

MD Revolution Privacy Policy

MD Revolution, Inc., a Delaware corporation with a principle place of business at 9850 Genesee Avenue, Suite 730, La Jolla, California 92037 (“MD Revolution”) values your privacy and the privacy of our other customers and visitors to www.mdrevolution.com website and the associated mobile applications (“Apps”), features and services (collectively, with any successor websites, the “Services”). Users of the Services are, collectively, referred to herein as “Users.”

This Privacy Policy describes what information MD Revolution gathers from you via the Services (the “Information”), how we use that Information, and what we do to protect it. Your Information may include what we refer to as “Medical Information,” which is defined in more detail below but involves certain health-related information necessary for performing the Services (as defined below), “Personal Information,” which is a limited set of identifying information that allows for communication between Users and MD Revolution, and “Technical Information,” which includes certain information that is automatically collected from Users. Please note that we do not intend to gather personal data from individuals residing outside of the United States of America. By using the Services, you expressly consent to the Information handling practices described in this notice.

This Privacy Policy is incorporated into and is subject to the MD Revolution Terms of Use. Your use of the Services and any Information you provide on the Services are subject to the terms of this Privacy Policy and MD Revolution’s Terms of Use.

1. Your Choices

You may, of course, decline to share your Information with MD Revolution, in which case MD Revolution will not be able to provide to you some of the features and functionality found on the Services. To use the Services while limiting your risk of disclosure of Information that may be identified as yours you can use the Apps, and disclose an email address that cannot be linked to you.

2. Our Commitment to Data Security

MD Revolution uses certain physical, managerial, and technical safeguards consistent with those used to protect electronic health records and that are designed to improve the integrity and security of your personally identifiable information. However, MD Revolution also cannot guarantee that such information may not be accessed, disclosed, altered, or destroyed by unauthorized breach of any of our physical, technical, or managerial safeguards.

- MD Revolution works with authorized service providers to provide website hosting and maintenance as well as other services for us. To the extent it is necessary for these service providers to complete their contractual obligations to MD Revolution; these third parties may have access to or process your Information. MD Revolution generally limits their use of your Information to the purpose for which it was shared. Such service providers shall be bound by obligations of confidentiality at least as protective of you and your information as those contained herein. MD Revolution uses all of the Information that we collect to understand and analyze the usage trends and preferences of visitors to the Services, to improve the way the Services works and looks, and to create new health and fitness features and functionality.

- If MD Revolution learns of a security systems breach, then we will attempt to notify you electronically so that you can take appropriate protective steps. MD Revolution will post a notice on the Services if a security breach occurs. Depending on where you live, you may have a legal right to receive notice of a security breach in writing. To receive a free written notice of a security breach you should notify us at compliance@mdrevolution.com.

3. Medical Information

You may provide to MD Revolution certain Medical Information when using the Services. Your Medical Information may include, gender, birth year, health risk questionnaire data, lab and genetic test results, metabolic assessments, and health-related information collected through your device, such as from Apple’s HealthKit on Apple devices.

MD Revolution may use your Medical Information in any of the following ways: to provide coaching and health-education Services to you; to perform research to improve the functioning of the Services; to create a database that may be referenced in developing and providing reports, provided that your Personal Information will not be disclosed in any such reports; and for review, evaluation, and analysis by MD Revolution and/or its agents. MD Revolution will not use personally-identifiable Medical Information for advertising or marketing purposes. MD Revolution will not disclose your Medical Information without your permission to third parties that are not our vendors and service providers, except as described in this Privacy Policy.

4. Personal Information

- MD Revolution attempts to limit the Personal Information you provide to an email for communication with you, your name, mobile phone number and lab results. MD Revolution uses the Information you provide or that we collect to operate, maintain, enhance, and provide all of the features, Information and services found on the Services. We will use your email address, without further consent, for administrative purposes, for customer service purposes, and to address intellectual property infringement, rights of privacy, or defamation issues.
- MD Revolution will not use your email address or other Personal Information to send promotional messages unless you have opted in or otherwise requested that MD Revolution contact you about the MD Revolution products and services or other information.
- MD Revolution does not sell, trade, rent or share your Personal Information with other organizations for their marketing or promotional uses without your express consent.

5. User ID and Password

YOU ARE RESPONSIBLE FOR MAINTAINING THE SECRECY OF YOUR UNIQUE PASSWORD AND ACCOUNT INFORMATION AT ALL TIMES.

6. Information MD Revolution Collects

- **“Cookies” Information:** When you visit the Services, we may send one or more cookies – small text files containing a string of alphanumeric characters – to your device. MD Revolution may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to the Services. Persistent cookies can be removed. Please review your web browser “Help” file to learn the proper way to modify your cookie settings.
- MD Revolution may use “cookies” Information to: (a) remember your Information so that you will not have to re-enter it during your visit or the next time you visit the Services; (b) provide customized third-party advertisements, content, and information; (c) monitor and analyze the effectiveness of the Services and third party marketing activities; (d) monitor aggregate site usage metrics such as total number of visitors and pages viewed; and (e) track your entries, submissions, and status in any promotions or other activities.

7. Disclosure of Information

We disclose your personally identifiable information in a variety of circumstances in connection with providing the Service and the operation of our business. For example:

- MD Revolution may disclose your information if required to do so by law or in the good-faith belief that such action is necessary to comply with state and federal laws (such as U.S. Copyright law), in response to a court order, judicial or other government subpoena or warrant, or to otherwise cooperate with law enforcement activity.
- MD Revolution also reserves the right to disclose your information that we believe, in good faith, is appropriate or necessary to take precautions against liability; to protect MD Revolution and others from fraudulent, abusive, or unlawful uses or activity; to investigate and defend ourselves against any third party claims or allegations; to assist government enforcement agencies; to protect the security or integrity of the Service; or to protect the rights, property, or personal safety of MD Revolution, our users, or others.

8. Third Party Services

The Service may contain features or links to Web sites and services provided by third parties. Any personally identifiable information you provide on third party sites or services is provided directly to that third party and is subject to that third party’s policies, if any, governing privacy and security, even if accessed through the Service. MD Revolution is not responsible for the content or privacy and security practices and policies of third party sites or services to which links or access are provided through the Service. MD Revolution encourages you to learn about third parties’ privacy and security policies before providing them with personally identifiable information.

9. Commitment to Children’s Privacy

Protecting the privacy of young children is especially important to MD Revolution. For that reason, MD Revolution does not knowingly collect or maintain personally identifiable Information on Services from persons under 13 years-of-age, and no part of Services is directed to persons under 13. IF YOU ARE UNDER 13 YEARS OF AGE, THEN PLEASE DO NOT USE OR ACCESS THE SERVICES AT ANY TIME OR IN ANY MANNER. If MD Revolution learns that personally-identifiable Information of persons less than 13-years-of-age has been collected on MD Revolution without verifiable parental consent, then MD Revolution will take the appropriate steps to delete this Information.

10. Privacy Settings

Although MD Revolution may allow you to adjust your privacy settings to limit access to your information, please be aware that no security measures are perfect or impenetrable. We cannot control the actions of other users with whom you may choose to share your information. Therefore, if you choose to post information using social media, we cannot and do not guarantee that information you post on the Service will not be viewed by unauthorized persons. We are not responsible for circumvention of any privacy settings or security measures contained on the Website. You understand and acknowledge that, even after removal, copies of information that you have posted may remain viewable in cached and archived pages or if other users have copied or stored such information.

11. Storage of Information

Personally identifiable Information collected on the Services may be stored and processed in the United States or any other country in which MD Revolution or its affiliates, subsidiaries or agents maintain facilities, and by using the Services you consent to any such transfer of Information outside of your country.

12. International Visitors

The Service is hosted in the United States and is intended solely for visitors located within the United States. If you choose to use the Service from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your personally identifiable information outside of those regions to the United States for storage and processing, and by providing your personally identifiable information on the Service you consent to that transfer, storage, and processing.

13. In the Event of Merger or Sale

In the event that MD Revolution is acquired by or merged with a third-party entity, we reserve the right, in any of these circumstances, to transfer or assign the Information that we have collected from Users as part of such merger, acquisition, sale, or other change of control.

14. Changes and Updates to this Privacy Policy

This Privacy Policy may be revised periodically without further notice to you and this will be reflected by a “last modified” date below. Please revisit this page to stay aware of any changes. In general, we only use your personal Information in the manner described in the Privacy Policy in effect when we received that personal Information. Your continued use of the Services constitutes your agreement to this Privacy Policy and any future revisions.

For revisions to this Privacy Policy that may be materially less restrictive on our use or disclosure of personal Information you have provided to us, we will make reasonable efforts to notify you and obtain your consent before implementing such revisions with respect to such Information.

15. Effective Date, Date Last Modified

This Privacy Policy is effective as of August 12, 2013. This Privacy Policy was last modified of September 11, 2014.

16. MD Revolution Contact Information

Please contact MD Revolution with any questions or comments about this Privacy Policy, your personal Information, our third-party disclosure practices, or your consent choices at: compliance@mdrevolution.com.