

Simplafyi, LLC Privacy Policy

This Privacy Policy governs the manner in which Simplafyi, LLC ("Simplafyi") collects, uses, maintains and discloses information relating to its Members (each, a "Member") that have interacted with the simplafyi.com website (the "Website"). Simplafyi is committed to protecting the privacy rights of its online Members. Information collected by Simplafyi from its Members is used for the purposes of interacting with the Website, including registering an account, login to an account and placing an order, and for personalizing your services and advertising preferences. Order processing is handled by Authorize.net and subject to Authorize.net's privacy policies and security procedures. Credit card information is never stored on our Website.

EFFECTIVE DATE: September 1, 2015

REGISTRATION

Simplafyi receives personal identification information from its online Members only if they voluntarily submit such information. Members may be asked for, as appropriate, their name, email address, mailing address, phone number, user name, password, and credit card information. Members may always refuse to supply personally identifiable information. However, refusal to supply Simplafyi with certain information may prevent a Member from engaging in certain Website related activities. Members will be able to configure their account preferences such that information will not be shared without the Member's consent.

You can select any username you want, except that your username cannot be an impersonation, the same or confusingly similar to a famous trademark, or be a term that is offensive in any way. You may, but are not obligated to, use your own name. If you do use your own name, you consent to it being passed to others by use of the functions of the Site. Simplafyi reserves the right to reject or remove any username that does not meet applicable standards.

COOKIES

Simplafyi may use "cookies" to enhance its Member's experience on the Website. A Member's web browser places cookies on the computer's hard drive for record-keeping purposes, and sometimes to track information. Members may choose to configure their web browser to refuse cookies, or to alert them when cookies are being sent. If they do so, please note that some parts of the Website may not function properly, including registration, login or using the Simplafyi on-line shopping cart to place an order.

Some of Simplafyi's business partners (such as advertisers) use cookies on the Site.

Simplafyi has no access to or control over these cookies. This privacy policy covers the use of cookies by Simplafyi only and does not cover the use of cookies by any advertisers.

EMAIL FROM SIMPLAFYI

Simplafyi does not share Member information with any outside parties, except to the extent necessary to provide service and transact business with the Member. Simplafyi may use a Member's email address to send information and updates pertaining to new services. The email address may also be used to respond to Member inquiries, and/or other requests, or to alert the Member to announcements, newsletters, upcoming events, offers, or invitations. If you do not wish to receive emails from Simplafyi in the future, please let us know by sending an email request to info@simplafyi.com, by configuring your account preferences, or by unsubscribing.

PRODUCT INFORMATION AND OFFERS

The email address information that you provide on the Site may be used to contact you about other product and service offers from Simplafyi. Simplafyi may also use that information to inform you of additional products and services from other companies that you might be interested in. If you do not wish to receive these kinds of communications, you can opt out by e-mailing us at info@simplafyi.com, by configuring your account preferences, or by unsubscribing.

SIGNIFICANT ANNOUNCEMENTS BY EMAIL

Simplafyi may also use your registered name and email address to provide you with significant announcements about Site functions or services that you are registered to use, about this Site, about any user account you may create, about fulfillment of a specific transaction you have requested, or about other significant developments that may affect your use of the Site. You cannot opt-out of this kind of email.

AGGREGATED DATA

Simplafyi may track the Site to analyze trends, administer the Site, track your actions and use of the Site, record transactions, and gather demographic information for aggregate use. Simplafyi may share aggregated demographic and usage information with its partners, Practitioners and Sponsors. This aggregated information is not linked to any personal information that can identify any individual person. Sponsors who join the Simplafyi network know the names of those Members they sponsor, and will receive summary reports regarding member usage that do not identify Members by name. Practitioners will receive a list of members who have attended their events or used their services. Additional information may be shared with Sponsors and Practitioners with your permission.

Simplafyi does not sell, trade or rent any information received from its Members to any third party. Simplafyi Sponsors and Practitioners are not considered third parties. Members may find advertising or other content on our Website that links to the websites and services of our practitioners, partners, suppliers, advertisers, sponsors, licensors and other third parties.

ADDITIONAL INFORMATION FOR SPECIFIC PURPOSES

Simplafyi may partner with other third parties to provide specific goods or services. When you sign up for such goods or services, Simplafyi will share names or other contact information that is necessary for the third party to provide these goods or services. Simplafyi does not authorize third party providers to use personally identifiable information except for the purpose related to these goods or services.

COMMUNICATIONS WITH OTHERS

The Site may allow the Simplafyi Team, Members, Sponsors and Practitioners to contribute to one or more blogs or communicate by means of online functions. Nothing requires you to disclose your identity to others because you may contribute to the online community using a user name or alias. If you choose to disclose your identity to third parties using any Site function or service, you do so at your own risk. Simplafyi is not responsible for the privacy or security of any information, personal or otherwise, that you may choose to communicate or exchange using the functionality of the Site.

Each item of information or any materials you contribute for such purposes are your content. As such, you must only share content and information that you have a right to disclose and transfer and must not violate any other person's privacy or intellectual property rights.

FEEDBACK TO SIMPLAFYI

You may submit comments, suggestions, or feedback on the Simplafyi Site functionality to info@simplafyi.com. Simplafyi may collect your name or username and email address in order to follow up with you or thank you for a suggestion.

LINKS

This Site may contain links to other sites. Simplafyi does not control the content or links that appear on these websites, and is not responsible for the practices employed by websites linked to or from our Website. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and Member service policies. Browsing and interaction on any other website, including websites which have a link to our Website, is subject to that

website's own terms and policies. This privacy policy applies only to information collected on this Site.

PROTECTION OF MINORS

The Simplafyi Website and products are not directed towards children under the age of thirteen (13). We request that these children do not provide personal information to or through this Website. Simplafyi does not knowingly collect information from children without parental consent. For more information about the Children's Online Privacy Protection Act (COPPA) please visit the Federal Trade Commission website at <https://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/childrens-online-privacy-protection-rule>

CHANGES IN PRIVACY POLICY

Simplafyi has the discretion to update and revise this Privacy Policy at any time. When we do, we will revise the date at the bottom of this page. We encourage Members to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this Privacy Policy periodically and become aware of any modifications.

SECURITY POLICY

Simplafyi has adopted appropriate data collection practices, data storage and processing practices and online security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information. Data exchanges between the Member and Simplafyi Website that involve credit card information, including your credit card number and expiration date, happen over an SSL (Secure Sockets Layer) secured communication channel. The SSL channel encrypts your personal credit card information before it travels over the internet. SSL is the industry standard for transacting business online.

By using the Simplafyi Website, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy and Security Policy, please do not use the Simplafyi Website. Your continued use of the Website following the posting of changes to this Privacy Policy or Security Policy will be deemed your acceptance of those changes.

If you have any questions about this Privacy Policy, the practices of this Website, or your interactions with this Website, please contact us at: info@simplafyi.com

CORRECTION/UPDATING OF PERSONAL INFORMATION

If you provide personally identifiable information, you may make changes or corrections to your information by logging into your account. If you need assistance, please contact Simplafyi at info@simplafyi.com, and we will endeavor to provide a way to correct, update or remove your personal data.

BUSINESS ASSET SALE OR TRANSFER

Simplafyi may be sold, might sell or buy businesses or assets of businesses, or Simplafyi might merge with another business. In such transactions, Member information generally is one of the transferred business assets. Also, in the event that Simplafyi, a line of business of Simplafyi, or substantially all the assets of Simplafyi are transferred, Member information may well be one of the transferred assets. Simplafyi will make reasonable effort to provide notice on the Site and to notify you via email to the most recent email address that you have provided to Simplafyi of any such change in ownership or control of your personal information.

RELEASE OF INFORMATION FOR LEGAL REASONS

Simplafyi may release information concerning your use of Simplafyi (including, but not limited to, posted Public Content, registration information, and network records) when it believes in good faith that such release is appropriate to comply with the law (for example, pursuant to a statutory demand, subpoena, warrant or court order), to protect against fraudulent, abusive or unlawful use of Simplafyi, to protect Simplafyi's rights or property, enforce any contract between you and Simplafyi, or if Simplafyi reasonably believes that a situation involving danger of death or injury to any person requires disclosure.

LIMITED USE

Simplafyi does not intend to sell, share, or rent information obtained on this Site other than as discussed in this privacy policy.

YOUR CALIFORNIA PRIVACY RIGHTS

Residents of the State of California, under the California Civil Code, have the right to request from companies conducting business in California a list of all third parties to which the Company has disclosed personal information during the preceding year for direct marketing purposes and a disclosure of the shared information. Alternatively, the law provides that if the company has a privacy policy that provides you with an "opt-out" choice for use of your personal information by third parties for marketing purposes, the Company may instead provide you with information on how to exercise your disclosure choice options.

This Site qualifies for the alternative option. Its privacy policy provides you with information on how you may opt-out from the use of your personal information by third parties for direct marketing purposes. Therefore, we are not required to maintain or disclose a list of the third parties that received your personal information during the preceding year for marketing purposes.

If you are a California resident and request information about how to exercise your third party disclosure choices, send a request to the following email address:

info@simplafyi.com