor under 18 and have an account on our Site, you may ask us to remove reviews or other content that you posted on the Site by contacting us at contact@lyfevine.com. We will begin to process your request within 30 days. Please note that processing your request does not ensure complete or comprehensive removal of content that you posted.

We will not discriminate against you because you have exercised any of your privacy rights under the California Consumer Privacy Act.

QUESTIONS?

If you have any questions about this Policy, please contact us at contact@lyfevine.com.