

Be Your Thinner Self

dba Create Your Thinner Self

PRIVACY POLICY

Effective Date: **May 25, 2018**

PRIVACY POLICY - COMMITMENT TO YOUR PRIVACY

This site is owned and operated by BE YOUR THINNER SELF. Your privacy on the Internet is of the utmost importance to us. At BE YOUR THINNER SELF, we want to make your experience online satisfying and safe. This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

Because we gather certain types of information about our users, we feel you should fully understand our policy and the terms and conditions surrounding the capture and use of that information. We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, accessible from beyourthinnerself.com.

Definitions

- **Service**

Service is the <http://www.beyourthinnerself.com>

- **Personal Data**

Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

- **Usage Data**

Usage Data is the data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

- **Cookies**

Cookies are small pieces of data stored on your device (computer or mobile device).

- **Data Controller**

Data Controller means the natural or legal person who (either alone or jointly in common with other persons) determines the purposes for which and the manner which any personal information are, or are to be, processed.

- **Data Processors (or Service Providers)**

Data Processor (or Service Provider) means any natural or legal person who possesses the data on behalf of the Data Controller. For purpose of this Privacy Policy, we are a Data Controller of your Personal Data.

- **Data Subject (or User)**

Data Subject is any living individual who is using our Service and is the subject of Personal Data

Information Collected and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

Types of Data Collected

Personal Data

While using our Service, we may ask you to provide certain personally identifiable information that can be used to contact or identify you (“Personal Data”), Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, Zip/Postal code, City
- Cookies and Usage Data

We may use your Personal Data to contact you with newsletters, marketing or promotional materials, and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send.

Usage Data

We may also collect information how the Service is accessed and used (“Usage Data”). This Usage Data may include information, such as your computer’s Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Tracking & Cookie Data

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Service.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

Use of Data

BE YOUR THINNER SELF uses the collected data for various purposes:

- To provide and maintain our Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our Service
- To detect, prevent and address technical issues
- To provide to you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information

Legal Basis for Processing Personal Data Under General Data Protection Regulation (GDPR)

If you are from the European Economic Area (EEA), BE YOUR THINNER SELF legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it.

BE YOUR THINNER SELF may process your Personal Data because:

- We need to perform a contract with you
- You have given us permission to do so
- The processing is in our legitimate interests and it's not overridden by your rights
- For payment processing purposes
- To comply with the law

Retention of Data

BE YOUR THINNER SELF will retain your Personal Data only for as long as necessary for the purposes set out in this Privacy Policy. We will retain use of your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

BE YOUR THINNER SELF will also retain your Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

Transfer of Data

Your information, including Personal Data, may be transferred to, and maintained on, computers located outside of your state, province, country or other government al jurisdiction where data protection laws may differ than those from your jurisdiction.

If you are located outside the Untied States and chose to provide information to us, please note that we transfer the data, including Personal Data, to the United States and process it there.

Your consent to Privacy Policy followed by your submission of such information represents your agreement to that transfer.

BE YOUR THINNER SELF will take all steps necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Disclosure of Data

If BE YOUR THINNER SELF is involved in a merger, acquisition or asset or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

Disclosure for Law Enforcement

Under certain circumstances BE YOUR THINNER SELF may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Legal Requirements

BE YOUR THINNER SELF may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of BE YOUR THINNER SELF
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

Security of Data

The security of your data is important to us. But, remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

“Do Not Track” Signals

We do not support “Do Not Track” (“DNT”). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked.

You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

You Data Protection Rights Under General Data Protection Regulation (GDPR)

If you are resident of the European Economic Area (EEA), you have certain data protection rights. BE YOUR THINNER SELF aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data.

If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following protection rights:

- **The right to access, update or to delete the information we have on you.**
Whenever made possible, you can access, update or request deletion of your Personal

Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.

- **The right of rectification.** You have the right to have your information rectified if that information is inaccurate or incomplete.
- **The right to object.** You have the right to object to our processing of your Personal Data.
- **The right of restriction.** You have the right to request that we restrict the processing of your personal information.
- **The right to data portability.** You have the right to be provided with a copy of the information we have on you in a structure, machine-readable and commonly used format.
- **The right to withdraw consent.** You also have the right to withdraw your consent at any time where BE YOUR THINNER SELF relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

Service Providers

We may employ third party companies and individuals to facilitate our Service (“Service Provider”), to provide Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used.

These third party have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics

We may use third-party Service Providers to monitor and analyze use of our Service.

- **Google Analytics:** Google Analytics is a web analytic service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize ads of its own advertising network. **You can opt-out** of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visit activity. For more information on the privacy practice of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

- **Facebook:** Facebook remarketing service is provided by Facebook, Inc. You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950> To opt-out from Facebook's interest-based ads follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217> Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings. For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <http://www.facebook.com/policy/explanation>

Payments

We may provide paid products and/or services within the Service. In that case, we use third-party services for payment processing (e.g. payment processors).

We will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information. The payment processors we work with are:

- Stripe: Their Privacy Policy can be viewed at <https://stripe.com/us/privacy>
- PayPal: Their Privacy Policy can be viewed at <https://www.paypal.com/webapps/mpp/ua/privacy-full>

Disclaimer

As stipulated by law, we cannot and do not make any guarantees about your ability to lose weight with our ideas, information, tools or strategies. We don't know you and, besides, your results in life are up to you. Agreed? We just want to help by giving great content, direction, and strategies. What we can guarantee is your satisfaction; we give you a 45-day 100% satisfaction guarantee, so if you are not happy for any reason with the quality of our training, just ask for your money back. You should know that all products and services by our company are for educational and informational purposes only. **Nothing on any of our websites, or any of our content or curriculum is a promise or guarantee of weight loss results, and we do not offer any medical, psychological, or other professional advice.** You alone are responsible and accountable for your decisions, actions and results in life, and by your application here you

agree not to attempt to hold us liable for your decisions, actions or results, at any time, under any circumstance.

Children's Privacy

Our Service does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Opt-Out Policy

We give users options wherever necessary and practical. Such choices include:

- * Opting not to register to receive our emails.
- * Opting not to agree to the terms and conditions for being a member.

Your Consent

By using this site, you consent to the collection and use of this information by BE YOUR THINNER SELF. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.

Contact Us

If you have any questions about this Privacy Policy, please contact us:

- By email: davidmedansky@gmail.com
- By visiting this page on our website: <https://www.beyourthinnerself.com/contact/>
- By phone number: (602) 721-5218