

OUNCE OF PREVENTION LLC

PRIVACY POLICY

Ounce of Prevention LLC and our affiliates ("Ounce of Prevention," "We," "Us," or "Our") provide this Privacy Policy ("Privacy Policy") to describe the types of Personal Information (defined below) on or through the website located at [ounceofpreventioncincy.com] (the "Website"), how we use the information, with whom we share it, and the choices you can make about our collection, use and disclosure of your Personal Information. This Privacy Policy is subject to our Terms of Use, found at [LINK TO TERMS OF USE](#), which is incorporated herein by reference. The phrase "Personal Information" refers to information that personally identifies you, such as your name, address, telephone number, email address. We also describe the measures we take to protect the security of your Personal Information and how you can contact us about our privacy practices. When you visit the Website or provide us with information, you consent to our use and disclosure of the information we collect or receive as described in this Privacy Policy.

Please review this Privacy Policy periodically as we may update it from time to time without prior notice to reflect changes in our data practices.

1. Type of Information We Collect

We collect information about visitors to the Website in order to provide an experience that is responsive to our visitors' needs. We may also collect Personal Information that you give to us in any other way. We may collect Personal Information from you in connection with:

- i. fulfilling information requests,
- ii. your completion of forms on the Website, including, registering to use our Website, subscribing to our newsletter, posting material, or requesting further information, products, or services, and/or
- iii. responding to communications from us (e.g., surveys or promotional offers).

We collect such information only with your knowledge. The types of Personal Information that we collect may include your name, home and work e-mail addresses, telephone and fax numbers, date of birth, gender, and lifestyle information (i.e., preferences, names and ages of children) and other information that may be necessary or useful to the provisions of our goods and services to you. We may also collect browsing history information (i.e., IP addresses, domains, browser type and version, and operating system) and aggregated data relative to your use of the Website and responses to promotional offers and surveys.

2. Collection of Information

We collect information via the Website that you voluntarily provide to us, for example, by completing online forms or e-mailing us. You will always be given the choice not to submit your Personal Information or to decide what communications you want to receive from us. In addition, we use various web tools such as cookies, web beacons, and other technology that are sent to and stored on your hard drive. These tools will automatically collect and log web usage data from you when you visit the Website. Information, including your IP address, referring website, pages viewed, and length of visit, informs us about how you use and navigate the Website and helps us monitor, customize, and enhance your experience on the Website.

Such usage information is not Personal Information unless it is associated with other information by which you can be personally identified. Most browsers are initially set to accept cookies. You can set your browser to notify you when you have received a cookie, giving you the opportunity to decide whether to accept it.

In particular, we use Google Analytics (“Google Analytics”), a web analytics service provided by Google, Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA as our processor. Google Analytics uses cookies to help us analyze how the Website is used, including the number of visitors, the websites visitors have come from, and the pages they visit. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit the Website, the cookie cannot be used by anyone but Google. Google’s ability to use and share information collected by Google Analytics about your visits to this site is governed by the [Google Analytics Terms of Use](#) and [How Google Uses Data](#). You can prevent Google Analytics from recognizing you on return visits to this site by disabling cookies on your browser.

You have the option to reject our cookies and still use the Website, but you may not be able to access or use some of the features we offer on the Website.

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use the Website. The information they collect may be associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see [Choices About How We Use and Disclose Your Information](#).

3. Use and Disclosure of Information

We are fully committed to providing you with information about the collection and use of Personal Information furnished by, or collected from, those using the Website, our products, and services. It is our practice not to ask you for Personal Information unless we need it or intend to use it. Some of the primary purposes for collecting your Personal Information are as follows:

- Providing services such as processing a transaction;
- Provide administrative notices or communications applicable to your use of the Website;
- Marketing and communications with you in relation to the products and services offered by Ounce of Prevention, and other trusted third parties;
- Analyze trends and statistics regarding visitors’ use of our Website and social media assets;
- Protect against and prevent fraud, unauthorized transactions, claims and other liabilities and manage risk exposure, including by identifying potential hackers and other unauthorized users;

- Providing contests and special offers to you for your voluntarily participation; and
- Performing market research to better serve your needs, improving the effectiveness of the Website, our products and services, our various types of communications, advertising campaigns, and/or promotional activities; and
- To comply with applicable legal requirements and industry standards and policies.

As a general practice, however, we do not sell, rent, or provide your Personal Information to unaffiliated third parties. Unless specifically noted herein, other situations in which we may disclose your information to unaffiliated third parties shall be limited to:

- When we have received your consent to do so;
- In situations where sharing or disclosing your information is required in order to offer or provide you products or services you desire;
- When companies or service providers that perform business activities on behalf of us require such information (e.g., credit card processing, customer support services, market research administration or database management services) and/or such companies or service providers may have independent rights to your Personal Information if you disclose your Personal Information to them on a website governed by their privacy policy;
- to facilitate business operations or meet contractual obligations;
- In the event we are merged or acquired by another owner/company; and/or
- In case of emergency (i.e., to safeguard the life, health, or property of an individual).

In addition to the circumstances described above, we may disclose information:

- i. if required to comply with law or court order, or as requested by other government or law enforcement authority;
- ii. in the good faith belief that disclosure is otherwise necessary or advisable including, without limitation, to protect our rights;
- iii. when we have reason to believe that disclosing the information is necessary to identify, contact or bring legal action against someone who may be causing interference with our rights, whether intentionally or otherwise; and/or
- iv. when anyone else could be harmed by such activities.

If your Personal Information is shared as mentioned above, we seek to limit the scope of information that is furnished to the extent necessary for the performance of the specific function. Unless otherwise precluded by law, we require third parties to agree to protect your Personal Information, abide by applicable privacy laws and regulations, and we grant to such third parties no independent rights to the Personal Information. We may use aggregated, non-personally identifiable information for purposes of:

- i. website administration and
- ii. to compile information about usage of the Website and our products and services. We may share aggregated information (which does not contain your Personal Information) with third parties (i.e., advertisers and marketing partners).

4. Access to and Review of Personal Information

To ensure that your Personal Information is accurate and up-to-date, we encourage you to regularly review and update your information as appropriate (e.g., in the event your home or e-mail address changes or you wish to add an additional method for us to communicate with you). You can review and update your Personal Information by contacting us at [info@heartinbalance4health.com]. To protect your privacy and security, we may take reasonable steps to verify your identity before we disclose or make any corrections to such information. If, upon review, you wish to deactivate your profile, or update your Personal Information, we will endeavor to do so in a timely manner. Occasionally, information that you request to be removed will be retained in certain files for a period of time in order to properly resolve disputes or to troubleshoot problems. In addition, some types of information may be stored indefinitely on "back up" systems or within log files due to technical constraints or financial or legal requirements. Therefore, you should not always expect that all of your Personal Information will be completely expunged from our databases in response to your request.

5. Ability to Opt Out

You can let us know that you do not wish to receive information about new products and services and special offers from us, or that you do not wish to have us share your Personal Information with trusted third parties (other than to the extent necessary to fulfill your request for products or services), by contacting us at [info@heartinbalance4health.com] or in the manner provided in every commercial email sent by us.


6. Security Safeguards

We recognize the importance of information security, and we are constantly reviewing and enhancing our security procedures. The Website and our servers have reasonable physical, technical, and administrative security measures in place to help protect your Personal Information against loss, misuse, and alteration while under our control. However, you should be aware that no transmission of data over the Internet is guaranteed to be completely secure, and we cannot guarantee the security of any information you provide to us.

7. Links to Other Websites

The Website may provide links to other websites for your convenience and information. Third party websites that are accessed through links on the Website have separate privacy and data collection practices and security measures. We have no responsibility or liability for the practices, policies, and security measures implemented by third parties on their websites. We encourage you to contact them to ask questions about their privacy practices, policies and security measures before disclosing any personally identifiable information.

8. Minors

 Sites are not directed towards minors, and we do not knowingly collect Personal Information from minors. While we do not seek to obtain, nor wish to receive, Personal Information directly from minors, we cannot always determine the age of persons who access and use our Sites. If a minor provides us with his/her data without parental or guardian consent, we encourage the parent or guardian to contact us to have this information removed from our systems.

9. Certain Jurisdictional Privacy Rights

Residents of certain jurisdictions, such as California, Virginia, Colorado, Utah, Connecticut, and Nevada, may have additional rights with respect to their Personal Information. For information relating to these rights, please contact us at [info@heartinbalance4health.com].

10. Contact Us

If you have any questions about our Privacy Policy or this Website, you may contact:

[info@heartinbalance4health.com]
Ounce of Prevention LLC
PO BOX 17189
Cincinnati, OH 45217

11. Updates to the Privacy Policy

We may amend this Privacy Policy from time to time, without notice to you, in order to meet changes in the regulatory environment, business needs, or to satisfy the needs of our visitors, properties, strategic marketing partners, and service providers. Updated versions will be posted to the Website and the "last updated" date at the bottom of this Privacy Policy will be revised so that you are always aware of when the Privacy Policy was last updated. If we materially change how we use your Personal Information, we will notify you and request your consent before using the Personal Information in a different manner.

Last Updated: [10/20/2022].