

MyoLIFE PRIVACY POLICY

This privacy policy explains how MyoSport Inc. (“Company” or “we”) handles the personal information we collect through, or in connection with, Company’s MyoLIFE proprietary mobile software application (“Application”), Company’s website located at www.myolife.com (the “Site”) and the related services we offer (collectively with the Application and the Site, the “Service”).

When you use the Service, you are consenting to the collection, transfer, manipulation, storage, disclosure and other uses of your information as described in this Privacy Policy.

WHAT DOES THIS PRIVACY POLICY COVER?

This Privacy Policy covers personally identifiable information (“Personal Information”) collected when you use or access the Service, either as a subscriber to the Application or as a Prescriber (as such term is defined in Company’s Terms of Use). This Privacy Policy does not apply to the practices of third parties that we do not own or control, including but not limited to any third party websites, services, applications, hardware or equipment (“Third Party Services”) that you access through the Service or to individuals that we do not manage or employ. We encourage you to carefully review the privacy policies of any Third Party Services you access.

WHAT INFORMATION DO WE COLLECT AND HOW DO WE USE IT?

User Profile Information:

In order to use the Application as a subscriber you must submit information regarding your height, weight and date of birth. In addition, you may elect to submit additional information regarding your physical and health profile and the results of exercise programs provided to you via the Service (collectively, “Profile Information”).

We do not use your Profile Information for advertising or other use-based data mining purposes other than improving health, medical and fitness management, or for the purpose of medical research. We do not share your Profile Information with third parties without your consent.

Account Information:

To create an account for you (“Account”), whether as a subscriber or a Prescriber, we collect Personal Information, such as your username, password and email address (collectively, “Account Information”). If you access the Service through a Third Party Application such as Twitter or Facebook, we may automatically collect certain information that could include Personal Information, such as your name, picture, email address and names of your Facebook friends. We will use all information collected in accordance with the Third Party’s policies and your preferences. We may use your contact information to send you information that complements your use of the Service, including fitness news and information. You may

unsubscribe from these messages from the unsubscribe link in the emails or from within account preferences. Some emails we send are necessary to the operation of the Service and you may not unsubscribe from receiving them. We do not share your Account Information with any third parties.

User Content:

The Service may allow you to provide content to the Service, such as written comments, profile photos or videos (collectively, “User Content”). All User Content submitted by you to the Service may be retained indefinitely even after you terminate your account. Some User Content you upload may be viewable by the public or by other users of the Services, so we encourage you to consider your privacy settings when providing User Content.

Log Information:

Company collects industry standard data from everyone who visits the Service, even if you don’t have an account. This includes log data that automatically records information about your visit, such as your browser type, operating system, the URL of the page that referred you, the different actions you performed, and the IP address you used to access pages on the Site. We use this type of information to provide you with an experience that’s relevant to your location based on the IP address, to prevent fraud or misuse, to understand usage of the Service and to ensure the Service is working properly. We do not share such information with any third parties.

Financial Information:

We do not collect financial information, such as your payment method (valid credit card number, type, expiration date or other financial information); that information is collected and stored by third party payment processing companies.

However, we may from time to time request and receive some of your financial information from our Payment Processor for the purposes of completing transactions you have initiated through the Services, enrolling you in discount, rebate, and other programs in which you elect to participate, protecting against or identify possible fraudulent transactions, and otherwise as needed to manage our business.

Information From Other Sources:

We do not collect any information about you from other sources outside of your interaction with the Company and the Service.

COOKIES:

Our Service collects information from the use of cookies, web beacons, pixel tags and third party social media tools. Information about each is described below:

A. Cookies are text files that are sent by servers to web browsers and stored on your computer. They tell us which parts of the Service you've visited so we can understand user preferences or alert you to software compatibility issues. We also use third-party advertising cookies to present you with opportunities to purchase the Services. If you prefer not to use any cookies, you may opt-out of their use depending on your browser's settings, or you can contact us at info@myolife.com to opt out directly.

B. Web beacons and pixel tags are images embedded in a webpage or email for the purpose of measuring and analyzing usage and activity. Company, or third party service providers acting on our behalf, may use web beacons and pixel tags to help us analyze usage and improve our functionality.

C. Social media tools, like widgets and plug-ins, are used so you can share information from Company on other sites such Facebook and Twitter. These interactive mini-programs collect your IP address, record the pages you visit on our Services, and set cookies that will enable the widget to function properly. Your interactions with these widgets are governed by the privacy policy of the company providing them, not by this Privacy Policy. We also use the Facebook and Twitter pixel tags to help us understand how effective our marketing is on those sites.

DO-NOT- TRACK:

Currently, (i) other parties (e.g. third-party advertising networks and analytics providers) may not collect personal information about your online activities over time and across different websites when you use our website or services, and (ii) we do not respond to, or take any specific action in connection with the receipt of, Do-Not-Track signals or other similar mechanisms regarding the collection of personally identifiable information about an individual consumer's online activities over time and across third-party websites or online services.

ANALYTIC TOOLS:

Company is currently using certain Google Analytics tools on the Site and may, in the future, implement additional analytics tools. However, data collected as a result of our use of such tools is only used internally to enhance our users' experience using our Site and for our own internal business purposes. Such data is shared with our partners and advertisers, if at all, only as aggregate information and as otherwise specified in this Privacy Policy. Also, please note that by using Ads Settings you may be able to opt-out of Google Analytics. Please contact us if you have any specific questions regarding our use of Google Analytics or other analytics tools.

INFORMATION SHARED WITH OTHER USERS ON THE SERVICES:

You may share Personal Information and User Content with your friends or other users on the Services, in accordance with the preferences in your account settings, or, in the case of subscribers of the Application, with a Prescriber of your choice.

INFORMATION SHARED WITH OUR PARTNERS:

We share Personal Information with entities that perform functions necessary to provide the Services. These entities are restricted from using any information we share with them for any other purpose.

INFORMATION DISCLOSED PURSUANT TO BUSINESS TRANSFERS:

In some cases, we may choose to buy or sell assets. In these types of transactions, user information is typically one of the transferred business assets. Moreover, if we, or substantially all of our assets, were acquired, or if we go out of business or enter bankruptcy, user information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of us or our assets may continue to use your Personal Information as set forth in this policy.

INFORMATION DISCLOSED FOR OUR PROTECTION AND THE PROTECTION OF OTHERS:

If we believe that disclosure is reasonably necessary to comply with a law, regulation, valid legal process (e.g., subpoenas or warrants served on us), or governmental or regulatory request, to enforce or apply the Terms of Use, to protect the security or integrity of the Service, and/or to protect the rights, property, or safety of Company, its employees, users, or others. If we are going to release your data, we will do our best to provide you with notice in advance by email, unless we are prohibited by law from doing so.

INFORMATION WE SHARE WITH YOUR CONSENT:

Except as set forth above, you will be notified when your Personal Information may be shared with third parties, and will be able to prevent the sharing of this information.

IS INFORMATION ABOUT ME SECURE?

You need to prevent unauthorized access to your account by selecting and protecting your password appropriately and limiting access to your computer, browser and/or mobile device by signing off after you have finished accessing your account. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of your account at any time.

We store all of our information using industry-standard techniques. We do not guarantee or warrant that such techniques will prevent unauthorized access to information about you that we store.

WHAT INFORMATION OF MINE CAN I ACCESS?

You can access information associated with your Account by logging into the Service.

CALIFORNIA PRIVACY RIGHTS:

Under California Civil Code sections 1798.83-1798.84, California residents are entitled to ask us for a notice identifying the categories of personal customer information which we share with our affiliates and/or third parties for marketing purposes, and providing contact information for such affiliates and/or third parties. If you are a California resident and would like a copy of this notice, please submit a written request to the following address: P.O. Box 25, Larkspur, CA 94977.

HOW CAN I DELETE MY ACCOUNT?

Should you ever decide to delete your Account, you may do so by emailing us at: info@myolife.com. If you terminate your Account, any association between your Account and information we store will no longer be accessible through your Account. However, given the nature of sharing on the Services, any activity and data (whether or not it is public) on your Account prior to deletion will remain stored on our servers and, where applicable, will remain accessible to the public.

WHAT CHOICES DO I HAVE REGARDING MY INFORMATION?

- A. You can always opt not to disclose certain information to us, even though it may be needed to take advantage of some of our features.
- B. You can delete your Account. Please note that we will need to verify that you have the authority to delete the Account, and activity generated prior to deletion will remain stored by us and may be publicly accessible.

WHAT HAPPENS WHEN THERE ARE CHANGES TO THIS PRIVACY POLICY?

Because we're always looking for new and innovative ways to help you achieve your fitness and health goals, this policy may change over time, but any future changes will not affect data that was collected under a previous version of this policy. If any modifications substantially change your rights, we will send an email summarizing the changes to the address associated with your Account and provide notice on the Site.

WHAT IF I HAVE QUESTIONS OR CONCERNS?

If you have any questions or concerns regarding privacy using the Service, please send us a detailed message to info@myolife.com. We will make every effort to resolve your concerns.

EFFECTIVE DATE: December 19th, 2019