

## Remedy Health Media, LLC

### Privacy Policy

Remedy Health Media, LLC (“RHM”) operates a network of healthcare and fitness-related websites (individually, a “Site”; collectively, the “Sites”). For a list of all the Sites within our network, see <http://www.remedyhealthmedia.com/sites>. This is the official privacy policy for all RHM Sites and this Privacy Policy forms a part of your legal agreement with us under the RHM Terms of Use.

PLEASE READ THIS PRIVACY POLICY CAREFULLY AS IT DESCRIBES HOW WE COLLECT AND USE INFORMATION COLLECTED ABOUT YOU ONLINE AND UNDER WHAT CIRCUMSTANCES WE SHARE INFORMATION ABOUT YOU. Any terms not defined in this Privacy Policy are defined in the Terms of Use.

**1. CHANGES TO PRIVACY POLICY.** We reserve the right, in our sole discretion, to modify, add or delete provisions of this Privacy Policy at any time and from time to time by updating or revising this posting and such revisions shall take effect as of the date of posting. Your use of any of our Sites after the effective date of any such modification, means you accept and agree to be bound by the Privacy Policy, as modified. You should come back to this web page and review this Privacy Policy regularly so that you remain aware of the terms and conditions that apply to you.

**2. NON-PERSONAL INFORMATION COLLECTED AND HOW COLLECTED.** When you access or visit any of our Sites, we and our operational service providers (as defined in the “Disclosure to Third Parties” section below) and others who host our Sites often use technology that can recognize, collect and/or transmit information that is associated with you, but which do not personally identify you. Although the term "cookie" specifically refers to a small text file that is stored on a user's computer for record-keeping purposes, for the purposes of this Privacy Policy, we will use the term "cookie" to refer generically to any technology that can recognize, collect and/or transmit information about your visits to our Sites. This type of information includes such data as the Internet or web domain that referred you, the type of operating system and browser you are using, the date and time of your visit, data relating to activities on our Sites (e.g., so-called 'clickstream' data) and other technological attributes about your visit to the Sites. This information is used to analyze trends, administer the Sites, track user movements on the Sites and gather aggregate demographic information about visitors so we can continually improve our Sites.

Cookies also allow our Sites to recognize a users' computer or access device each time it is used to visit a particular Site and cookies can keep count of how often you return. Cookies can also track how you use our Sites, your preferences for features and functions and, for our Sites that have registration or similar features, cookies can store information such as your user name and password so you don't have to re-enter them each time you return to visit. Cookies don't personally identify you or any particular user or individual.

You can disable or turn the cookie feature off by changing the settings on your Internet browser and you can also change the settings to stop your browser from automatically accepting cookies. Although changing these settings may not affect your ability to browse, it may affect your ability to use certain features and functions of our Sites and it may also require you to re-enter certain information each time

you visit or attempt to use our Sites. You should consult the operating instructions that apply to your browser to determine how to best configure your browser settings for your needs.

**3. PERSONAL INFORMATION COLLECTED.** The term "Personal Information" refers to any information you provide in connection with your use of any of our Sites by which you can be personally identified. Personal Information may include such things as your name, street address, telephone number, date of birth, e-mail address and any other information which might reasonably be used to identify you. We only obtain Personal Information from you when you submit it to us or provide it on one or more of our Sites that require it in order to allow you to register, subscribe or take advantage of certain features, functions, services, activities, promotions and content on our Sites (these are referred to as "Content" in our Terms of Use). You may also email us with a question or for more information and we will use your contact information (which includes Personal Information such as an email address) to help respond and for customer service purposes. Unless you voluntarily provide or send us Personal Information, we will always ask you to submit or provide it before collecting your Personal Information and unless we tell you otherwise, such Personal Information will be used for the purpose the information was provided and as set forth in this Privacy Policy. Please note that you may not be able to use some Content if you choose not to provide your Personal Information when requested. If you provide or submit your Personal Information to any of our Sites, we will always give you the right to review, update and/or delete your Personal Information, subject to our obligations to comply with legal, regulatory or internal audit and record-keeping requirements.

**4. HOW YOUR INFORMATION IS USED.** We may use the information that we obtain from you, including Personal Information: (a) for the specific purpose for which it was submitted (e.g., to receive communications by e-mail); (b) to improve the Content, appearance and utility of our Sites; (c) to tailor your experience on our Sites; (d) to trace our visitors' use of our Sites for internal research purposes and to monitor compliance with our Terms of Use; and (e) to notify our visitors of updates to our Sites.

If we or any of our Sites collect, maintain, use or intend to share your Personal Information for purposes other than as described in this Privacy Policy, we will ensure that it is included within the Additional Terms that applies to the Site or Sites involved or will post a notice to you before you submit your Personal Information.

**5. PUBLIC POSTINGS.** Some of our Sites may permit you to make Postings. If you make a Posting to any area of a Site that that may be accessed by other users (such as information you place on a message board, public profile, or chat room), please keep in mind that such information can be viewed and used by anyone with an Internet connection. Please use caution when disclosing Personal Information in these areas. Such information is not private and RHM and others are free to reproduce, use, disclose and distribute such information to others without limitation or attribution. Any information you disclose may also be used by third parties we do not control. We are not responsible for any information you choose to disclose to public areas of our Sites.

**6. MINORS.** Visitors that are minors in the state in which they reside are not permitted to use and/or submit their Personal Information to our Sites. Our Sites are not intended for minors and we do not knowingly solicit or collect information from minors.

**7. ADVERTISERS, CO-SPONSORS AND LINKS.** Our Sites may contain or display information from co-sponsors, advertisers, retailers, operational service providers or other unaffiliated third parties (each, a "Third Party") that offer to make information, goods or services available, provide opportunities to participate in promotions or engage in activities or that link or redirect your browser to other websites, materials or organizations. We may also use Third Parties to display or serve advertising on our Sites, as well as for distributing online, email, messaged or web-based newsletters and other information. Third Parties often also employ cookies to measure advertising effectiveness. You should be aware that even if you encounter an advertisement, link or reference to a Third Party website on one of our Sites and even if we have a relationship with the Third Party, we do not control them, their websites or their policies and practices regarding use of their websites or any rules they have regarding the use of cookies or collection, use or disclosure of your information (including Personal Information). These are within their control and not ours and the terms and conditions, as well as the privacy policies that apply to these Third Parties and their websites are their responsibility, not ours.

**8. DISCLOSURE TO THIRD PARTIES.** We do not sell, rent, lease, provide or otherwise disclose your Personal Information to unaffiliated entities unless specifically here or in the Additional Terms that applies to your use of a particular Site. We will always let you know if we intend to provide any of your Personal Information to a Third Party.

We always have the right to disclose your Personal Information to any Third Party we engage for the purpose of administering, operating, configuring site design, maintaining and providing internal support for our Sites and Content on the Sites. These Third Parties are called "operational service providers" and provide internal support to operations and activities and for Website design, development, hosting and operations. We always requests that our operational service providers protect your privacy and not disclose your Personal Information to third party marketers that are not associated with our Sites, nor are they permitted to use your Personal Information for their own marketing or promotional purposes.

We also reserve the right to make your Personal Information available to Third Parties:

- when compelled by a governmental agency, law, regulation, a court or other legal process;
- if we believe you are, have or may violate any law, regulation, or our Terms of Use;
- if we believe you are or may be a threat to the safety, property, interests or rights of RHM or others;
- in order to investigate, respond to or resolve problems or inquiries or defend our interests;
- in a merger, acquisition, change of control, joint venture or other business combination.

**9. REMOVAL OF YOUR INFORMATION/OPTING OUT.** At your request, RHM will remove Personal Information that you have provided to us. You may do so by emailing [privacy@remedyhealthmedia.com](mailto:privacy@remedyhealthmedia.com). Some of our Sites may permit you to opt-out of certain Voluntary Communications for which you have registered or subscribed to receive (such as newsletters) and promotional Automatic Communications. RHM also provides users the option to opt-out from receiving Voluntary Communications sent by RHM on behalf of third party advertisers. Users may unsubscribe from receiving Voluntary Communications and promotional Automatic Communications from us at any time by following the instructions contained at the end of every email. Note, where RHM has provided

your Personal Information to third parties, as permitted in our Privacy Policy, we cannot control the use of that information by such third parties.

Please note, you might continue to receive emails from us for up to ten (10) days following your unsubscribing. If, after that point, you are still receiving email from us, please contact us at [privacy@remedyhealthmedia.com](mailto:privacy@remedyhealthmedia.com).

**10. SECURITY.** We maintain a reasonable standard of security and confidentiality and try to limit information access to individuals who need to have such access to perform their responsibilities associated with our Sites and the Content on our Sites. The Internet, however, and communications therein cannot be guaranteed to be secure and it is possible that others may unlawfully intercept or access information, transmissions or communications to, from or within our Sites. By using our Sites you are agreeing to assume this risk and any and all responsibility and liability that may arise.

**11. YOUR RIGHTS REGARDING PERSONAL INFORMATION.** In addition to any terms, conditions or rights that are described in this or any Supplemental Privacy Policy applicable to particular Sites, you always have the right to request that RHM: (a) correct or update your Personal Information; (b) not share your Personal Information with third parties; or (c) remove your Personal Information from our active marketing databases. Although we may provide you with the ability to update or delete Personal Information directly on our Site, some Personal Information may not be changed or deleted by you and may require you to contact RHM for verification (e.g., birth date, email address, name). If any of our Sites do not allow you to update or delete Personal Information online, or if you need to change information that needs verification, please contact us at: [privacy@remedyhealthmedia.com](mailto:privacy@remedyhealthmedia.com).

**12. YOUR CALIFORNIA PRIVACY RIGHTS.** If you are a resident of the State of California, under the California Civil Code, you have the right to request information on how to exercise your disclosure choice options from companies conducting business in California. To do so, send a request for information indicating your preference as to how you would like RHM to respond to your request (i.e., email or postal mail). To request such information, either send an email to our designated Privacy Administrator at [privacy@remedyhealthmedia.com](mailto:privacy@remedyhealthmedia.com) or contact us via postal mail, proper postage prepaid, at:

Privacy Administrator  
Remedy Health Media, LLC  
500 5<sup>th</sup> Avenue, 19<sup>th</sup> Floor  
New York, NY 10110  
Attn: Your California Privacy Rights

All requests sent via postal mail must be labeled "Your California Privacy Rights" on the envelope or post card and clearly stated on the actual request. For all requests, please include your name, street address, city, state, and zip code. (Your street address is optional if you wish to receive a response to your request via email. Please include your zip code for our own recordkeeping.) We will not accept requests via the telephone or by facsimile. We are not responsible for notices that are not labeled or sent properly, or do not have complete information.

**13. CONTACT US.** If you have any questions about this Privacy Policy, please contact us at: [privacy@remedyhealthmedia.com](mailto:privacy@remedyhealthmedia.com).

© 2011 Remedy Health Media, LLC. All Rights Reserved.