PRIVACY POLICY

Last Revised: December 1, 2018

BY USING THIS WEBSITE AND THE NOURISH COMPANY'S NUTRITION SERVICES, YOU AGREE TO BE BOUND BY THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, DO NOT USE THE WEBSITE OR SUBMIT PERSONAL INFORMATION TO US IN ANY MANNER.

Thank you for visiting this web site. The Nourish Company, an Ontario Sole Proprietorship (hereinafter, “Company” or “We”) understands the importance that Internet users place on privacy. This Privacy Policy outlines the types of Personal Information that you may provide to us on any web site controlled by the Company which link to this Privacy Policy (referred to, individually and collectively, as the "web site") and explains how the Company handles such Personal Information.

By using this web site, you accept the privacy practices contained in this Privacy Policy. These privacy practices may change from time to time, but any changes will be posted. You are encouraged to review the Privacy Policy whenever you visit the web site to make sure you understand how any personal information you provide will be used.

**Information We Collect**

**Personally Identifiable Information**

Voluntary submissions can occur when visitors purchase our coaching services, register for contests, make content submissions, leave comments, make suggestions or participate in online interactive activities.

For example, you may submit your name, postal address, e-mail address, and/or other information in order to subscribe to one of our mailing lists, receive information about various subjects, register for programs, contact customer service, or respond to surveys.

If you become a customer, we will collect personally identifiable information such as names, addresses, phone numbers, e-mail addresses, certain health and fitness information, and sometimes credit card information when voluntarily submitted by our customers. Most of your customer information is stored in the Practice Better software. However, your credit card information is not stored in our system, as it is passed through directly to Square Up for your safety and security.

For customers, please also be advised that our programs are also integrated with with MyFitnessPal, so what you put into MyFitnessPal can be accessed through your customer account. However, no data from MyFitnessPal is actually stored in the Practice Better system.

Upon enrolling in one of our nutrition coaching programs, you will also be asked to voluntarily submit personal information to us through an online form to help you achieve your health and wellness goals, such as your:

• current photographs (such as a current front, side, and back photograph);

• physical information (e.g., your current weight, body measurements, etc.);

• nutritional information (e.g., types of food you consume, etc.);

• activity information (e.g., workout tracking, types of exercises performed, hours exercised, etc.); and

• general input (e.g., feedback you provide us about our services or other information you voluntarily submit).

After you have entered Personal Information into a form or data field on the web site, the Company may use certain identifying technologies to allow that web site to "remember" your personal preferences, such as sections of the web site that you use frequently. Company may also use this Personal Information for other business purposes, such as to offer you the opportunity to receive notices regarding our products or services, to invite you to participate in surveys about our products, or to notify you about special promotions.

We may also consolidate the Personal Information of individuals who use the web site. We use this information to help us better design our products and services, to communicate information to you, to enhance our marketing and research activities, and to facilitate other business functions.

By submitting your email address on this web site, you agree to receive email from us. You can cancel your participation in any of these email lists at any time by clicking the opt-out link or other unsubscribe option that is included in the respective email. You can customize your email and other preferences by following the instructions on the Practice Better site. We only send emails to people who have authorized us to contact them, either directly, or through a third party.

By submitting your email address, you also agree to allow us to use your email address for custom audience targeting on sites like Facebook, where we display custom advertising to specific people who have opted-in to receive communications from us. If you wish to stop seeing ads from us on Facebook, you can turn off the ad by using the following steps:

1. From within Facebook, go to the advertisement you want to turn off.

2. Click on the drop-down arrow in the top corner of the ad (that may be in the top right corner or top left corner).

3. Click on "Hide ad".

Other ad platforms we may use in the future have similar ways you can turn off any ad from us to stop seeing it.

In addition, you agree that by submitting your telephone contact information on this web site and/or registering to receive the product and/or service offered herein, such act constitutes a purchase, an inquiry, and/or an application for the purposes of the United States’ Amended Telemarketing Sales Rule (ATSR), 16 CFR '310 et seq., the Telecommunications Act (Canada), and any applicable federal, national, state, provincial and local "do not call" regulations, and as such any subsequent telemarketing communications between you and us are considered exempt telecommunications. We and the specific third-party service providers receiving your data as described herein retain the right to contact you via telemarketing in accordance with the United States ATSR or the Canadian Unsolicited Telecommunications Rules and any other applicable regulations.

**Comments**

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor’s IP address and browser user agent string to help spam detection.

An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: https://automattic.com/privacy/. After approval of your comment, your profile picture is visible to the public in the context of your comment.

**Media**

If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.

**Cookies**

If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

If you have an account and you log in to this site, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

If you edit or publish an article, an additional cookie will be saved in your browser. This cookie includes no personal data and simply indicates the post ID of the article you just edited. It expires after 1 day.

**Embedded content from other websites**

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

**Non-Personally Identifiable Information**

We also may collect various types of non-personally identifiable information to help us make your experience more enjoyable, measure site activity to identify future improvements that should be made, and compile aggregate data to help serve site visitors better.

Certain non-personal information of visitors is recorded by the standard operation of Internet servers of ours. Information that we may track includes the visitor’s type of operating system (e.g., iOS, Android, Windows) and the type of browser (e.g., Internet Explorer, Chrome, Firefox, Safari). Like many other websites, we make use of log files. The information inside the log files includes internet protocol (IP) addresses, type of browser, Internet Service Provider (ISP), date/time stamp, referring/exit pages, and number of clicks to analyze trends, administer the web site, track user's movement around the web site, and gather demographic information, IP addresses, and other such information. In addition, certain Personal Information may be collected using various technologies, such as cookies, Internet tags, and web beacons. As detailed more particularly below, our web site does use cookies to track visitor preferences. Collectively, this information is primarily used to provide an enhanced online experience for the visitor. We may also use this information as an internal review of the number of visitors to the web site, but only in an aggregate and non-personally identifiable form.

To provide you with a more relevant and interesting experience, we may participate in behavioral-based advertising. This means that our Company and/or any third parties may place a cookie on your browser, or use a web beacon, to collect information about your use of our web site so that they can provide advertising about products and services tailored to your interest (including, without limitation, products and services offered by the Company and its affiliates). These third-party ad servers or ad networks use technology in advertisements and links that appear on the web site sent directly to your browser. They automatically receive your IP address when this occurs. Other technologies (such as cookies, JavaScript, or web beacons) may also be used by the third-party ad networks to measure the effectiveness of their advertisements and / or to personalize the advertising content that you see. Our Company has no access to or control over these cookies that are used by third-party advertisers. You should consult the respective privacy policies of these third-party ad servers for more detailed information on their practices as well as for instructions about how to opt-out of certain practices, as we have no control over the privacy practices of any third-party web sites. Cookies are text files that are used by your computer’s web browser to store your preferences, and enable us to enhance your user experience with our web site. Third-party retargeting networks may also use cookies to display our advertisements to you on other sites. You can find out more information about how to opt-out of a third-party vendor's use of cookies by visiting the Network Advertising Initiative opt-out page. Please note that you do have the option to configure most web browsers to NOT accept cookies. However, be aware that disabling cookies may keep you from having access to some functions or services on our web site or the web-hosted software that runs on our web site.

Emails or newsletters that we send electronically may use techniques such as web beacons or pixel tags to gather email metrics and information to improve the reader’s experience, such as the number of emails that are opened, whether they were forwarded or printed, the type of device from which they were opened, and the location (e.g. city, state, and county) associated with the applicable IP address.

**How We Use Your Information**

Any personal information that you supply to us remains your personal property. However, by submitting that information to Company and accepting the terms of this Privacy Policy, you grant us the right to use your personal information for the following purposes: (a) to deliver the services you have purchased or requested; (b) to help the Company better understand visitors' use of the web site; (c) to respond to specific requests from visitors; (d) to provide notices to visitors, such as marketing information, discount coupons and new product offerings; and (e) to protect the security or integrity of the web site.

By submitting your information to the Website and consenting to receive communications or solicitations from Company, you grant Company the right to use that information for marketing purposes, and agree to receive email marketing from the Website. We may maintain separate email lists for different purposes. In order to end your email subscription to a particular list, you must follow the instructions contained in any email correspondence that you receive from Company. Unsubscribing from one list will not automatically unsubscribe you from all email lists. We only send email marketing to individuals that have agreed to receive solicitations from Company.

Though we make every effort to preserve user privacy, we may be required to disclose personal information in some instances, such as: (a) when required by law wherein we have a good faith belief that such action is necessary to comply with a judicial proceeding, court order, and/or subpoena; (b) in the event that Company is sold or acquired; or (c) in the event that we believe that the web site is being, or has been, used in violation of our terms and conditions or to commit unlawful acts. Moreover, you hereby consent to the disclosure of any record or communication to any third party when Company, in its reasonable discretion, determines the disclosure to be appropriate in the circumstances.

**How To Customize Your Information**

If you are a subscriber to one of our mailing lists, you can customize your information and the mailing lists you have subscribed to at any time by simply clicking the “Update Your Preferences” link at the bottom of any email you receive from us. That will take you to a preferences center where you can update your information.

**How long we retain your data**

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

For users that register on our website (if any), we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

**What rights you have over your data**

If you have an account on this site, or have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

**Where we send your data**

Visitor comments may be checked through an automated spam detection service.

**Security of Personal and Other Information**

Our Company undertakes reasonable efforts to ensure that Personal Information is protected while you are on this web site. All information collected from you is stored in a technically and physically secure environment. Furthermore, employees, contractors, and vendors who have access to your personally identifiable information in connection with providing services for us are required to keep the information confidential. Our team is dedicated to ensuring the security and privacy of all user information.

**Links to Other Web Sites**

Our web site may contain links to web sites operated by others. Each of those third-party web sites maintains its own policies about the collection, use and security of Personal Information. Our Company is not responsible for the manner in which others use your Personal Information. Before providing Personal Information to any other web site, you should read its privacy policy and terms of use, and ensure they are acceptable to you. We make no endorsement of or representation about any such web sites, or any information, software, or other products or materials found there, or any results that may be obtained from using them.

If you decide to access any web site linked to in this web site, you do so entirely at your own risk. We do not guarantee that you will receive an alert when you leave our web site, and it is your responsibility to determine when you have left the web site and entered onto a third-party web site that is governed by different privacy practices. The Company recommends that you review any third-party web site's privacy policies before submitting any information. We assume no responsibility for and shall not be liable for the privacy, terms of use, or other policies of any third-party web site, any damage to, or viruses that may infect your computer equipment or other property, or for any loss or corruption of data resulting from any third-party web site that you may have navigated to or accessed from links hosted on or contained on our web site.

We pride ourselves in recommending quality companies. While we are not liable for any of the actions of those third parties, you should feel free to give us feedback from time to time on your experiences with any third parties with whom we work with so that we may enhance our future service to all customers.

**Children’s Privacy**

Consistent with the Children's Online Privacy Protection Act, our Company is committed to protecting children's privacy on the Internet. We do not knowingly intend to collect personally identifiable information from children under 18 years of age. If your minor child has provided us with Personal Information, you may contact us using the information listed in the section entitled “Contacting Us” if you want this information deleted from our records. We will then remove your child’s information from the database that stores the information.

**IP Addresses**

We may use your IP address to help prevent fraud, to help diagnose problems with our server, to gather broad demographic information, and to offer you products and services.

**Withdrawing Consent**

To stop receiving future communications or solicitations from Company, please unsubscribe according to the instructions contained in any correspondence you receive from Company. As noted in Section 1(a) of this Privacy Policy, it may be necessary to unsubscribe from more than one email list as the Company may maintain and use separate email lists for different purposes.

**Contacting Us**

If you need to contact us for assistance related to your coaching and other services, you can email us at lindsey.bethke@gmail.com.

If you need technical support with the Seismic software or to report a bug with the Seismic software, please contact our software vendor at info@getseismic.com.

If you have questions about the use, amendment, or deletion of Personal Information that you have provided to our Company, or if you would like to opt out of future communications from us, please contact us using the above information.

In all communications with us, please include the e-mail address used for registration (if applicable), the web site address or the specific program to which you provided Personal Information and a detailed explanation of your request. If you would like to delete or amend your Personal Information and are contacting us by e-mail, please put "Deletion Request" or "Amendment Request", as applicable, in the subject line of the correspondence. We will do our best to respond to all reasonable requests in a timely manner.

**Terms of Use**

Please read the Terms of Use Policy carefully to understand other terms and conditions that govern your use of this Website. The Terms of Use Policy is hereby incorporated by reference as part of this Privacy Policy.

**Severability**

If any part of this Privacy Policy is held invalid or unenforceable, that portion shall be construed in a manner consistent with applicable law to reflect, as nearly as possible, the original intentions of the parties, and the remaining portions shall remain in full force and effect.