

Health Force

Privacy Policy

October 13, 2015

This privacy policy describes the treatment of information provided or collected on the sites where this privacy policy is posted. It also explains the treatment of information provided or collected on applications we make available on third-party sites or platforms if disclosed to you in connection with use of the application. We follow this privacy policy in accordance with local law in the places where we operate.

1. Types of Information We Collect

We collect two basic types of information – personal information and anonymous information – and we may use personal and anonymous information to create a third type of information, de-identified information.

We collect the following categories of information:

Registration information you provide when you create an account, including your first name and surname, date of birth for COPPA compliance, email address, username and password.

Transaction information you provide when you request information or purchase a product or service from us, whether on our sites or through our applications, including your postal address, telephone number and payment information.

Information you provide on OUR sites and applications.

Information sent either one-to-one or within a limited group using message, post or similar functionality, where we are permitted by law to collect this information

Information you provide to us when you use our sites and applications, our applications on third-party sites or platforms such as social networking sites, or link your profile on a third-party site or platform with your registration account.

Location information when you visit our sites or use our applications, including location information either provided by a mobile device interacting with one of our sites or applications (including through beacon technologies), or associated with your IP address, where we are permitted by law to process this information.



Usage, viewing and technical data, including your device identifier or IP address, when you visit our sites, use our applications on third-party sites or platforms or open emails we send.

2. How We Collect Your Information

We collect information you provide to us when you request products, services or information from us, register with us, participate or other activities on our sites and applications, respond to customer surveys, or otherwise interact with us. The information we collect is covered by this privacy policy and the information a third-party site or platform collects is subject to the third-party site or platform's privacy practices. Privacy choices you have made on the third-party site or platform will not apply to our use of the information we have collected directly through our applications.

We collect information through technology, such as cookies, Flash cookies and Web beacons, including when you visit our sites and applications or use our applications on third-party sites or platforms. Cookies may be disabled.

We may acquire information from other trusted sources to update or supplement the information you provided or we collected automatically. Local law may require that you authorize the third party to share your information with us before we can acquire it.

3. Use of Your Information

Includes the following purposes:

Provide you with the products and services you request.

Communicate with you about your account or transactions with us and send you information about features on our sites and applications or changes to our policies.

Consistent with local law and choices and controls that may be available to you:

Send you offers and promotions for our products and services or third-party products and services.

Personalize content and experiences

Optimize or improve our products, services and operations.

Detect, investigate and prevent activities that may violate our policies or be illegal.

4. Sharing Your Information with Other Companies



We will not share your personal information except in limited circumstances, including:

When companies perform services on our behalf, like package delivery and customer service; however, these companies are prohibited from using your personal information for purposes other than those requested by us or required by law

When we share personal information with third parties in connection with the sale of a business, to enforce our Terms of Use or rules, to ensure the safety and security of third parties, to protect our rights and to comply with legal process or in other cases if we believe in good faith that disclosure is required by law

5. Your Controls and Choices

We provide you the ability to exercise certain controls and choices regarding our collection, use and sharing of your information. In accordance with local law, your controls and choices may include:

You may update and delete your account

You may request access to the personal information we hold about you and that we amend or delete it

Please be aware that, if you do not allow us to collect personal information from you, we may not be able to deliver certain services to you, and some of our services may not be able to take account of your interests and preferences. If you have questions regarding the specific personal information about you that we process or retain, please contact 866.522.5487

6. Children's Privacy

We recognize the need to provide further privacy protections with respect to personal information we may collect from children on our sites and applications. Some of the features on our sites and applications are age-gated so that they are not available for use by children, and we do not knowingly collect personal information from children in connection with those features. When we intend to collect personal information from children, we take additional steps to protect children's privacy, including: Notifying parents and guardians about our information practices with regard to children, including the types of personal information we may collect from children, the uses to which we may put that information, and whether and with whom we may share that information



In accordance with applicable law, obtaining consent from parents and guardians for the collection of personal information from their children, or for sending information about our products and services directly to their children

Limiting our collection of personal information from children to no more than is reasonably necessary to participate in an online activity

Giving parents the ability to request deletion of information we have collected from their children.

For additional information about our practices in the United States regarding children's personal information, please read our Children's Online Privacy Policy.

7. Data Security, Integrity and Retention

The security, integrity and confidentiality of your information are extremely important to us. We have implemented technical, administrative and physical security measures that are designed to protect guest information from unauthorized access, disclosure, use and modification. From time to time, we review our security procedures to consider appropriate new technology and methods. Please be aware though that, despite our best efforts, no security measures are perfect or impenetrable. We will retain your personal information for the length of time needed to fulfill the purposes outlined in this privacy policy unless a longer retention period is required or permitted by law.

8. Changes to this Privacy Policy

From time to time, we may change this privacy policy to accommodate new technologies, industry practices, regulatory requirements or for other purposes. We will provide notice to you if these changes are material and, where required by applicable law, we will obtain your consent.

9. Comments and Questions

If you have a comment or question about this privacy policy, please contact 866.522.5487. Our sites and applications may contain links to other sites not owned or controlled by us and we are not responsible for the privacy practices of those sites. We encourage you to be aware when you leave our sites or applications and to read the privacy policies of other sites that may collect your personal information

Definitions

Aggregate Information. Aggregate information means information about groups or categories of users, which does not identify and cannot reasonably be used to identify an individual user.

Anonymous or Deidentified Information. Anonymous information means information that does not directly or indirectly identify, and cannot reasonably be used to identify, a user.

Application. Application means a program or service operated by us (or on our behalf) that may be displayed on various online, mobile or other platforms and environments, including those operated by third parties, which permits us to interact directly with our users.

Children. Children means individuals who we have identified are not of legal age to consent to the collection and processing of their personal information. In the United States, the term “children” refers to individuals under 13 years of age.

Data Processor. A data processor is a person or entity that processes personal information on behalf of a data controller (or data controllers) and is permitted to perform data processing only as directed by the data controller(s).

IP Address. An IP address is associated with the access point through which you enter the Internet, and is typically controlled by your Internet Service Provider (ISP), your company, or your university. We may use IP addresses to collect information regarding the frequency with which our guests visit various parts of our sites and applications, and we may combine IP addresses with personal information.

Parents. Parents means a parent or legal guardian.

Personal information. Personal information means information that identifies (whether directly or indirectly) a particular individual, such as the individual’s name, postal address, email address and telephone number. When anonymous information is directly or indirectly associated with personal information, this anonymous information also is treated as personal information.



Contact Information

For questions related to children's privacy, contact:

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