

DIALERE PRIVACY POLICY

Dialere (“us,” “we” or “our”) created this Privacy Policy in order to ensure the confidence of visitors and customers (“you” or “your”) of and to Dialere.com (the “Website”), and to demonstrate our commitment to fair information practices and the protection of privacy. We are not a “covered entity” as that term is defined in HIPAA and, therefore, we do not follow HIPAA regulations related to the privacy of your information. We do, however, secure your Personal Information as explained below.

1. Types of Information Collected

a. *Traffic Data Collected.* We automatically track and collect the following information when you visit the Website, including your: (i) IP address; (ii) domain server; (iii) type of computer; and (iv) type of web browser (collectively “Traffic Data”). Traffic Data is anonymous information that does not personally identify you but is helpful for marketing purposes or for improving your experience on the Website. We also use “cookies” to customize content specific to your needs.

b. *Personal Information Collected.* In order for you to use the services that we provide, we require you to provide us with information that personally identifies you (“Personal Information”). Personal Information may include: (i) Contact Data (your name, mailing and e-mail addresses); (ii) Financial Data (your account or credit card number). If you communicate with us by e-mail, post messages to any of our chat groups, bulletin boards or forums, or otherwise complete online forms, or surveys, any information provided in such communication may be collected as Personal Information. We may also require you to fill out a health assessment questionnaire and current dietary nutritional intake (“Health Information”), which we use to generate a health profile report and a health assessment. We do not consider Health Information to be Personal Information unless it is linked to your Personal Information.

2. Uses of Information Collected

We use Contact Data to send you information about our company or our products or services, or promotional material from some of our partners, or to contact you when necessary. We 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 Health Information to provide the Services, including to provide you with a health assessment.

3. Sharing of Demographic Data and Health Information

We share Demographic Data and Health Information with third parties but without including Personal Information that would identify whose information has been provided.

4. Confidentiality and Security of Personal Information

Except as otherwise provided in this Privacy Policy, we will keep your Personal Information 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 rights or property; or (c) enforce our License/ Terms of Use. Your Personal Information is stored on secure servers that are not accessible by third parties.

6. Lost or Stolen Information

You must promptly notify us if your credit card, user name or password is lost, stolen or used without permission. In such an event, we will cancel that credit card number, user name or password and update our records accordingly.

7. Other Limits to Your Privacy

The Website may contain links to other websites. We are not responsible for the privacy practices or the content of such websites. We also permit you to comment on the website. Please understand that any information that is disclosed in these areas becomes public information. We have no control over its use and you should exercise caution when deciding to disclose your Personal Information.

8. Updates and Changes to Privacy Policy

We reserve the right, at any time and without notice, to add to, change, update or modify this Privacy Policy, simply by posting such change, update or modification on the Website. Any such change, update or modification will be effective immediately upon posting on the Website.