

ONLINE PRIVACY POLICY

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Your privacy is important to CardioReady, and we have taken steps to protect it. This Privacy Policy applies to the online collection of personal information via websites and mobile applications operated by CardioReady. This Policy does not apply to information collected in any other way, including offline.

Our website may contain links to sites maintained by others. This Privacy Policy does not reflect the privacy practices of those sites.

OVERVIEW

Collection and use of your information:

- We collect information about our users in three ways: directly from the user (for example, when ordering a product, registering an account, or signing up for an online service), from our web server logs, and through cookies.
- We use the information primarily to provide you with a personalized Internet or mobile application experience that delivers the information, resources, and services that are most relevant and helpful to you.
- We do not share any of the information you provide with others, except as set forth in this Privacy Policy, or when, in our good faith estimate, it is required by law.

Protection of your information:

- We have implemented security measures to help protect your information from accidental loss and from unauthorized access, use, or disclosure.
- We store your information in a data center with restricted access and appropriate monitoring.
- We use intrusion detection and virus protection software.
- Despite these measures, we cannot guarantee that unauthorized persons will not be able to bypass our security measures.

Access to your information:

- We do not sell, rent, or lease mailing lists or other customer data to others, and we do not make your personal information available to any unaffiliated parties, except our approved agents and contractors, or as otherwise set forth in this Privacy Policy.
- We may from time to time rely on our affiliates for support of the products and services we offer, and we may share some of our operating functions with other CardioReady companies; in accordance with this Policy, our affiliates are all required to preserve the confidentiality of any personal information they may access.
- We do not disclose any personal information or information about your usage of our websites or mobile applications to unaffiliated third parties, except as necessary to service the account, to enforce the terms of use, to meet our obligations to content and technology providers, or as required by law.

Correction, amendment, or deletion of personal information:

- You may update your preferences at any time.
- If you do not want to receive information about our products or services, please update your account preferences (where available), check the appropriate box when registering and/or utilize the "unsubscribe" mechanism within the communications that you receive from us.
- If you have any additional questions or concerns related to this Policy and/or our practices, email us at privacy@CardioReady.com.

FULL PRIVACY POLICY

Collection and use of your information:

We collect information about our users in three ways: directly from the user (for example, when ordering a product, registering an account, or signing up for an online service), from our web server logs, and through cookies. We use the information primarily to provide you with a personalized Internet or mobile application experience that delivers the information, resources, and services that are most relevant and helpful to you. We do not share any of the information you provide with others, except as set forth in this Privacy Policy, or when, in our good faith estimate, it is required by law.

User-Supplied Information

When you register for our services or order products via our site, we ask you to provide some personal information, for example, your name, address, phone number, email address, payment card information, and/or certain additional categories of information resulting from use of our websites and services. We keep this information in a contact database for future reference. We may use certain information you provide to offer you products, services and offers that we believe may be of interest to you. If you don't wish to receive such offers, you may opt out (unsubscribe).

You can opt out of receiving e-mail communications from us whenever you like. You may e-mail us to have your name and details removed from CardioReady's e-mail list or registration database. To change or delete your information, you can send an email to privacy@CardioReady.com.

If you contact us for customer support, we may ask you to provide information about your computer or about the issues you are trying to resolve. This information is necessary to help us answer your questions. We may record your requests and our responses for quality control purposes.

The CardioReady websites may make chat rooms, forums, message boards, or news groups available to you. Please remember that any information disclosed in these areas is public. You should exercise caution when disclosing personal information in these areas. Do not disclose information in these public forums that might be considered confidential.

Web server logs

When you visit our website, we may track information about your visit and store that information in web server logs, which are records of the activities on our sites. Our servers automatically capture and save the information electronically. Examples of the information we may collect include:

- Your unique Internet protocol address
- The name of your unique Internet service provider
- The city, state, and country from which you access our website
- The kind of browser or computer you use
- The number of links you click within the site
- The date and time of your visit
- The web page from which you arrived to our site

- The pages you viewed on the site
- Certain searches/queries that you conducted via our website(s)

The information we collect in web server logs helps us administer the site, analyze its usage, protect the website and its content from inappropriate use, and improve the user's experience.

Cookies

In order to offer and provide a customized and personal service, we may use cookies to store and help track information about you. Cookies are small pieces of data that are sent to your browser from a web server and stored on your computer's hard drive. We use cookies to help remind us who you are and to help you navigate our sites during your visits. Cookies allow us to save passwords and preferences for you so you won't have to reenter them each time you visit.

The use of cookies is generally standard. Most browsers are initially set up to accept cookies. However, if you prefer, you can set your browser to either notify you when you receive a cookie or to refuse to accept cookies. You should understand that some features of many sites may not function properly if you don't accept cookies.

Third Party Services

We may use services hosted by third parties, to assist in providing our services and to help us understand our customers' use of our products. These services may collect information sent by your browser as part of a web page request, including your IP address or cookies. If these third party services collect information, they will do so anonymously and in the aggregate to provide information helpful to us such as website trends, without identifying individual visitors. Please see "Cookies" in the section above for information on how you can control the use of cookies on your computer.

Protection of your information:

We have implemented certain suitable security measures to help protect your personal information from accidental loss and from unauthorized access, use, or disclosure. For example, some of our websites are protected with Secure Sockets Layer (SSL) technology. Also, we store the information about you in a data center with restricted access and appropriate monitoring, and we use a variety of technical security measures to secure your data. In addition, we use standard industry security protocols and virus protection software. ***However, please note that we cannot guarantee that unauthorized persons will not be able to defeat our security measures.***

Also, please note that we may store and process your personal information in systems located outside of your home country. However, regardless of where storage and processing may occur, we take appropriate steps to ensure that your information is protected, consistent with the principles set forth throughout this Policy.

Access to your information:

We will not sell, rent, or lease mailing lists or other customer data to others, and we will not make your personal information available to any unaffiliated parties, except as follows:

- To agents and/or contractors who may use it on our behalf or in connection with their relationship with us.
- As required by law, in a matter of public safety or policy, as needed in connection with the transfer of our business assets (for example, if we are acquired by another company or if we are liquidated during bankruptcy proceedings), or if we believe in good faith that sharing the data is necessary to protect our rights or property.

We may from time to time also rely on affiliates for support of the products and services we offer, and we may share some of our operating functions with other CardioReady companies. Our affiliates are all required to preserve the confidentiality of any personal information they may access in accordance with this Policy.

We do not disclose any information about your usage to unaffiliated third parties, except as necessary to service the account, to enforce the terms of use, to meet our obligations to content and technology providers, or as required by law. We may also use statistics regarding usage for product development purposes, but we only use those statistics in the aggregate and they don't include any personally identifiable information about individual users.

Your access to some of our services and content may be password protected. We recommend that you refrain from disclosing your username(s) and password(s) to anyone. We also recommend that you sign out of your account or service at the end of each session. You may also wish to close your browser window when you have finished your work, especially if you share a computer with someone else or if you are using a computer in a public place like a library or Internet cafe.

Correction, amendment, or deletion of personal information:

You may update your preferences at any time. If you don't want to receive information about our products or services, please update your account preferences (where available), check the appropriate box when registering, and/or utilize the "unsubscribe" mechanism within the communications that you receive from us.

You can opt out of receiving e-mail communications from us whenever you like. You may e-mail us to have your name and details removed from CardioReady's e-mail list or registration database. To correct, amend or delete your information, you can send an email to privacy@CardioReady.com.

QUESTIONS?

If you have any questions or concerns related to this Policy and/or our practices, or a complaint or dispute, please email us at privacy@CardioReady.com

PRIVACY POLICY CHANGES

If our information practices change in a significant way, we will post the policy changes here. This Privacy Policy was last updated on February 22, 2016.