



Website User Protection

PRIVACY POLICY

PLEASE CAREFULLY READ THE FOLLOWING PRIVACY POLICY AS IT RELATES TO YOUR USE OF OUR WEBSITE.

NuMoxie® and its affiliates are committed and dedicated to protect the privacy of those who visit our Website and use our Online Products and Services. Your privacy and the security of your personal Information are very important to us. It is our hope and desire that you will feel as comfortable as possible when visiting our Website and using our Online Products and Services. This Privacy Policy governs our United States NuMoxie® websites (collectively our "Website") and our Online Products, and explains how we collect your personal Information on our Website or through the Online Products and Services, how we protect such Information, and the choices you have concerning the use of such Information. Please read this Privacy Policy carefully. NuMoxie® and its affiliates (collectively, "we", "us", or "our") disclose in this Privacy Policy, we will not sell, share, license, trade, or rent your personal Information to others.

We may amend this Privacy Policy periodically. We will post any changes to this Privacy Policy on the Website so that you will always know (a) what Information is gathered, (b) how that Information might be used, and (c) what Information may be disclosed to others. By using our Website or any of our products, offerings, services, features, tools or resources that we provide on our Website (collectively, our "Online Products"), including our education services, or products for personal digital assistants or other handheld or mobile devices (collectively, our "Handheld Products"), you agree to the terms of this Privacy Policy. Please refer back to this Privacy Policy on a regular basis.

Please remember that this Privacy Policy applies only to Information collected by our Website or through our Online Products and Services. We are not responsible for the privacy of any Information you reveal or post in any public forum (e.g., message gmailboard, blog, personal page, etc.) or through the "Public Profile" feature available on our Website, or for the privacy practices of websites that are operated or owned by third parties.

By visiting, accessing, browsing or using the Website you agree to the practices described in the Privacy Policy.

A. COLLECTED INFORMATION

We may collect information from you in different manners and at different places and times on our Website. That may include when you register on our Website or enroll in one of our courses or purchase our Online Products. We may also collect information from you in association with, or through, other Online Products we may make available on our Website at different times. Information gathered online may be referred to as either "Anonymous Information" or "Personally Identifiable Information".

Anonymous Information ("General Information"): Website usage Information that cannot be traced back to a specific individual, e.g., the total number of visitors to our Website.

Personally Identifiable Information (“Personal Information”): Specific Information about a customer, e.g., name, address, e-mail address, and telephone number information. Please note that it is your choice to share Personal Information via the Website. Consider sharing Personal Information with NuMoxie® only if you agree to our Privacy Policy.

1. General Information. NuMoxie® may collect certain General Information automatically, including "site usage" Information from all visitors to the Website. Such data is used only in the aggregate. General Information helps NuMoxie® determine general usage patterns and adapt the Website in order to improve your experience. This type of General Information may be shared with third parties any time.

When you become a registered user of our Website, enroll in one of our current Online Courses, purchase Products, we may also collect information that by itself cannot be used to identify or contact you, such as demographic information (like age, profession or gender) and health information (like current weight). General Information may also include user IP addresses, browser types, domain names, and other anonymous statistical data involving the use of our Website. General Information is used to help us understand who uses our Website and to improve and market our Website in general and our Online Products in particular.

2. Personal Information. There are times when NuMoxie® may specifically ask for Information about you when you register to use a service or when you order a product. NuMoxie® may need certain Personal Information - such as name, email address, billing address, type of computer, telephone number, birth date (primarily for eligibility purposes) in order to provide that service or product to you. In all of these cases, we will collect Personally Identifiable Information from you only if you voluntarily submit such information to us. We may also use that Personal Information to let you know of additional products and services about which you might be interested unless you choose not to receive such Information. Unless you give us permission to do so, we will not sell, share, license, trade or rent your Personal Information other than as specified in this Privacy Policy.

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 or Services, such as enrolling in our Health Education Course or EZ-Living Continuing Education or posting content to any NuMoxie® Community area on our Website. A “NuMoxie® Community” 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.

3. 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 Website and Online Products and Services, to determine your preferences so that we can tailor our Website and Online Products and Services to your needs, and/or to research and study nutritional, weight-loss, behavioral and fitness questions in general.

4. Cookies. NuMoxie® may, on occasion, use “cookies”, a technology that tells NuMoxie® how and when pages in our Website are visited, and by how many people. NuMoxie® cookies do not collect Personal Information and we do not combine Information collected through cookies with other Personal Information to tell us who you are or even what your e-mail address is. We may, however, provide statistical General Information to our NuMoxie® affiliates as to how our customers use our Website. The Website may include content from other parties that may perform user activity tracking other than that described herein. In particular, some of our third party vendors may use "cookies" in ways that we do not.

"Cookies" are small text files that are placed on your computer or mobile device that identify:

- Your Web browser
- Activities of your computer on our Website
- Your activity in association with our marketing and promotional efforts.

Cookies may be used to (a) personalize your experience on our Website (e.g., to powerfully generate content on webpages specifically designed for you), (b) assist you in using our Online Products and Services (e.g., to save you time by not having to reenter your name each time you visit our Website), and (c) statistically monitor how you are using our Website for purposes of improving our online education courses and content.

We also may use cookies to conduct marketing and promotional efforts, tailor our advertising to sync with your browser in ways we think may be of interest to you, or to determine how popular certain content is. We may link the Information stored in cookies to Personally Identifiable Information you provide us, and to personalize your Website experience. We may also store your Personally Identifiable Information in an encrypted form in temporary or “session” cookies, which are erased when you close your browser.

You do not have to accept cookies in order to use our Website. However, you should know that you may not be able to use certain products, courses, features, or resources of our Website (including our Online Products and Services) if you do not accept cookies. *(Although most browsers are initially set to accept cookies, you may reset your browser to notify you when you receive a cookie or to reject cookies generally. Most browsers offer instructions in the "Help" section of the toolbar.)*

Cookies may also be placed on your computer by third parties, in addition to what we may place on your computer in order to (a) display or serve advertisements or (b) collect Non-Personally Identifiable Information to provide advertising-related services. In the course of serving advertisements, for example, our third-party ad servers may place or recognize a unique "cookie" on your browser. (We do not share Personally Identifiable Information with them without your permission.) You may "opt-out" of certain tracking and data collection practices.

5. Registering as a User and/or Student. In order to access certain Online Products and Services on our Website, such as our NuMoxie® Community, Health Education Course, EZ-Living Continuous Education, food database, etc., you must first complete certain steps to become a registered user, student, or medical practitioner. You may be required to provide us with information (including Personally Identifiable Information) such as name, zip code and email address, and, if you purchase one of our Online Products or Services, payment and billing information. This information is used to help us understand (a) who uses our Website; (b) how to improve our Website and our Online Products and Services; (c) how to contact Users about requested Online Products and Services for billing purposes. It is optional for you to provide demographic information (such as profession and number of children), but providing such information is encouraged so we can provide a more personalized experience on our Website.

6. Social Media Features. Our Website includes social media features, buttons and other types of built-in configurations provided by third party social media platforms such as Facebook and Twitter (collectively, the “Features”). A Feature may collect your IP address and which page you are visiting on our Website, and may set a cookie to enable the Feature to function properly. This cookie may allow the social media platform to link the foregoing data with your User Profile. The Features are either hosted by the third party platform or directly on our Website. Your interactions with these Features are governed by the privacy policy of the pertinent platform.

7. Surveys, Etc. We may collect information that you provide voluntarily through responses to special Online Products and Services such as surveys, questionnaires, self-assessment questions, contests and so forth. Some of these Online Products and Services may ask you for health related information. We collect this information in order to personalize your online experience.

8. Log Files. We may collect Non-Personally Identifiable Information through our Internet log files, which record data such as user domain names, browser types, IP addresses, and other unspecified statistical data involving the use of our Website. This information may be used to evaluate trends, to manage the Website, to monitor the use of our Website, and to gather general demographic data. We may link this data to Personally Identifiable Information for these and other purposes such as personalizing your experience on our Website and assessing our Online Products and Services in general.

9. Public Forums and Profiles. We feature public forums such as those contained in the NuMoxie[®] Community where you and other Users of our Website can communicate with one another. We also offer both the "Public Profile" and "Account Settings" features of our Website to permit you to share information about yourself (including, if you designate, Personally Identifiable Information) with others. **THIS PRIVACY POLICY DOES NOT PROTECT YOU WHEN YOU USE OUR PUBLIC FORUMS OR PROVIDE INFORMATION (INCLUDING PERSONALLY IDENTIFIABLE INFORMATION) ABOUT YOURSELF THROUGH THE PUBLIC PROFILE FEATURE OR THROUGH ANY NuMoxie[®] COMMUNITY AVAILABLE ON OUR WEBSITE.** You should be aware that any information shared in a public forum such as a message board, blog, personal page, posting, group, bulletin board or recipe swap or through our Public Profile feature is public information and may be seen or collected by third parties that do not adhere to our Privacy Policy, although the availability of personal pages or groups identified as "private" may be limited to certain permitted users. However, even information marked "private" may be viewed by our staff. You should think carefully before disclosing any information in any public forum, or through the Public Profile feature, on our Website. For example, you should not select a username that includes personal information. To request removal of your personal information from our Community Areas, contact our Privacy Coordinator at the address indicated below.

10. Email or Referrals. Through our referral tools for informing a friend about our Website or NuMoxie's Online Products and Services, we will automatically send your friend an email containing the information you request to be sent and give the referral information to a NuMoxie[®] Health Education Consultant for the purpose of consulting with them in person, by phone or by email. (If your friend elects not to communicate with us or our Health Education Consultant, the information you shared will be discarded. If you elect to use these referral tools, we will collect from you certain Personally Identifiable Information about your friend such as your friend's name, email address and phone number. We may store that information for purposes of communicating with them either by a courtesy email or phone call or, as necessary, to operate and track the success of our referral program. We will not use your friend's information for any other purpose than described above.

B. USE AND DISCLOSURE OF INFORMATION

1. Use of Your Information. You acknowledge and agree that NuMoxie[®] has the right to use Personal Information and General Information and any other Information (collectively "Information") that NuMoxie[®] collects from or about you through its Website. Except as otherwise explained herein, unless NuMoxie[®] has your consent, or is required (or permitted) by law, NuMoxie[®] will not share your Information with any unaffiliated entity.

2. How We Use the Information We Collect. In general, we use the Information collected on our Website and through our Online Products and Services: (1) to help analyze who uses our Website and Online Products and Services and how they are used, (2) to personalize your experience, (3) to support

you in using our Online Products and Services, (4) to improve our Website and Online Products and Services, and (5) for billing purposes, if relevant.

If you become a Registered User of our Website or purchase one of our Online Products or Services, we may use your Information to send you a welcoming email that may confirm your Username. If you "opt-in" we may send you electronic newsletters, and/or contact you by phone about NuMoxie® products, services, information and news that may be of interest to you, and provide you with pertinent comments. *(If you check a box, or if the box is pre-checked, you do not opt out by unchecking the box.)* If you no longer wish to receive these communications, we will afford you the option to change your preferences.

If you identify yourself by sending us an email with questions or comments, we may use your Information (including Personally Identifiable Information) to respond, and we may file your questions or comments for future reference. In addition, we may use the Information collected to contact you about important service announcements and updates regarding our Website or Online Products and Services or about your billing account status, if applicable. You will not be able to opt-out of these service announcements and updates as they contain important information relevant to your use of our Website and/or our Online Products and Services and are not promotional in nature. *(If you do not wish to receive these service announcements, you may cancel your account with us and delete the Personally Identifiable Information maintained about you on our systems by contacting our Privacy Administrator at the address set out below.)*

In addition, we may use your Information to contact you about NuMoxie® products, services, information and news that may be of interest to you by postal mail or phone if you become a Registered User of our Website or purchase one of our Online Products or Services, unless you notify us that you no longer desire to receive these communications.

We may also use the Information gathered on our Website and through our Online Products to perform statistical analysis of User behavior, to analyze and evaluate issues relating to nutrition, weight-loss, behavior and fitness, or to evaluate and improve our Online Products and Services. We may link some of this information to Personally Identifiable Information for internal purposes only, or to assist you in your personal health and weight control efforts.

3. Sharing Information. Nevertheless, notwithstanding the above, NuMoxie® may disclose Information to (a) a NuMoxie® affiliate; (b) a third party in the event that NuMoxie® sells all or part of its assets to such third party or merges with or is acquired by the third party; (c) a third party contractor, vendor, or supplier, if necessary, to provide you with a product or service that you have requested; (d) third parties that provide various services to NuMoxie® and who are required to adhere to the intent of this Privacy Policy; or (e) third parties (generally). Also, if NuMoxie® has a good faith belief that we are required to do so (f) by law or legal process, to respond to claims, or to protect the rights, property or safety of NuMoxie® or others, we may disclose your Information.

- a) NuMoxie® Affiliates. We may disclose information (including Personally Identifiable Information) about you to our Affiliates. For purposes of this Privacy Policy, "Affiliate" means any person or entity which directly or indirectly controls, is controlled by or is under common control with NuMoxie® Health Corporation, whether by ownership or otherwise. Any information relating to you that we provide to our Affiliates will be treated by those Affiliates in accordance with the terms of this Privacy Policy.
- b) Sale of Assets. We reserve the right to transfer information to a third party in the event of a sale, merger or other transfer of all or substantially all of the assets of NuMoxie® Health Corporation, provided that the third party agrees to adhere to the terms of this Privacy Policy. We will notify Users of any such transfer through notice on our site and/or through email.

- c) Third Party Contractors, Vendors and Suppliers. We may employ independent contractors, vendors and suppliers (collectively, "Outside Contractors") to provide specific services and products related to our Website or Online Products and Services, such as providing payment processing and fraud screening, and developing applications for our Website and e-mail services. These Outside Contractors may sometimes have limited access to Information collected on our Website, including your Personally Identifiable Information, in the course of providing products or services to us. Access to your Personally Identifiable Information by these contractors is limited to the information reasonably necessary in order for the Outside Contractors to perform their limited function for us. We also require that these Outside Contractors (i) protect the privacy of your Personally Identifiable Information consistent with this Privacy Policy, and (ii) not use or disclose your Personally Identifiable Information for any purpose other than providing us with products or services for which we contracted.
- d) Third Party Service-Providers. You may be given the opportunity to purchase (or to obtain more information regarding) certain content, products or services which are sold through a person or company other than us or our Affiliates (collectively, "Third Party Service-Providers"). We will attempt to make it clear when you are dealing with a Third Party Seller by opening a new browser or otherwise notifying you that you are leaving our Website. (For example, if you see a phrase such as "powered by" or "brought to you by" followed by the name of a person or company other than NuMoxie[®], then you are likely on, or about to enter, a website hosted or operated by a person or company other than us.) Third Party Service-Providers may request that you submit certain information to them in order to purchase their products or services or to obtain additional information from them. You do not need to submit this Information or purchase any products or services from Third Party Service-Providers to access our Website. By submitting the requested information, you affirmatively consent to have that information shared with the Third Party Service-Provider. This information is used by the Third Party Service-Provider and may be subject to a different privacy policy. We do not otherwise share or disclose your Personally Identifiable Information to Third Party Service-Providers.
- e) Third Parties Generally. We may provide to third parties Information about you that does not allow you to be identified or contacted, including where such Information is combined with similar information of other users of our Website. (For example, we might inform third parties regarding the number of distinctive users who visit our Website, the demographic analysis of the registered Users of our Website, or the actions that visitors to our Website engage in while on our Website. The third parties to which we may provide this Information may include potential or actual advertisers, providers of advertising services (including website tracking services), commercial partners, sponsors, licensees, researchers and other similar parties.
- f) Laws and Legal Rights. If we believe in good faith that we are required to disclose your Information (including Personally Identifiable Information) in order to comply with an applicable statute, regulation, rule or law, a subpoena, a search warrant, a court or regulatory order, or other valid legal process we may do so. We may disclose Personally Identifiable Information in special circumstances when we have reason to believe that disclosing this Information is necessary to identify, contact or bring legal action against someone who may be violating our Terms & Conditions, or our Purchase Agreement or to protect the safety and/or security of our Users, our Website or the general public.

D. CHILDREN

NuMoxie[®] does not sell products and services for purchase by children. We sell children's products for purchase by adults. If you are under 18, you may use the Website only with involvement of a parent or guardian. In response to concerns about protecting children's privacy online, Congress enacted the

Children's Online Privacy Protection Act of 1998 ("COPPA"). [COPPA](#) sets forth rules and procedures governing the ways in which websites may collect, use and disclose any personal information regarding children under the age of 13.

In accordance with this Privacy Policy and COPPA regulations, NuMoxie® DOES NOT:

- a) Request or knowingly collect Personal Information from persons under 13 years of age ("Children");
- b) Knowingly use or share Personal Information from persons under 13 years of age with third parties;
- c) Give Children the ability to publicly post or otherwise distribute Personal Information; and
- d) Entice Children with the prospect of a special game, prize or other activity to divulge Personal Information.

NuMoxie® does not knowingly collect Information about Children and believes that Children should get their parents' consent before giving out any Personally Identifiable Information. We encourage you to participate in your child's experience on the Internet and to review important safety tips with each child before he or she explores the Internet.

E. SECURITY PROCEDURES

NuMoxie® wants your Information to remain as secure as possible. We strive to provide secure transmission of your information from your computer to our servers through industry-standard techniques. We secure the Personally Identifiable Information you provide on servers located in controlled, secure environments, protected from unauthorized access, use, or alteration. Only employees who need access to your Information to perform a specific task or function are granted access to such information. All NuMoxie® employees must abide by this Privacy Policy and are kept current on security practices. Any employee who violates this Privacy Policy is subject to disciplinary action, up to and including termination.

NuMoxie® operates secure data networks protected by industry standard firewall and password protection systems. NuMoxie® also uses Secure Sockets Layer ("SSL") software to protect your Information during transmission. It is important that you protect your user name and password and not share them with others. Only NuMoxie® authorized individuals who must access said Information in order to provide NuMoxie's products, services and customer service to you, may access the Personal Information. NuMoxie® makes no representations or warranties with regard to the sufficiency of these security measures. Although the above commitments may be in place to protect your Information from loss, misuse or alteration by third parties, you should be aware that there is always some threat involved in transmitting information over the Internet. Certain Information may be transmitted to you by electronic mail. Although it is illegal to intercept or disclose these messages under Federal law, these transmissions are not secure. There is also some risk that others could find a way to impede our security systems. Consequently, while we strive to protect your information, we cannot ensure or warrant the security and privacy of any information you transmit to us, and you do so at your own risk. Therefore, NuMoxie® shall not be responsible for any actual or consequential damages that result from a lapse in compliance with this Privacy Policy as a result of a security breach or a technical malfunction.

F. APPLICABLE LAW/INTERNATIONAL ISSUES

Because NuMoxie® is committed to protecting your privacy, Information that is submitted to this Website will be collected, processed, stored, disclosed and disposed of in accordance with applicable U.S. law. If you are a non-U.S. User, you acknowledge and agree that we may collect and use your personal data and disclose it to other entities outside your resident jurisdiction. In addition, such Information may be stored on servers located outside your resident jurisdiction. U.S. law may not provide the degree of protection for Information that is available in other countries. By providing us with your Information, you

acknowledge that you have read this Policy, understand it, agree to its terms and consent to the transfer of such Information outside your resident jurisdiction. If you do not consent to the terms of this Policy, please do not use this Website.

G. LINKED INTERNET WEBSITES

The Website provides hyperlinks, which are highlighted words or pictures within a hypertext document that, when clicked, take you to another place within the document, to another document altogether, or to other websites not controlled by NuMoxie®. These hyperlinked web sites may contain privacy provisions that are different from those provided herein. NuMoxie® is not responsible for the collection, use, or disclosure of Information collected through these websites or links, and NuMoxie® expressly disclaims any and all liability related to such collection, use, or disclosure.

H. "OPT-OUT" PROCEDURES

If you no longer wish to receive communications from us via postal mail or other communiqué, you may notify us by calling us at (866) 244-8411 or by contacting our Privacy Administrator at the address set out below. You may change your preference and "opt-out" of receiving other communications by changing that option in the Communication Preferences feature of our Website, following the directions provided in association with the communication, or by contacting our Privacy Administrator at the address set out below.

As indicated above, you may also "opt-out" of certain data tracking practices by our advertising partners.

I. UPDATING, CORRECTING, CHANGING OR DELETING YOUR INFORMATION

You can always contact us in order to (1) update or correct your Personally Identifiable Information, (2) change your preferences with respect to communications and other information you receive from us, or (3) delete the Personally Identifiable Information maintained about you on our systems, by accessing Account Settings or contacting our Privacy Administrator at the address set forth below. Such updates, corrections, changes and deletions will not have an effect on other information that we maintain, or information that we have provided to third parties in accordance with this Privacy Policy prior to such update, correction, change or deletion.

You should be aware that it is not technologically possible to remove each and every record of the information you have provided to us from our systems. The need to back-up our systems to protect information from inadvertent loss means that a copy of your Personally Identifiable Information may exist in a non-erasable form that will be difficult or impossible for us to locate. We promise that promptly after receiving your request, all Personally Identifiable Information stored in databases we actively use and other readily searchable media will be updated, corrected, changed or deleted, as appropriate. We will respond to your request within 30 days.

J. CHANGES TO NUMOXIE'S PRIVACY POLICY

If NuMoxie® decides to change the Privacy Policy, it will post those changes here so that you will always know what Information we collect, how we use it, and under what circumstances, if any, we might use or disclose that Information. Any changes to this Privacy Policy will be considered effective immediately after the changes are posted on this Website.

If we decide to change this Privacy Policy, we will post those changes on our Website so you are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If at any point we decide to use Personally Identifiable Information in a manner significantly different from that stated in this Privacy Policy, or otherwise disclosed to you, at the time it was collected, we will

notify you by email or otherwise, and you will have a choice as to whether or not we use your Personally Identifiable Information in the new manner. We may also make non-significant changes to our Privacy Policy that generally will not affect our use of your Personally Identifiable Information. If you do not agree to the terms of this Privacy Policy, you should not use our Website.

K. CONTACT INFORMATION FOR PRIVACY QUESTIONS

If you have any questions about our Privacy Policy or feel that we are not abiding by the terms of our posted Privacy Policy, please contact our Privacy Administrator in any of the following ways:

Email our Privacy Administrator at:
customerservice@numoxie.com

Or, write to our Privacy Administrator at:
NuMoxie Health Corporation
8924 E. Pinnacle Peak Rd. #G5-498
Scottsdale, AZ 85255
Attn: Privacy Administrator

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.

(Modified April 19, 2021)