

Life Choices | Life Matters Privacy Policy

Effective date: August 29, 2017

Life Choices | Life Matters (LC|LM), (and all related affiliates), values and protects your privacy. LC|LM thanks you for your trust and wants you to know that the information you share with LC|LM will be treated with care.

The objective of LC|LM's Privacy Policy is to disclose and explain what information LC|LM collects, uses, and shares and to explain the privacy choices that you can make. LC|LM encourages you to read its Privacy Policy as well as those of all websites that you visit.

This Privacy Policy applies to any information collected by LC|LM and all related affiliates or its "Vendors" via: (1) the websites owned or operated by LC|LM ("LC|LM Websites" or "Websites"), (2) e-mail or any electronic newsletters in which you enroll, (3) offline means such as telephone, traditional mail, or in person, or (4) any other online or offline means in connection with LC|LM generally or with any of the LC|LM events, products and services. LC|LM may provide links to third-party websites. Since LC|LM does not control third-party sites and is not responsible for any information you may provide while on such sites, LC|LM encourages you to read the privacy policies on those sites before providing any of your personal information on such sites.

Commitment to Children's and Youth Privacy

LC|LM does not offer digital services to children under the age of 13, and LC|LM websites are not directed to children under the age of 13. LC|LM does not knowingly collect information about children under the age of 13. If you are under 13 years of age, then please do not use or access the LC|LM Websites at any time or in any manner. If LC|LM learns that content or Personal Information of persons under 13 years of age has been submitted and collected on the LC|LM Websites, then LC|LM will take the appropriate steps to delete this information.

LC|LM invites teenagers to use its Websites. However, teenage users should follow these guidelines:

- Get your parent or guardian's permission to order any tickets, products or services from LC|LM
- Never post your full name, address, phone number, or school name on any message board or in any chat room.

INFORMATION LC|LM COLLECTS AND HOW IT IS USED

- The Information LC|LM Collects
- How LC|LM Uses and Shares the Information Collected
- Using Your E-mail Address
- Advertisements That Link to LC|LM Websites
- Contests

The Information LC|LM Collects

When you visit the LC|LM Websites, LC|LM or its Vendors collect information, including Personal Information that you provide, in order to provide you with the products and services you requested or with offers or promotions that may interest you, and save you time and better respond to your needs.

LC|LM uses “Cookie” technology to collect Website statistical information and to improve your customer experience with the LC|LM Websites. Cookies set by LC|LM do not capture any Personal Information when your web browser is idle or when you are away from the LC|LM site. However, if you choose to furnish LC|LM with Personal Information, this information will be linked to the data stored in the Cookie to further enhance your experience with LC|LM Websites. For example, LC|LM may use Cookies to personalize your experience at LC|LM Websites (e.g., to recognize you by name when you return to LC|LM Websites), save your password in password-protected areas, and enable you to use shopping carts or event ticket forms on LC|LM Websites.

LC|LM or its Vendors may automatically collect some statistical data as you browse LC|LM Websites. For example, LC|LM automatically collects your “IP Address” used to connect your computer to the Internet, browser type and version, operating system and platform, average time spent on our Websites, pages viewed, information searched for, access times, “Clickstream Data,” and other relevant information about your online experience.

LC|LM or its Vendors also collect information, including Personal Information, that you provide via telephone, traditional mail, e-mail, in person, or otherwise.

At some LC|LM Websites and through certain promotional sites, you may submit information, including Personal Information, about other people. For example, if you register for an event and provide LC|LM with a roster of participants, LC|LM might collect the participants’ names, addresses, e-mail addresses, and contact information.

How LC|LM Uses and Shares the Information Collected

LC|LM uses the information collected about you and others, including Personal Information, to complete transactions, respond to your requests, deliver the products and services in which you enroll or request, and notify you of updates, products, services, offers, or promotions that may interest you. LC|LM may process or combine your information with other information that is publicly available. This enables LC|LM to customize your customer experience and provide you with more relevant offers. LC|LM may also use the information collected from you online and via other means to market to you through alternative channels.

LC|LM may share your information with carefully selected Vendors. This includes companies that manage accounts and companies that perform marketing services and other business operations on LC|LM's behalf. All companies that act on LC|LM's behalf are required to safeguard Personal Information.

LC|LM may share your information with carefully selected "Business Partners" that may wish to offer you products or services that may interest you, either in conjunction with LC|LM or by themselves.

LC|LM may also use or disclose your information, including Personal Information, to comply with the law or in response to a subpoena, court order, government request, or other legal process, or as otherwise permitted by law; to reduce fraud or criminal activity; to protect the legal rights of LC|LM, LC|LM customers, LC|LM Websites, or the users of LC|LM Websites; or LC|LM as a whole, to continue using your information to serve you or as otherwise permitted by this Privacy Policy.

Using Your E-Mail Address

LC|LM may use your e-mail address for the following types of e-mail messages:

- Account Service Communications. LC|LM may send you communications related to LC|LM promotions, products and services you have registered for (e.g., event registrations and/or products).
- Updates and Valuable Offers. LC|LM may send you e-mail account updates, offers for LC|LM products and services, requests for enrollment, as well as valuable offers from LC|LM promotional partners.
- Regularly Scheduled E-mail Newsletters that you elected to receive.

You can also elect to receive other types of e-mail messages from LC|LM, including alerts and notifications.

Advertisements That Link to LC|LM Websites

LC|LM may hire Vendors to place advertisements on the LC|LM Website and LC|LM banner advertisements on other websites, and to perform tracking and reporting activities on the LC|LM websites and other websites. This enables LC|LM to learn which advertisements and websites bring users to LC|LM Websites and to improve the user experience. Cookies are used to assist with these activities. In doing so, a unique Cookie is placed on your computer either by LC|LM or a Vendor in accordance with the terms of this Privacy Policy.

This Privacy Policy does not cover any use of information that such Vendors may have collected from you or the methods used by them to collect that information. Rather, such Vendors have their own privacy policies. If you would like more information about their privacy policies, including information on how to opt out of tracking methods, please read their privacy policies.

Contests

LC|LM may occasionally offer contests. The full rules for promotional contests are clearly posted during each contest. The information that is gathered through a contest is used only by LC|LM to verify user identity and to contact winners and/or prize recipients.

YOUR COMMUNICATION AND PRIVACY CHOICES

- How To Opt Out of Receiving Offers and Promotions

LC|LM respects the choices that you make regarding your privacy. You may request that LC|LM no longer send you e-mails and/or offline offers or promotions, or share your information with LC|LM Business Partners that are interested in providing you with offers and promotions that may interest you.

Privacy Choices: How to Opt Out of Receiving Offers and Promotions

LC|LM and our trusted third parties may share with one another anonymous versions of user information collected at this site. We may use that information to link to and issue anonymous cookies containing demographic or intent-based data for online behavioral advertising purposes. Such cookies do not contain personally identifiable information. If you would like to opt out of online behavioral advertising, you may do so here: <http://www.aboutads.info/choices>.

Please note that even if you opt out of receiving e-mails and/or offline offers or promotions, LC|LM may continue to send you service notifications via e-mails or offline means that are related to your account(s) and other products and services you have requested or in which you are currently

enrolled. These include e-mails that provide account information, answer your questions about a product or service, facilitate or confirm a sale, or fulfill a legal or regulatory requirement.

SECURING YOUR INFORMATION

LC|LM uses reasonable administrative, technical, and physical security measures to protect your Personal Information from unauthorized access and use. Do not use e-mail to send LC|LM any Personal Information, since it would be unencrypted and can be read by anyone who receives or intercepts it.

CHANGES TO THIS PRIVACY POLICY

LC|LM reserve the right to change this Privacy Policy at any time by posting revisions on LC|LM's Website(s). Such changes will be effective upon posting.

CONTACTING LC|LM

Please email support@lifechoices.org or call 303-651-2050 if you have any questions about this Privacy Policy.