

## **Life Promotions, Inc. Privacy Policy**

Effective date: February 20, 2016

LIFE PROMOTIONS, Inc. (and all related affiliates), values and protects your privacy. LIFE PROMOTIONS thanks you for your trust and wants you to know that the information you share with LIFE PROMOTIONS will be treated with care.

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

This Privacy Statement applies to any information collected by LIFE PROMOTIONS and all related affiliates or its "Vendors" via: (1) the websites owned or operated by LIFE PROMOTIONS, Inc. ("LIFE PROMOTIONS 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 LIFE PROMOTIONS generally or with any of the LIFE PROMOTIONS events, products and services. LIFE PROMOTIONS may provide links to third-party websites. Since LIFE PROMOTIONS does not control third-party sites and is not responsible for any information you may provide while on such sites, LIFE PROMOTIONS 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**

LIFE PROMOTIONS does not offer services to children under the age of 13, and LIFE PROMOTIONS Websites are not directed to children under the age of 13. LIFE PROMOTIONS 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 LIFE PROMOTIONS Websites at any time or in any manner. If LIFE PROMOTIONS learns that content or Personal Information of persons under 13 years of age has been submitted and collected on the LIFE PROMOTIONS Websites, then LIFE PROMOTIONS will take the appropriate steps to delete this information.

LIFE PROMOTIONS 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 LIFE PROMOTIONS

- Never post your full name, address, phone number, or school name on any message board or in any chat room.

## **INFORMATION LIFE PROMOTIONS COLLECTS AND HOW IT IS USED**

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

### **The Information LIFE PROMOTIONS Collects**

When you visit the LIFE PROMOTIONS Websites, LIFE PROMOTIONS 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.

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

LIFE PROMOTIONS or its Vendors may automatically collect some statistical data as you browse LIFE PROMOTIONS Websites. For example, LIFE PROMOTIONS 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.

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

At some LIFE PROMOTIONS 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 LIFE PROMOTIONS with a roster of participants, LIFE PROMOTIONS might collect the participants' names, addresses, e-mail addresses, and contact information.

### **How LIFE PROMOTIONS Uses and Shares the Information Collected**

LIFE PROMOTIONS 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. LIFE PROMOTIONS may process or combine your information with other information that is publicly available. This enables LIFE PROMOTIONS to customize your customer experience and provide you with more relevant offers. LIFE PROMOTIONS may also use the information collected from you online and via other means to market to you through alternative channels.

LIFE PROMOTIONS 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 LIFE PROMOTIONS' behalf. All companies that act on LIFE PROMOTIONS' behalf are required to safeguard Personal Information.

LIFE PROMOTIONS 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 LIFE PROMOTIONS or by themselves.

LIFE PROMOTIONS 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 LIFE PROMOTIONS, LIFE PROMOTIONS customers, LIFE PROMOTIONS Websites, or the users of LIFE PROMOTIONS Websites; or LIFE PROMOTIONS as a whole, to continue using your information to serve you or as otherwise permitted by this Privacy Statement.

### **Using Your E-Mail Address**

LIFE PROMOTIONS may use your e-mail address for the following types of e-mail messages:

- Account Service Communications. LIFE PROMOTIONS may send you communications related to LIFE PROMOTIONS promotions, products and services you have registered for (e.g., event registrations and/or products).

- Updates and Valuable Offers. LIFE PROMOTIONS may send you e-mail account updates, offers for LIFE PROMOTIONS products and services, requests for enrollment, as well as valuable offers from LIFE PROMOTIONS 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 LIFE PROMOTIONS, including alerts and notifications.

### **Advertisements That Link to LIFE PROMOTIONS Websites**

LIFE PROMOTIONS may hire Vendors to place advertisements on the LIFE PROMOTIONS Website and LIFE PROMOTIONS banner advertisements on other websites, and to perform tracking and reporting activities on the LIFE PROMOTIONS Websites and other websites. This enables LIFE PROMOTIONS to learn which advertisements and websites bring users to LIFE PROMOTIONS 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 LIFE PROMOTIONS or a Vendor in accordance with the terms of this Privacy Statement.

This Privacy Statement 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 their tracking methods, please read their privacy policies.

### **Contests**

LIFE PROMOTIONS 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 LIFE PROMOTIONS 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

LIFE PROMOTIONS respects the choices that you make regarding your privacy. You may request that LIFE PROMOTIONS no longer send you e-mails and/or offline offers or promotions, or share your information with LIFE PROMOTIONS 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**

LIFE PROMOTIONS 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, LIFE PROMOTIONS 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**

LIFE PROMOTIONS 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 LIFE PROMOTIONS any Personal Information, since it would be unencrypted and can be read by anyone who receives or intercepts it.

### **CHANGES TO THIS PRIVACY STATEMENT**

LIFE PROMOTIONS reserves the right to change this Privacy Statement at any time by posting revisions on LIFE PROMOTIONS's Website(s). Such changes will be effective upon posting.

### **CONTACTING LIFE PROMOTIONS**

Please email [info@lifepromotions.com](mailto:info@lifepromotions.com) or call 920-738-5588 if you have any questions about this Privacy Statement.