



## **Privacy Policy**

Welcome to LifeStep.co. We, LifeStep Therapy Technologies, Inc. (“LifeStep”) maintain this web site as a service to our customers. Please review the following terms carefully. Your use of this site constitutes your agreement to be bound by this policy.

### **Our Commitment to Privacy**

We value your privacy. Our Privacy Policy was developed as an extension of our commitment to combine the highest quality products and services with the highest level of integrity in dealing with our clients and partners. The Policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us and to assist you in making informed decisions when using our site and our products and services. This statement will be continuously assessed against new technologies, business practices and our customers’ needs.

### **Information Collection**

When you visit our web site you may provide us with two types of information: personal information you knowingly choose to disclose that is collected on an individual basis and web site use information collected on an aggregate basis as you and others browse our web site. If you choose to correspond further with us through e-mail, we may retain the content of your e-mail message together with your e-mail address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone.

### **Information Use**

Broadly speaking, LifeStep and our exclusive affiliates use personal information for sales purposes of administering our business activities, providing customer service and making available other products and services to our customers and prospective customers. Occasionally, we may also use the information we collect

to notify you about important changes to our web site, new services and special offers we think you will find valuable. The lists used to send you product and service offers are developed and managed under our traditional corporate standards designed to safeguard the security and privacy of our customers' personal information. As a customer, you will be given the opportunity to notify us of your desire not to receive these offers.

## **Cookies**

Cookies are a feature of web browser software that allows web servers to recognize the computer used to access a web site. Cookies are small pieces of data that are stored by the web browser on your computer's hard drive. Cookies can remember what information you access on one web page to simplify subsequent interactions with that web site or to use the information to streamline your transactions on other areas of the web site. This makes it easier for you to navigate the Internet and to complete commercial transactions online. Cookies should make your online experience easier and more personalized.

We use web site browser software tools such as cookies and web server logs to gather information about our users' browsing activities, in order to constantly improve our web site and better serve our customers. This information assists us to design and arrange our web pages in the most user-friendly manner and to continually improve our web site to better meet the needs of our customers and prospective customers.

Cookies help us collect important business and technical statistics. The information in cookies lets us trace the paths followed by users to our web site as they move from one page to another. Web server logs allow us to count how many people visit our web site and evaluate our web site's visitor capacity. We do not use these technologies to capture your individual e-mail address or any personally identifying information about you although they do permit us to send focused online banner advertisements or other such responses to you.

## **Information Sharing**

We reserve the right to share aggregated demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual person.

From time to time you may notice offers from outside companies advertised on our web site. We take measures to select product or service providers that are

responsible and afford privacy protections to their customers. However, we cannot make any representations about the practices and policies of these companies.

We use third-party advertising companies to serve ads when you visit our website. These companies may use information (not including your name, address, email address, or telephone number) about your visits to this and other websites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies, send us a note via the Contact page.

### **Opt-In Policy**

We may enter into strategic marketing alliances or partnerships with third parties who will be given access to personal information including your name, address, telephone number and e-mail only if you OPT IN to such under the “website announcements” option. In connection with strategic marketing alliances or partnerships, we will retain all ownership rights to the information, and we will not share information regarding your social security number or other personal financial data.

### **Security**

This web site takes every precaution to protect our users’ information. When you submit sensitive information via the web site, your information is protected both online and off-line.

When our registration form asks you to enter sensitive information (e.g., credit card number, social security number), that information is encrypted and is protected with the best encryption software in the industry – Secure Socket Layer (SSL) protocol. While on a secure page, the lock icon at the bottom of the Microsoft Internet Explorer browser should be locked and the key icon on Netscape Navigator should be unbroken.

### **Notice of New Services and Charges**

Occasionally, we may also use the information we collect to notify you about important changes to our web site, new services and special offers we think you will find valuable. As our client, you will be given the opportunity to notify us of your desire not to receive these offers by clicking on a response box when you

receive such an offer or by sending us an e-mail to the information update address listed below.

### **Information Updates**

You may update your account information in any of the following ways:  
Send e-mail or mail to Rod Taylor at the address listed on our Contact Us page.  
Call the phone number listed on our Contact Us page.

### **Legally Compelled Disclosure of Information**

We may disclose information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights.

### **Links to Other Web Sites**

LifeStep reviews all links to third party websites and takes very seriously the review of the third-party material.

Please remember that when you use a link to go from our web site to another web site, that that website has its own website policies. Your browsing and interaction on any other web site, including web sites which have a link on our web site, is subject to that web site's own rules and policies. Please read over those rules and policies before proceeding.

### **Feedback**

If you have questions about information, security, privacy, and usage at LifeStep that have not been answered here, please contact using the information on our on our Contact Us page.