CollectivUs, LLC (“**CollectivUs**” “**We**,” “**Us**” or “**Our**“) has developed for the benefit of the users of its website (“**You**,” “**Your**” and “**Yourself**“) at http://www.CollectivUs.com (the “Site”) this privacy policy (“**Privacy Policy**“) to demonstrate Our serious commitment to protecting the privacy of the information that We collect through the Site. This Privacy Policy summarizes how CollectivUs handles the personally identifying information that You voluntarily provide when You use the Site and that We may automatically collect when You visit the Site (“**Personal Information**“).

The Effective Date of this Privacy Policy is 10/7/17.

If You are accessing, using, or browsing this Site on behalf of an party other than Yourself, which may be either a natural person or an entity other than Yourself:

* You represent, warrant and covenant that You are at least age 18;
* You represent, warrant and covenant that You are authorized to engage in the activities that You conduct within the Site on behalf of that person or entity other than Yourself, which by way of illustration but not limitation includes the submission and receipt of any and all Personal Information on behalf of that person or entity other than Yourself;
* You agree that We can rely on Your representation that You are authorized to engage in the activities that You conduct within the Site on behalf of that natural person or entity other than Yourself; and
* You understand that “**You**,” “**Your**,” and “**Yourself**” in this Privacy Policy mean both that natural person or entity and You acting on behalf of that natural person or entity other than Yourself.

This Site is controlled and operated by CollectivUs from its offices within the United States. Accordingly, this Privacy Policy, and how CollectivUs handles the information that You voluntary provide when You use the Site and information that We may automatically collect when You visit the Site, is governed by United States federal and state laws, and not by the laws of any country, territory or jurisdiction other than the United States and its states. We make no representations that the Site is appropriate or available for use outside of the United States. Access to the Site from territories where its contents or purpose is illegal is prohibited. Those who choose to access the Site are responsible for compliance with applicable local laws and regulations.

Your use of this Site will be deemed conclusively to constitute Your acceptance of and agreement to this Privacy Policy and all portions hereof.

CollectivUs reserves the right, at its sole discretion, to change this Privacy Policy at any time. If We decide to change the Privacy Policy, We will then post the changes in appropriate places on the Site so that You are aware of the changed Privacy Policy. Your continued use of the Site after the Effective Date for any such changes to the Privacy Policy will be deemed conclusively to constitute Your acceptance of and agreement to the changed Privacy Policy; consequently, You should frequently review this Privacy Policy.

**Personal Information Collected by CollectivUs**

CollectivUs collects several types of Personal Information: personally identifying information that cannot be traced back to You; personally identifying information that can be traced back to You; and personally identifying information that can be traced back to You and that includes or is linked or associated with health-related information.

You can access and browse the Site at any time without providing Personal Information that can be traced back to You.

To use some CollectivUs services and access certain areas of the Site, You must provide Personal Information that can be traced back to You, such as your phone number or email address. We collect this Personal Information that You voluntarily provide through the use of on-line data entry or by signing up via text message. CollectivUs gathers most of this Personal Information from You during an initial voluntary User registration process for the Site. CollectivUs may also occasionally ask You for Personal Information at other times.  For example by completing optional survey forms and by filling out optional contact forms for additional information on particular products and services.

To sign up for the CollectivUs services, users must provide either an email address or phone number.

This personally identifying information that You submit can be traced back to You and will include or be linked or associated with health-related information, such as physical or mental health conditions and the treatment of these conditions and other health-related information that You choose to share with Us. By choosing to share this information with us please understand that it is not considered “**Protected Health Information**” and is not subject to special rules under a federal law called the Health Insurance Portability and Accountability Act of 1996 or “**HIPAA**“, for short.

When You visit the Site, CollectivUs may also automatically collect Cookies, and similar technology, Personal Information about Your use of the Site. This Personal Information cannot be traced back to You. Cookies are small pieces of information that are stored by Your web browser software on Your computer’s hard drive or temporarily in Your computer’s memory. CollectivUs also automatically collects the location of Your computer on the Internet, known as Your internet protocol address (“**IP Address**“), when You visit the Site.

**Collection of Personal Information from Children**

You must be 18 years of age or older to use the Site. If CollectivUs learns that it has received any Personal Information from anyone who is not at least age 18, We will delete that information from CollectivUs database.

**Why does CollectivUs need Your Personal Information?**

CollectivUs regularly makes improvements to the Site to provide its many users with a more personalized, relevant and intelligent service. The collection of Personal Information greatly assists CollectivUs in this improvement process by identifying the interests and needs of the many users to this Site. Collection of Personal Information also assists CollectivUs by allowing it and its affiliates to advertise its products and/or services in a more efficient manner. Through the use of Cookies and on-line data entry, survey, product purchase and registration forms, CollectivUs may monitor, in aggregate and individual form, Personal Information. Although Our primary goal in collecting Personal Information is to deliver a customized and personalized service to the users of the Site, CollectivUs may also use Personal Information to: (i) send users notification of new features or information available through the Site or that CollectivUs otherwise feels might be of interest to users of this Site; and (ii) allow third party advertisers and retailers, and their affiliates, offering goods or services that CollectivUs thinks might be of interest to users to deliver relevant information and offers to users. CollectivUs collects IP addresses for systems administration and troubleshooting purposes and to report aggregate information to Our advertisers and others.

**Collection of Cookies by CollectivUs**

CollectivUs may place and store Cookies on a user’s computer hard drive. Cookies enable CollectivUs to personalize a user’s viewing experience on this Site. When a user revisits this Site, CollectivUs can recognize the user by the Cookie and customize accordingly the user’s experience at this Site. For example, CollectivUs uses Cookies to recognize user access privileges to this Site, track Site usage and traffic patterns, add advertisements for goods or services of interest based on the information submitted by, or inferred by the actions of, the user, and estimate this Site’s audience size. CollectivUs also uses Cookies to store user names and passwords that are supplied at registration. If CollectivUs utilizes Cookies in connection with the collection of information for third parties (that is, advertisers) the relevant advertiser(s) may receive electronic notification when a user views the advertisement.

CollectivUs may use third party network advertisers to serve advertisements on the Site and may use a traffic measurement service to analyze traffic on the Site. Network advertisers are third parties that display advertisements based on Your visits to the Site and other web sites You have visited, which advertisements might be based on information submitted by, or inferred by the actions of, You on the Site. Third-party ad serving enables Us to target advertisements to You for products and services in which You might be interested. Although third party advertisers and other companies do not have access to Cookies set by the Site, the Site’s third party ad network providers, the advertisers, the sponsors and/or traffic measurement services may themselves set and access their own Cookies on Your computer if You choose to have Cookies enabled in Your browser. Among other things, these third party Cookies are set to help deliver advertisements to You that You might be interested in, to prevent You from seeing the same advertisements too many times and to conduct research regarding the usefulness of certain advertisements to You. Note that any images (or any other parts of a web page) served by third parties in association with third party Cookies may serve as web beacons, which enable third parties to carry out the previously described activities. Third party Cookies and web beacons are governed by each third party’s specific privacy policy, not this Privacy Policy. While We may use a variety of companies to serve advertisements on the Site, You may wish to visit [http://www.networkadvertising.org](http://www.networkadvertising.org/), which provides information regarding third party advertising and the “opt-out” procedures of certain third party ad servers We may use.

To learn more about Cookies, please visit [http://allaboutcookies.org/](http://www.allaboutcookies.org/). Although most web browsers are initially set up to accept Cookies, if You prefer, You may decline the placement of a Cookie on Your hard drive by using the appropriate feature(s) of Your web browser software (if available) to delete the Cookie. But You should understand that certain areas within this Site may not function properly if the web browser will not accept Cookies.

**Disclosure of Your Personal Information by CollectivUs?**

CollectivUs may share Your Personal Information: (i) with third parties who have agreements with Us, including marketers, advertisers and other health service providers; (ii) if CollectivUs is required by law to do so, including laws outside Your country of residence; (iii) in the event of a transfer of ownership of CollectivUs, merger or other similar transaction (including one in connection with any bankruptcy or similar proceedings); or (iv) as otherwise set forth in this Privacy Policy, including as set forth below. Note, however, that CollectivUs is not and cannot be responsible for the activities or privacy policies of any third party with whom Your Personal Information is shared.

* With respect to obtaining certain products and/or services from this Site, CollectivUs may disclose to a third party Your Personal Information that We gather from You during an initial voluntary User registration process for the Site (“**Registration Information**“); as a result, You do not have to enter Your Registration Information more than once. CollectivUs may also disclose Your Registration Information to certain third parties in connection with various programs and tools created and administered by third parties that are included in the Site as an additional service to users. The use of Your Registration Information by these Third Party Programs is described below in the “Third Party Programs included in CollectivUs’s Site” section.
* We may provide Your Registration Information to Our marketing partners with whom You have explicitly authorized Us to share this information, and whose offers You have elected to receive via electronic delivery, telemarketing and direct mail. Additionally, We may employ other third parties to perform services or functions on Our behalf in order to improve Our Site, merchandising, marketing and promotional efforts, communications or other services, or to facilitate e-commerce transactions, including processing orders placed by credit card. Those third parties may include authorized contractors, consultants and other companies working with Us (collectively, “**Agents**“). These Agents only have access to Your Personal Information as needed to perform their functions, and they may not use any of Your Personal Information for any other purpose than providing or improving CollectivUs services and offerings.
* CollectivUs also reserves the right to share or transfer Your Registration Information or other Personal Information as We determine in Our sole discretion to be necessary or appropriate in the following circumstances: to comply with a legal requirement; to enforce Our terms and conditions; to protect Our operations or those of any affiliate of CollectivUs; to protect Our rights, privacy, safety or property, or that of any affiliate of CollectivUs, You or others; to disclose any activities or information about You to law enforcement or other government officials, including public or government authorities outside Your country of residence; in connection with an investigation of fraud, for the administration of justice, intellectual property infringements or other activity that is illegal or may expose Us or You to legal liability; in cooperation with various law enforcement inquiries; to allow Us to pursue available remedies or limit Our damages; and/or in emergency situations.
* CollectivUs also discloses Personal Information to third parties or advertisers in aggregate form, that is, in a manner that cannot be traced back to You. For example, CollectivUs might tell an advertiser how many males between 20 and 30 years in age have visited the Site over a period of time.

**Links between the CollectivUs Site and External Websites**

To the extent hyperlinks are utilized to access other, third party, websites, including links provided as automated search results, You should be aware that these third party web sites are not controlled by CollectivUs and, therefore, are not subject to this Privacy Policy. You should review the applicable terms and policies of each linked site visited before providing any personally identifiable information. In those cases where CollectivUs has entered into agreements with third parties, where useful items and other tools are made available to You, see the “Third Party Programs included in CollectivUs’s Site” section below.

**Opting out of CollectivUs’s use and disclosure of Your Personal Information**

As described in the “Personal Information Collected by CollectivUs” section above, the collection, use and disclosure of Your Personal Information greatly assist CollectivUs in creating a more personalized, relevant and intelligent service for You. Without Your Personal Information, We could not deliver to You in the most beneficial way CollectivUs’s valuable content and services.

As discussed above in the “Personal Information Collected by CollectivUs” section, registration and provision of Personal Information that can be traced back to You is voluntary. In other words, You must “opt-in” to Our use and disclosure of Your Personal Information for the marketing and other purposes described in this Privacy Policy. If You opt-in to Our use or sharing of Your Personal Information, You can later change Your mind and opt-out. You can amend you opt-out preferences at the following link:  www.CollectivUs.com.  You may opt-out at any time:

* from all future use and disclosure of Your Personal Information for the marketing and other purposes described this Privacy Policy by requesting the removal of Your Personal Information from CollectivUs‘s database as described in the “Accessing, amending or removing Your Personal Information” section below; or
* from receiving future marketing-related communications from CollectivUs.

Please note that if You opt-out as described above, CollectivUs will not be able to remove Your Personal Information from the databases of Our affiliates or unaffiliated third parties with whom We have already shared Your Personal Information as of the date of Your opt-out request. Please also note that if You do opt-out of receiving marketing-related messages from Us, CollectivUs may still send administrative messages to You. You cannot opt-out from receiving administrative messages from CollectivUs.

**Accessing, amending or removing Your Personal Information**

At any time, You may contact CollectivUs via e-mail to request:

* A summary of any of Your Personal Information retained by CollectivUs;
* A change to Your Personal Information maintained by CollectivUs; or
* Removal of Your Personal Information from the CollectivUs database.

You should send Your request to info@CollectivUs.com. In the event CollectivUs receives such a request, CollectivUs may require You to confirm or verify any change to Your Personal Information.

**Opting out of CollectivUs’s use and disclosure, access, amendment or removal of Your Protected Health Information**

When You use CollectivUs services. You may receive various administrative messages automatically sent by CollectivUs. These administrative messages do not contain marketing-related information. You cannot opt-out from receiving any administrative communications sent by CollectivUs.

CollectivUs treats all personally identifying information received from You during Your registration for CollectivUs services or created from Your use of the CollectivUs services as Protected Health Information.  As described in the “Uses and disclosures of Your Protected Health Information by CollectivUs” section above, all Protected Health Information is used and disclosed by CollectivUs according to the terms of its Business Associate Agreement with Your selected Healthcare Provider. To comply with HIPAA, Your Healthcare Provider must provide You with rights in certain circumstances with respect to Your Protected Health Information, regardless of whether you receive CollectivUs services or not. Very generally described, these rights are a right to restrict the uses and disclosures of, a right of access to, a right to amend and a right to receive an accounting of the disclosures of Your Protected Health Information. These limited rights will be described in detail in the Healthcare Provider’s notice of privacy practices. If You wish to restrict the uses and disclosures of Your Protected Health Information, amend, or receive an accounting of the disclosures of Your Protected Health Information, then, You must do so through Your Healthcare Provider.

Upon termination of Our Business Associate Agreement with a particular Healthcare Provider, CollectivUs generally must return or destroy all Protected Health Information received on behalf of or created for that particular Healthcare Provider and then maintained in any form by CollectivUs or a Subcontractor. If You have requested or scheduled an appointment with that Healthcare Provider, any Protected Health Information that You submitted to CollectivUs or a Subcontractor in connection with CollectivUs services will be destroyed by CollectivUs. This means that until the Business Associate Agreement is terminated with that Healthcare Provider, CollectivUs or a Subcontractor can use and disclose Your Protected Health Information as described in the “Uses and disclosures of Your Protected Health Information by CollectivUs” section above following the termination of:

* Your account with the Healthcare Provider;
* the CollectivUs Limited License and User Agreement[[A1]](http://healthy-txt.com/privacy-policy/#_msocom_1) ; and/or
* this Privacy Policy.

**The Difference between Advertisements and Editorial Content**

CollectivUs believes that it is important for You to easily differentiate between advertising and independent, editorial content on the Site; thus, CollectivUs has developed an Advertising Policy that explains CollectivUs approach to ensure that the advertising You see on the Site has no influence on the quality, accuracy or selection of editorial content that CollectivUs provides.

CollectivUs clearly identifies all advertising on the Site. When CollectivUs speaks of “advertising” or “advertisements,” it refers to all forms of advertising, sponsorships and promotions for which CollectivUs receives compensation. CollectivUs has established guidelines on how it labels advertising so that You will know what is an advertisement and what is editorial content. CollectivUs uses clear and consistent language and visual cues or descriptors to distinguish advertising from editorial content.

* The word “Advertisement” or the phrase “Advertise With Us” is used to label the most common form of advertising on the Site. The content of the banner or similar advertisement itself is controlled by the advertiser. An advertisement is labeled with the word “Advertisement” or the phrase “Advertise With Us” along the bottom or bottom right corner of the advertisement. If You click on an advertisement, it will usually link to a website that is operated by the advertiser. As noted in the “Links between the CollectivUs Site and External Websites” section above, CollectivUs has no control over the advertiser’s website or the policies on that site. You should familiarize Yourself with the terms of use, privacy policies and other policies applicable to those sites before using them. The fact that an advertisement appears on a page has no bearing or influence on the editorial content on the page outside of the labeled advertisement itself. Other content on the Site page is under CollectivUs editorial control.
* The phrases “Provided By” and “Sponsored By” are used to identify content that is created or influenced by an advertiser. CollectivUs identifies advertiser-influenced content as “Provided By” or “Sponsored By” advertising so that You can distinguish such content from editorially independent content for which CollectivUs has sole editorial control. You can recognize advertiser-influenced content on the Site by use of the “Provided By” or “Sponsored By” label and the name of the advertiser that appears in the sponsored content.

**Third Party Programs included in CollectivUs’s Site**

As an additional service to its users, CollectivUs has included in its Site various programs and tools created and administered by third parties (“Third Party Programs”) whereby, as examples, [describe third party programs]. These Third Party Programs are separate from, and do not include, the CollectivUs services. Your use of these Third Party Programs is entirely optional and at Your sole discretion. If You do choose to use them, then some or all of these Third Party Programs may require that You provide certain personally identifying information that can be traced back to You. This personally identifying information may include, for example, age, current health condition, insurance provider, medical history, prescription history or other health and lifestyle data. If You elect to use one or more of these Third Party Programs, then any personally identifying information that You provide as part of the Third Party Program, as well as Your Registration Information, will be available to the third party administering that Third Party Program. By using any Third Party Program, You acknowledge that any personally identifying information and Registration Information that You provide to the third party does not constitute a violation of CollectivUs’s Privacy Policy. CollectivUs will maintain the privacy of Your personally identifying information in CollectivUs ‘ possession in accordance with this Privacy Policy and applicable state and federal privacy laws. CollectivUs cannot guarantee that any third party will maintain the privacy of Your personally identifying information under any circumstance.

**Further Questions or Comments**

CollectivUs welcomes Your questions and comments about this Privacy Policy or the use of Your Personal Information or Protected Health Information. Please send any questions or comments to CollectivUs to the e-mail address info@CollectivUs.com.