

## Privacy Policy

My Easy Weight™ ("My Easy Weight," "we", "us," "our,") provides online and mobile services, including but not limited to, the My Easy Weight website ("myeasyweight.com," or the "Site") widgets, computer programs and mobile applications hosted by or on behalf of My Easy Weight (collectively, the "Service") intended to enhance your use of the products offered by My Easy Weight (the " My Easy Weight Products").

My Easy Weight is committed to maintaining the privacy, integrity and security of any personal information about our users.

This Privacy Policy ("Policy") explains how we protect personal information we collect in connection with your use of the Service and how we use and in some cases disclose that information. "Personal information" for purposes of this Policy means information that identifies you, such as your name, address, phone number, or email address. This Privacy Policy (this "Policy") is subject to the provisions our Terms of Use, which are incorporated by reference. Terms of Use are available at [myeasyweight/termsfuse](http://myeasyweight/termsfuse).

### What Personal Information We Collect

My Easy Weight Products work in conjunction with a user account on the Service (a "User Account"). You can alter and correct any personal information created within the Product and Service by logging into your User Account.

- When you sign up for a User Account, you are required to provide an email address (which will be used as your login ID), mobile phone number and to create an account password (collectively the "Registration Information").
- You will also be required to add additional personal details to your User Account, such as height, weight, gender, and age.
- Information sent via text message to My Easy Weight is also stored in your User Account.
- Information sent wirelessly from your My Easy Weight Product to the Service is stored in your User Account.
- Information that you add manually to the Service is stored in your User Account.
- When you elect to share data from your User Account with others, we collect the information you provide about those individuals such as their name and email address.
- We collect industry standard log data about the browser and operating system you are using, the address of the external or internal page that referred you, your IP address at the time of account creation and keep a log of the pages that you visit on the Services in association with your IP address. We also collect the IP address associated with the device running the My Easy Weight mobile app each time you sync.
- We may collect location data provided by your mobile device. You must first enable location services when you download the My Easy Weight mobile application or an updated version of the app. You can then turn location on and off within the app to activate optional features. You can opt-out of location services at any time.
- Personal information that you provide to us directly or that we create on your behalf (like weight-related information) is not "protected health information" for the purposes of the Health Insurance Portability and Accountability Act (HIPAA). This is because My Easy Weight is not a "covered entity", as described in HIPAA. How We Use Your Personal Information My Easy Weight will not use your personal information for purposes other than those listed in this privacy policy unless we obtain your consent first.

My Easy Weight uses your personal information to:

- Provide you with the Service;
- Analyze Site usage and improve the Service;
- Deliver to you any administrative notices and communications relevant to your use of the My Easy Weight Products and Service;
- Provide you with updates regarding My Easy Weight Products and Services;
- Use identified data to perform research and/or benchmarking on program effectiveness;
- Perform internal research, project planning, troubleshooting problems, and to detect and protect against error, fraud or other criminal activity; and
- Enforce the My Easy Weight Terms of Use.

#### Disclosure to Third Parties

At times My Easy Weight may make certain personal information available to strategic partners that work with My Easy Weight to provide services to you. For example, we may share your personal information with: (i) any company or party that may be paying for your use of the Service or otherwise making payments so that you may use the My Easy Weight Service, such as by paying for your scale; or (ii) your health care provider or other party through which you enroll for the Services, if such party is paying your membership or otherwise making payments so that you may use the My Easy Weight Service, such as by paying for your scale. If a third party is not sponsoring your membership or otherwise making any payments related to your use of the My Easy Weight Service, we will only share your personal information with a health care provider or other third party with your consent. In such cases, your account with such third party will continue to be subject to that third party's privacy policy and your My Easy Weight User Account will continue to be governed by this Policy. My Easy Weight may also share your personal information with companies who provide services such as information processing, order fulfillment, product delivery, customer data management, customer research and the like, such as the scale company that gathers data from your use of the My Easy Weight Products and Services. These companies are obligated to protect your information and may be located wherever My Easy Weight does business.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users or if we are required to do so by any applicable law, rule, regulation, subpoena or other legal process. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

#### Use of Aggregated Anonymous User Data

We also collect data in a form that does not, on its own, permit direct association with any specific individual and we also aggregate de-identified data (together, the "Aggregated Data"). We may collect, use, transfer, and disclose Aggregated Data for any purpose. Aggregated Data is not personal information and this Policy is not applicable to the Aggregated Data. My Easy Weight owns all rights, title and interest in and to the Aggregated Data.

#### Cookies and Other Technology

The My Easy Weight Site and Service may use "cookies" and other technologies such as pixel tags and web beacons. Cookies are alphanumeric identifies in the form of text files that are inserted and stored by your Web browser on your computer's hard drive. These technologies tell

us which parts of our website you have visited, limit the number of times you see a My Easy Weight offer, or help us better determine which My Easy Weight offers you may like to see or to alert you to software compatibility issues. They are also used to analyze and improve our Service's design and functionality. If you choose to delete cookies from your device or block them from being stored on your device, please note that the full functionality of the Service may not be available to you. "Web beacons" are images embedded in a Web page or email for the purpose of measuring and analyzing Site usage and activity. My Easy Weight, or third party service providers acting on our behalf, may use Web beacons to help us analyze Site usage and improve the Service.

We may use third party service providers to help us analyze certain online activities and improve our products and the Service. For example, these service providers may help us measure the performance of our online campaigns or analyze visitor activity on My Easy Weight websites. We may permit these service providers to use cookies and other technologies to perform these services for My Easy Weight. We do not share any personal information about our customers with these third party service providers, and these service providers do not collect such information on our behalf. Our third party service providers are required to comply with this Policy. We may use search and display advertising so you can find opportunities to purchase My Easy Weight products and retargeting cookies to present you with My Easy Weight advertising on other sites based on your interaction on our website. We may use social media widgets and plugins so you can use social networking to share items from our site with your Facebook and Twitter accounts. These interactive mini-programs run on our site and collect your IP address, which page you are visiting on our site, and sets a cookie to enable the widget to function properly. Your interactions with these widgets are governed by the privacy policy of the company providing them, not by this Privacy Policy.

#### Third Party Products or Services Offered Through the My Easy Weight Site

There may be a number of separate products and services offered by third parties advertised by us on our Site and through the Service that may be complementary to your use of the My Easy Weight Products or Service (collectively, "My Easy Weight Offers"). If you choose to use these separate products or services, disclose information to the providers, or grant them permission to collect information about you, then their use of your information is governed by their privacy policies. You should evaluate the practices of external service providers before deciding to use their services. My Easy Weight is not responsible for their privacy practices. If you click on a link to a third party site, My Easy Weight encourages you to check the privacy policy of that site. My Easy Weight may present links in a format that enables us to keep track of whether these links have been followed and whether any action has been taken on a third party web site. We use this information to improve the quality of the My Easy Weight Offers and customized content on the Service. My Easy Weight will not provide third parties offering products or services with your personal information without your explicit permission.

#### Contests, Giveaways and Surveys

From time to time, My Easy Weight may offer you the opportunity to participate in contests, giveaways and other promotions. Any information submitted in connection with such activities will be treated in accordance with this Policy, except as specifically set forth in the rules for those contests, giveaways or promotions. From time to time, My Easy Weight may also ask you to participate in surveys designed to help My Easy Weight improve the Service. Any personal

information provided to My Easy Weight in connection with any survey will be used only in relation to that survey and as elsewhere set forth in this Policy.

#### Children

We do not knowingly collect any personal information from children under 18. If we discover that a child under the age of 18 has provided us with personally identifying information, we will take steps to delete the information as soon as possible.

#### Data Use Following Termination

Following cancellation or termination of your account, My Easy Weight may continue to utilize Aggregated Data and any other de-identified and anonymized historical data associated with your use of the My Easy Weight Products.

#### Email Communications From Us

We may provide you with weekly summaries of your User Account data and email alerts. We also allow users to subscribe to email newsletters and from time to time may transmit emails promoting My Easy Weight or third-party goods or services. My Easy Weight subscribers have the ability to opt-out of receiving our promotional emails by following the instructions provided in such emails. Opting out in this manner will not end transmission of service-related emails, such as email alerts.

#### Data Security

We use a combination of firewall barriers, encryption techniques and authentication procedures, among others, to maintain the security of your data and to protect My Easy Weight accounts and systems from unauthorized access. When you register for the Service, My Easy Weight requires a password from you for your privacy and security. This password is stored in an encrypted fashion on our systems. Please know that while these are industry-standard methods of data security, there is no fool-proof method of data security and we cannot guarantee that these methods or any other methods will prevent any and all unauthorized access. It is also important to understand that these precautions apply only to our Site and systems. We exercise no control over how your information is stored, maintained or displayed by third parties or on third-party sites. Your Responsibility for Maintaining the Confidentiality of your Login ID and Password You are responsible for maintaining the security of your login ID and password. If you believe that your login ID or password have been compromised, you should immediately change your password and contact support. We are not responsible if someone else accesses your account through registration information they have obtained from you or through a violation by you of this Policy or the My Easy Weight Terms of Use. If you have a security related concern, please contact Support. Updates to this Policy We may update this Policy periodically. The date last revised appears at the bottom of the Policy. Changes take effect immediately upon posting. Contact us if you have any questions or concerns If you have questions, comments, concerns or feedback regarding this Policy or any other privacy or security concern, send an email to [info@easywaytohealth.com](mailto:info@easywaytohealth.com).

This policy was last updated on February 1, 2017.