**My Intuitive Health Privacy Notice**

**Effective Date: 12/15/20**

My Intuitive Health (“MIH”, “we”, “us” or “our”) is committed to transparency in our collection and processing of information of our clients and website visitors (“you”). This Privacy Notice describes how we collect, use, disclose and protect information from and about you through our website (<https://www.myintuitivehealth.com>) and services (collectively, the “Services”).

PLEASE READ THIS PRIVACY NOTICE CAREFULLY TO UNDERSTAND HOW WE HANDLE YOUR INFORMATION. IF YOU DO NOT AGREE TO THIS PRIVACY NOTICE, PLEASE DO NOT USE THE SERVICES.

**THE INFORMATION WE COLLECT**

We collect and process certain information from or about you for the purposes described below.

1. INFORMATION YOU PROVIDE TO US

We collect a variety of information that you provide directly to us. For example, we collect information from you through:

* Your use of the Services
* Requests or questions you submit to us via online forms, email, or otherwise, such as when you contact us with questions
* Your participation in surveys
* Signing up for newsletters

***Information about you.***  The types of data we collect directly from you includes:

* First and last name
* Email address
* Address
* Any information you choose to directly provide to us in connection with your use of the Services, including information about your fitness, nutrition, and wellness goals
* Credit card or other financial payment data

2. INFORMATION WE COLLECT THROUGH AUTOMATED MEANS

When you use our Services, we and our service providers (who are third parties that perform services on our behalf) automatically collect certain information about your device and how you use the Services, including your IP address, browser type, browser language, operating system, the state or country from which you accessed the Services, software and hardware attributes (including device IDs), referring and exit pages and URLs, platform type, the number of clicks, files you download, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages, the date and time you used the Services, error logs, and other similar information. From your IP address, we may be able to infer your general location (e.g., city/state or postal code).

To collect this information, we and our service providers may also make use of “cookies” or similar tools that track, measure, and analyze the behaviors and usage patterns of our users. Cookies are small data files that can be stored on your browser and device so we can recognize you when you return. We use cookies for analytics purposes, to deliver certain features of the Services, to help us understand how users engage with the Services, and to improve your experience. You may set your web browser to notify you when you receive a cookie and to accept or refuse certain cookies. However, if you elect not to accept cookies, some functionality and areas of the Services may be restricted. To learn how to manage your cookies, please follow the instructions from your specific browser, or if accessing the Services via a mobile device, refer to the manufacturer’s instructions.

**HOW WE USE YOUR INFORMATION**

We use your information for various purposes depending on the types of information we have collected from and about you, in order to:

* Provide you with and administer our Services
* Respond to your requests for information
* Contact you by email, postal mail, or phone with news, updates, information, and promotions relating to our Services or other services that may be of interest to you
* Customize the content you see on our Services
* Help us better understand your interests, and improve our Services
* Secure our Services and resolve technical issues being reported
* Comply with any procedures, laws, and regulations which apply to us where it is necessary for our legitimate interests or the legitimate interests of others
* Establish, exercise, or defend our legal rights where it is necessary for our legitimate interests or the legitimate interests of others

***Aggregate/De-Identified Information.*** We may aggregate and/or de-identify any information collected through our Services so that such information can no longer be linked to you or your device (“Aggregate/De-Identified Information”). We may use such information for any purpose, including without limitation for research and marketing purposes, and may also share such data with any third parties, including advertisers, partners, and sponsors.

**ONLINE ANALYTICS AND ADVERTISING**

ANALYTICS. We may use third-party web analytics services (such as those of Google Analytics) on our Services to collect and analyze usage information through cookies and similar tools; engage in auditing, research, or reporting; assist with fraud prevention; and provide certain features to you. To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-out Browser Add-on by [clicking here](https://tools.google.com/dlpage/gaoptout).  If you receive email from us, we may use certain analytics tools, such as clear GIFs to capture data such as when you open our message or click on any links or banners our email contains. This data allows us to gauge the effectiveness of our communications and marketing campaigns.

ONLINE ADVERTISING. In using the Services, we allow select third party advertising technology partners to place cookies or other tracking technologies on the browser of your device to collect information about you as discussed above. These third parties (e.g., ad networks and ad servers such as Google, Facebook, and others) may use this information to serve relevant content and advertising to you as you browse the Internet, and access their own cookies or other tracking technologies on your browser to assist in this activity. If you are interested in more information about these online advertising activities, and how you can generally control cookies from being put on your computer to deliver tailored advertising, you may visit the [Network Advertising Initiative’s Consumer Opt-Out link](http://optout.networkadvertising.org/#!/) or the [Digital Advertising Alliance’s Consumer Opt-Out link](http://optout.aboutads.info/#!/) to opt-out of receiving tailored advertising from companies that participate in those programs.

Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. We are committed to providing you with meaningful choices about the information collected on our Services for third party purposes, and that is why we provide the variety of opt-out mechanisms listed above. However, we do not currently recognize or respond to browser-initiated DNT signals.

**HOW WE SHARE AND DISCLOSE YOUR INFORMATION**

We will share your information in the following ways:

* ***Service Providers.*** We provide access to or share your information with select third parties who perform services on our behalf, including billing and credit card verification, advertising and marketing, analytics, customer service, data storage, security, and legal services.
* ***Testimonials****.* We display personal testimonials and endorsements of satisfied customers on the Services, and with your consent, will associate your name or your company’s name with such postings.
* ***Legal Purposes.*** By using the Services, you acknowledge and agree that we may access, retain, and disclose the information we collect and maintain about you if required to do so by applicable law or in a good faith belief that such access, retention or disclosure is reasonably necessary to: (a) comply with legal process (e.g. a subpoena or court order); (b) enforce any contracts with you, if relevant; (c) respond to claims that any content violates the rights of third parties; and/or (d) protect the rights, property or personal safety of MHI, its agents and affiliates, its users and/or the public.
* ***Business Transactions.*** In accordance with applicable legal obligations, your information may be provided to third parties in connection with a merger or acquisition (including transfers made as part of insolvency or bankruptcy proceedings) involving all or part of MHI or our assets, including for the purpose of determining whether to proceed or continue with such transaction or business relationship.
* ***Aggregate/De-Identified Information.*** From time to time, we may share Aggregate/De-identified Information about use of the Services or our user base with partners and others, but such information will not identify you personally.

**RETENTION OF YOUR INFORMATION**

We keep your information for no longer than necessary for the purposes for which it is processed. The length of time for which we retain information depends on the purposes for which we collected and use it and/or as required to comply with applicable laws.

**YOUR RIGHTS AND YOUR CHOICES**

If you would like further information in relation to your legal rights under applicable law or would like to exercise any of them, please contact us using the information in the “Contact Information” section below at any time. We will consider all requests and provide our response within the time period stated by applicable law and as otherwise required by applicable law. Please note, however, that certain information may be exempt from such requests in some circumstances, which may include if we need to keep processing your information for our legitimate interests or to comply with a legal obligation. We may request you provide us with information necessary to confirm your identity before responding to your request.

You can ask us to stop sending marketing communications that we believe will be of interest to you at any time by contacting us using the information below. Please note that, regardless of your request, we may still use and share certain information as permitted by this Privacy Notice or as required by applicable law. For example, you may not opt out of certain transactional emails from us, such as those confirming your requests or providing you with updates regarding our Privacy Notice or other terms.

**THIRD PARTY LINKS AND FEATURES**

Our Services may contain links to third-party websites.  If you choose to visit these sites and use their services, please note that we are not responsible for their content or privacy practices. The collection, use, and disclosure of your information will be subject to the privacy policies of the third-party websites, and not this Privacy Notice. We urge you to read the privacy policies of these third-parties.

**HOW WE PROTECT YOUR INFORMATION**

We take a variety of technical and organizational security measures to protect the information provided to us from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. However, no Internet or email transmission is ever fully secure or error free. Please keep this in mind when disclosing any information to us online.

**CHANGES TO OUR PRIVACY NOTICE**

We reserve the right to amend this Privacy Notice at any time to reflect changes in the law, our data collection and use practices, or advances in technology. We will make the revised Privacy Notice accessible on the Services, so you should review the Privacy Notice periodically. You can know if the Privacy Notice has changed since the last time you reviewed it by checking the “Effective Date” included at the beginning of the document. If we make a material change to the Privacy Notice, you will be provided with appropriate notice in accordance with legal requirements. By continuing to use the Services, you are confirming that you have read and understood the latest version of this Privacy Notice.

**CONTACT INFORMATION**

We welcome your comments and questions regarding this Privacy Notice and the collection and use of your information. If you have questions or concerns, please contact us at hannah@myintuitivehealth.com.