

# Wakaya Perfection Privacy Policy

Effective as of: Feb 01, 2016

This website ("Site") is controlled by and/or maintained by Wakaya Perfection, LLC. and/or one or more of its subsidiaries or affiliates (individually and collectively, "Wakaya Perfection," "we," "us," or "our"). We recognize that many visitors to our Site are concerned about the information they provide to us and how we treat that information. We respect your privacy and are committed to protecting your personally identifiable information. We have adopted this Privacy Policy to explain what information may be collected on our Site and how such information may be used and/or shared with others. This Privacy Policy applies solely to information collected through our Site and not through any other sources. (For our General Privacy Policy governing other forms of information gathering, see Wakaya Perfection Policies and Procedures) This Privacy Policy is subject to the terms and conditions posted on our Site ([www.wakayaperfection.com/termsandconditions](http://www.wakayaperfection.com/termsandconditions)). Please review this Privacy Policy each time you visit our Site to ensure that you have read and agree with the current policy, as it may be amended without notice. The date of our Privacy Policy is set forth at the top of the document. Any changes to this Privacy Policy will be effective immediately upon the posting of the revised Privacy Policy on our Site. Your use of our Site constitutes your agreement to the Terms and Conditions set forth in this Privacy Policy.

WHAT INFORMATION ABOUT YOU IS COLLECTED ON OUR WEBSITE OR THROUGH OUR ONLINE PRODUCTS? We collect two types of information: personally identifiable information and non-personally identifiable information.

**PERSONALLY IDENTIFIABLE INFORMATION** Personally identifiable information is information that identifies you or can be used to identify or contact you ("Personal Information"). Such Personal Information may include your name, address, email address, telephone number, birth date (primarily for eligibility purposes) and any billing and or payment information. We may request Personal Information from you when you register on our Website, purchase our Products, subscribe to our Online Products, or in connection with other Online Products we may make available on our Website from time to time. In all of these cases, we will only collect Personal Information from you if you voluntarily submit such information to us. We will not sell, share, license, trade or rent your Personal Information other than as specified in this Privacy Policy, unless you give us clear and specific permission to do so. You do not have to provide us with any Personal Information to visit our Website. However, if you choose to withhold requested information, you may not be able to visit all sections of our Website or use all of our Online Products, such as subscribing to our online tools or posting content to any Community Area on our Website.

A "Community Area" means any blog, personal page, group page, chat room, message board, bulletin board, recipe swap, or similar activity. In addition, we may not be able to provide you with some of the other Online Products dependent upon the collection of such information. **NON-PERSONALLY IDENTIFIABLE INFORMATION** When you become a registered user of our Website, subscribe to one of our current Online Products, or in connection with other Online Products we may make available on our Website from time to time, we also may collect information that by itself cannot be used to identify or contact you, such as demographic information (like age, profession or gender) and general health information ("Non-Personal Information"). Non-Personal Information may also include user IP addresses, browser types, domain names, and other anonymous statistical data involving the use of our Site.

Non-Personal Information is used to help us understand who uses our Site and to improve and market our Site in general and our Online Products in particular. **INFORMATION FROM OTHER SOURCES** We may also supplement the information we collect with information from other sources to assist us in evaluating and improving our Site and Online Products, to determine your preferences so that we can tailor our Site and Online Products to your needs, and/or to study nutritional, weight-loss, behavioral and fitness questions in general.

**WHERE AND WHEN IS INFORMATION COLLECTED ON OUR SITE OR THROUGH OUR ONLINE PRODUCTS (INCLUDING THROUGH THE USE OF COOKIES AND ACTION TAGS)** We may collect information (Personal and Non-Personal Information) from you in different manners and at different places and times on our Site, such as when you register for our Site or subscribe to one of our Online Products. We also may collect information from you in connection with, or through, other Online Products we may make available on our Site from time to time. The following is a description of the areas and/or manners in which we primarily collect information about you.

**BECOMING A REGISTERED USER AND SUBSCRIPTION** In order to access certain Online Products on our Site, you first complete certain steps to become either a registered user or a subscriber. During these steps, you may be required to provide us with Non-Personal as well as Personal Information, such as name, zip code and email address, and, if you subscribe to one of our Online Products, payment and billing information. This information may be used to transact business, as well as to help us understand who uses our Site, to improve our Site and our Online Products, to contact users about requested Online Products and/or for subscription billing purposes. It is optional for you to provide demographic information (such as profession and number of children), but providing this information is encouraged so we can provide a more personalized experience on our Site.

**COOKIES** In addition to the Non-Personal Information described herein, we may also send you "cookies." Cookies are small text files from a Site that are stored on your hard drive. These small text files make using a Site more convenient by saving your passwords and preferences for you. Cookies themselves do not contain any personally identifiable information. We may analyze the information derived from these cookies and match such information with data provided by you or another party. We may provide our analysis and certain non-personally identifiable information to our affiliates, who may use this information to provide information tailored to your interests, or other third parties for internal use, but we will not disclose any personally identifiable information, except as provided in this Privacy Policy. You have the option of deciding whether or not to accept a cookie by resetting your browser to notify you whenever a cookie is being sent to your

hard drive. You may also delete a cookie manually from your hard drive. Please note, however, that some parts of our Site may not function properly or may be considerably slower if you refuse to accept a cookie or choose to disable your cookies settings. ADVERTISING Cookies are used to discover general information about the websites owned by Wakaya Perfection, LLC. that you visit. It also processes IP addresses to collect general information in order to place you in a "market segment". This may include data about the country, city or regions where you are located. This data may be used in Wakaya Perfection advertising campaigns for Wakaya Perfection itself, or one of its trusted partners or affiliates, but not for any third party search engine or data brokers. Wakaya Perfection, LLC., however, cannot be held responsible for any data collected by third parties used prior to, or in conjunction with navigation to our site, or for any screen scrapers, spyware, or other software already active within your browser or device. FURTHER DISCLOSURE We reserve the right to disclose any Personal or Non-Personal Information if we are required to do so by law or if we reasonably believe that such action is necessary in order to: (i) fulfill a government request; (ii) conform with the requirements of the law or to comply with legal process served on us; (iii) protect or defend the legal rights or property of Wakaya Perfection, LLC., our Affiliates, our Site or its users; or (iv) in an emergency to protect the health and safety of our Site's users or the general public. OTHER SITES Our Site may contain links to other websites that are not controlled or maintained by Wakaya Perfection. We are not responsible for the privacy practices employed by these other websites. We encourage you to note when you leave our Site and to read the privacy statements of such other websites before submitting any personally identifiable information. In addition, our Site may link to websites owned or operated by subsidiaries or companies affiliated with Wakaya ("Affiliated Site"). Please note that the Affiliated Site are subject to the privacy policies posted on those sites. KEEPING YOUR INFORMATION SECURE We have reasonable and appropriate electronic and physical security measures in place to protect against the loss, misuse and alteration of the information under our control. Please be advised, however, that while we strive to protect your Personal Information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us and cannot be responsible for the theft, destruction, or inadvertent disclosure of your Personal Information. TRANSFER OF ASSETS As we continue to develop our business, we may sell or purchase assets. If another entity acquires us or all or substantially all of our assets, Personal and Non-Personal Information, and any other information that we have collected about the users of our Site may be transferred to such entity as one of the transferred assets. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such information may be considered an asset of ours and as such may be sold or transferred to third parties. CONTACT INFORMATION If you have questions or comments about our privacy practices, or if you wish to review, amend or delete any Personal Information you have provided or if you wish to modify the permission you have given us regarding use of your Personal Information, you can contact us at [support@wakayaperfection.com](mailto:support@wakayaperfection.com), or send mail to Attention: Compliance Wakaya Perfection, LLC. 7 S. 1550 W., Suite 600 Lindon, UT 84057 BY USING OUR WEBSITE, YOU SIGNIFY YOUR ACCEPTANCE OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, YOU SHOULD NOT USE OUR WEBSITE. YOUR CONTINUED USE OF OUR WEBSITE FOLLOWING THE POSTING OF CHANGES TO THIS PRIVACY POLICY WILL MEAN THAT YOU ACCEPT THOSE CHANGES. Last modified as of February 01, 2016