



# PRIVACY POLICY

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## **Privacy Policy Declaration**

Our Privacy Policy is crafted from our dedication to blend high-quality products and services with ethical practices in our interactions with users. This policy is aimed at helping you comprehend how we gather, utilize, and safeguard the personal information you entrust to us.

## **Information Collection Practices**

During your visit to our site, we gather two categories of information: the personal information you voluntarily provide (“Active Information”) and data generated from your navigation of our site, which remains unseen by you (“Passive Information”), collected anonymously and in aggregate.

Personal Information is information that identifies and is reasonably linked to you.

## **Registration Process**

Upon registering to be an authorized affiliates of our products or services, we require you to provide Personally Identifiable Information, including your name, address, email address, and telephone number. This information is securely stored and can be accessed through our website. During registration, you will receive an identification number and choose a personal password, both of which are necessary for site access and to review your contact details. It's important to protect your password and keep it in a secure place, as we cannot be held responsible for unauthorized access to the system if your login details are voluntarily shared.

## **Ordering and Subscription Process**

During the process of placing an order for our products or services, we will gather Personally Identifiable Information, which includes details such as your name, contact and billing information, credit card details, and other relevant transactional data. This information is utilized to fulfill your order, manage payment processing, and to keep you informed about the status of your order.

## **Credit and Debit Card Information Handling**

The credit and debit card details provided at the time of registration or during product purchase are used solely for processing the payment of the current transaction and are generally not kept on our Site. However, you have the option to securely save multiple credit card details on our platform for future purchases. The payment details collected include billing address, card number, expiration date, and security code, which are securely managed by our third-party payment processor.

## **Participation in Surveys and Polls**

From time to time, we offer you the chance to voluntarily engage in surveys, questionnaires, or user polls, requiring you to provide Personally Identifiable Information. This information aids us in enhancing our products and services and ensuring our communications are accurate. Additionally, your Personally Identifiable Information may be used to send you newsletters and marketing materials aligned with your interests. You have the freedom to tailor your marketing preferences or opt-out of receiving promotional communications by adjusting your Subscriptions & Email settings on the Site.

## **Information Collection by NeloLife, LLC**

When Affiliates/Customers make purchases through NeloLife' official corporate-owned websites, standard personal information is collected, including, but not limited to:

1. Contact Information: Names, phone/cellphone/fax numbers, email and postal addresses.
2. Account Information: Birthdate, social security/tax ID number, Affiliate/Customer ID, language preferences, account password, and the name of a spouse or significant other.
3. Payment Information: Cardholder name, card number, expiration date, security code, and billing address.
4. Active Information Provided by You

To register as a user of the site, we require your name, address, and phone number. We protect the transmission of your data through our secure online forms using secure socket layer (SSL) encryption. Your information is stored securely to maintain its confidentiality.

## **Passive Information Collection**

Our site automatically collects passive information in an aggregated and anonymous manner. This may include technical data such as your internet protocol (IP) address, device operating system, browser type, cookies, and the URL of the referring website or the pathway you used to reach our site.

## **Aggregate Information Usage**

Generalized information refers to data that, on its own, does not reveal your identity. Examples of such information include the website URL that led you to our Site, your Internet Protocol (IP) address (a unique number assigned to your device every time you access the internet), the type of operating system and browser you use, along with any search terms you input on our Site. Our web server compiles this data to track the site's usage levels, assess its efficiency, and refine our site's content to enhance your experience.

We may accumulate, store, disseminate, promote, or use this generalized data in any manner, ensuring that it does not specifically identify any individual. We maintain a strict separation between Personally Identifiable Information and the generalized data we collect. Should any generalized information be linked to you personally, it will receive the same level of protection as any Personally Identifiable Information, as outlined in this Privacy Statement.

## **Understanding Cookies**

Cookies are a tool used by web browsers to allow websites to recognize the device you use to access them. These small pieces of data, stored by your browser, streamline your interactions on the web,

facilitating smoother navigation across different websites and making internet transactions more convenient. Cookies are designed to enhance your online experience, making it more personalized and efficient. Our site employs cookies to gather insights on how it is being used by visitors.

Information collected passively may include details like the date and time of your visits, pages viewed on our site, the amount of time spent here, and the websites you visited immediately before and after ours. If you prefer not to share "cookie" data, you can disable cookies in your browser settings.

Additionally, our servers automatically recognize your computer by its Internet Protocol (IP) address, a unique number assigned by your Internet Service Provider. IP addresses help us troubleshoot server issues and collect broad user demographic information. Your IP Address is collected without active input from you.

### **Usage of Collected Information**

The information we collect, whether actively provided by you or gathered passively, is utilized by our team or our appointed contractors or agents to manage our business operations. This includes order processing, customer service, and the provision of additional products or services we believe may interest you.

Passive information aids us in understanding user patterns on our site, enabling us to improve the site's ease of use, speed, and overall user experience. Cookies, specifically, help us tailor our services and may lead to personalized advertising based on your browsing habits. We also employ both Active and Passive Information to safeguard against fraud, security threats, and other prohibited or illicit activities. We might use the information we collect to inform you about changes to our site, upcoming services, features, or products. If you prefer not to receive such communications, you can opt-out by modifying your email preferences in the site's back office.

### **Hyperlinks and Your Information**

Our site may provide hyperlinks to other websites, which when accessed, subjects you to their respective privacy practices and data collection policies. We encourage you to review the privacy policies of any linked sites before engaging with them to ensure you are comfortable with their data handling practices.

### ***Information Exchange with Third Parties***

#### **Receiving Information**

We may obtain information about you from third-party sources to update our records, expand our services, and identify potential new customers. This enhances our ability to serve you better and expand our customer base.

#### **Sharing Information for Security Purposes**

We may share your Personal Information when necessary to prevent fraud, illegal activities, or security breaches. This could mean that some of your personal details are shared with fraud prevention agencies. In cases of detected fraud or inaccuracies in the information provided by you, such instances will be reported to these agencies. Additionally, law enforcement and government bodies may have access to

certain information in compliance with legal, regulatory, or subpoena requirements, including information from both active and closed accounts.

### **Third-Party Service Providers**

Third parties performing services on our behalf, such as security, payment processing (including Internet Service Providers, credit card processors, and merchant banks), may access your information as part of their service delivery.

### **Disclosure to Advertisers and Business Transfers**

Anonymous user data may be shared with advertisers on our site. In the event of a sale or purchase of company assets, potential buyers may review the company's assets, which could include your information, to inform their purchase decisions.

## ***Securing Your Information***

### **Active and Passive Information Protection**

We employ reasonable measures to protect the personal information you provide against unauthorized access, disclosure, or loss. However, communications sent to our office via email or standard mail may not be secure unless specified. We advise against sending sensitive information through these channels.

### **Updating Your Information**

We endeavor to ensure that the Personally Identifiable Information we collect is accurate and reliable for its intended use. You can update or correct your personal information online to maintain its accuracy.

### **Safeguarding Your Data**

Your trust is paramount, and we commit to protecting the Personally Identifiable Information you provide against misuse, loss, and unauthorized access. We use physical, electronic, and managerial procedures to secure your information. It is also essential for you to protect your password and notify us immediately if you believe it has been compromised. Regular password changes are encouraged to prevent unauthorized site access. You are solely responsible for any activity on our site conducted under your identification number and password.

### **Navigating External Websites**

When we provide links to third-party websites, it's for your convenience or to offer additional shopping opportunities through our Merchant and Services Partners. Leaving our site via these links means you're stepping outside the scope of our Privacy Statement. We don't oversee the content or privacy practices of these external sites, so we recommend reviewing their privacy policies carefully.

### **Protecting Children's Privacy**

We're committed to safeguarding children's privacy and urge parents to play an active role in their kids' online experiences. Our site isn't designed for or directed at children under 18, and we don't intentionally collect their personal information. If we become aware of such data on our site, we'll promptly delete it.

For guidance on protecting children's privacy online, you can visit the Federal Trade Commission's website.

### **Privacy Policy Updates**

We may modify this Privacy Policy over time. Any changes will be reflected on this page, with the date of the latest update noted below. We encourage you to review this statement regularly, especially before providing any personal information, to stay informed about how we protect your data. Your continued use of our site signifies your agreement with the Privacy Statement as it stands during your use.

*The site reserves the authority to modify these terms at its sole discretion. It is advisable to review these provisions periodically to ensure ongoing compliance with the current version.*