

## **Privacy Policy**

My Life, LLC (the “Company” or “we”) have developed this privacy policy out of respect for the privacy of our customers, visitors to our website, job applicants, and independent contractors. This policy describes the personal information we collect, use, and disclose about individual consumers, applicants, and contractors who visit or interact with this website, visit any of our offices, stores, facilities or locations, purchase or inquire about any of our products or services, contract with us to provide services, apply for a position of employment, or otherwise interact or do business with us.

Whenever you visit our website, we will collect some information from you automatically simply by you visiting and navigating through this site, and some voluntarily when you submit information using a form on the website, enroll in or subscribe to our newsletter or marketing communications, request information, or use any of the other interactive portions of our website. Through this website, we will collect information that can identify you and/or your activity.

Additionally, whenever you communicate, interact or do business with us, whether online or at any of our physical locations or facilities, or whether you are contracted to perform services for us or apply for a position of employment, we will be collecting personal information from you or about you in the course of our interaction or dealings with you.

### **Information Collected About You**

- **Participation in Our Programs.** When you register and/or participate in the My Life Rewards Program or any other program we may offer, you will be asked to provide certain personal information, such as your name, email address, mailing address, and date of birth or age, as well as to generate a user name and password. As you use your account, we may also collect other information from you, such as which of our restaurants you visit, the points you earn and rewards you redeem, and any preferences you express. You may also periodically be asked for information concerning what you like and do not like (such as your favorite lunch special!).
- **Online Purchases.** When you make a purchase on one of our sites, you will be asked to provide information necessary to facilitate the transaction, such as your credit card or debit card number, associated security code, telephone number, billing address, or email address.
- **Other Promotions.** We may collect information about you when you participate in a promotion. To participate in one of our promotions, you may be asked to provide your name and your email address, mailing address, and/or other contact information. For some promotions, we may request other information about you as well. Note that your participation will be subject to the promotion's official rules (as well as this privacy policy).
- **Careers.** If you choose to explore career opportunities at My Life by providing information to us, you will be asked for contact information as well as information about your employment and educational history and other relevant information.
- **Sign up for Emails or Other Correspondence.** If you sign up on one of our Sites to receive email communications or other correspondence from us, you may be asked to provide us with your name, email address, and/or mailing address, along with other information related to your subscription or correspondence.
- **Social Networking Activities.** Our Sites may include the ability for you and other users to link to various social networking platforms. We may receive information about you when you

choose to post or otherwise share information about us on any social networking platform. Note that any information that you or others post to a social networking platform will be accessible by any users of such platform, subject to its terms of service and privacy policy.

- **Usage Data.** When you use or access any of our Sites, we may collect certain usage data generated by your activities on the Sites, including your pages viewed, number of bytes transferred, hyperlinks clicked, and other actions you take on our Sites. Each of our Sites may also track the URL that you visited before you come to the Site, the URL to which you next go, and your Internet Protocol (IP) address or mobile device identifier.
- **Cookies and Other Online Information-Gathering Tools.** As with most websites, we may employ “cookies,” web beacons, or similar technologies on our Sites to collect and store certain information about usage by visitors to our Sites, to improve our services and advertising, and to help us remember you and your preferences when you revisit our Sites. These technologies may stay on your browser into the future until they expire or you delete them. We also use cookies and similar technologies to remember your purchase selections in your shopping cart. You may set your browser to refuse all cookies or to allow cookies only from selected sites. If you block cookies there may be pages on our Site you will not be able to access. Further general information about cookies and how they work is available at [www.allaboutcookies.org](http://www.allaboutcookies.org).
- **Third-Party Integrated Services.** We may incorporate third-party ads and other third-party content on our Sites, and integrate other third-party offerings into our Sites, enabling certain third parties to collect information about you or your online activities across other websites and over time through your use of our Sites. Any information collected through such integrated technologies is collected directly by these third parties for use by such third parties and other authorized parties, subject to the privacy policies of those other parties.
- **Online Inquiries.** When you submit an inquiry or otherwise correspond through one of our Sites, you may be asked to provide your name, email address, and/or other personal information to us.

#### **Use and Retention of the Information About You**

- Administer and improve our Sites and businesses;
- Grow our businesses by delivering a broad range of personalized products and services to you and other customers;
- Offer our products or services (or those of our affiliates or third parties) that we think you may find of interest;
- Understand our customers’ preferences and history and tailor our services and promotional offers accordingly;
- Respond to inquiries;
- Process transactions you request and deliver products that you have purchased;
- Send you promotional and other offers via email and traditional mail, informing you about our products and services and other offerings subject to your choices (please see below);
- Communicate with you regarding your membership in our My Life Rewards Program or other promotional program, and facilitate the functioning of our programs (such as the delivery of rewards); and
- Conduct other marketing and commercial activities.

We keep the information about you collected through our sites in compliance with applicable laws and regulations until we no longer have a business need for retaining it.

#### **Disclosure of the Information About You**

- When you request or authorize the disclosure;
- When the information is provided to help complete a transaction for you;
- When the information is provided to one or more of our agents, outside vendors or service providers to perform functions on our behalf (such as to analyze data, provide marketing assistance, provide customer service, and/or to process orders);
- When the information is collected by third-party ads, content or technologies integrated with any of our sites;
- when the information is provided to one of our partners or other third parties for their own marketing or other commercial purposes;
- When the information is provided to comply with the law, applicable regulations, governmental and quasi-governmental requests, court orders or subpoenas; to enforce our Terms of Use or other agreements; or to protect our rights, property or safety or the rights, property or safety of our users or others (such as to a consumer reporting agency for fraud protection);
- When the disclosure is done as part of a purchase, transfer or sale of services, assets, or capital stock (such as in the event that substantially all of our assets are acquired by a third party, in which case customer information may be one of the transferred assets); or
- as otherwise described in this Privacy Policy.

#### **Do Not Track Signals**

At this time, our Sites do not support “Do Not Track” preferences that may be available in your browser for letting websites know that you do not want them collecting certain kinds of information. If you turn on the “Do Not Track” setting on your browser, our Sites are not currently capable of following whatever Do Not Track preferences you set. For more information about Do Not Track, visit [donottrack.us](http://donottrack.us).

#### **Children**

Our Sites are not designed to appeal to persons under 13 years old (“children”). We do not knowingly collect or maintain personal information from children through our Sites, except for persistent identifiers that may be collected through children’s sections of our Sites which (as permitted by applicable law) we will use solely to support the internal operations of the Sites. If we learn that any unauthorized personal information of a child has been collected, we will take appropriate steps to delete such information. If you are a parent or guardian and discover that your child has provided any such personal information to us, then you may contact us at the email or mailing address noted at the end of this Privacy Policy below and request that we delete that information from our systems.

For questions or concerns, you can reach us at: [Support@mylifehealthymarkets.com](mailto:Support@mylifehealthymarkets.com)