

Privacy Policy

Diet Busters, LLC ("Diet Busters" or "we," "us," "our") is committed to protecting your ("you," "member") privacy. This Privacy Policy explains what we can and cannot do with the information we collect about you and what steps you can take to protect that information.

Information We Collect Online

To enable us to provide quality service to our members, we need to keep personal information about you, including information about your health, fitness and related activities, your email address and your credit card number ("Personal Information"). This information will be collected through information you provide to us on our Web site. In addition, we will collect non-personal information related to your use of our Web site through the Internet (e.g., cookies).

How We Use the Information We Collect

If you are a member, the Personal Information we collect will be used to track your health progress and to provide you with information that you may find helpful. Diet Busters staff may also access your Personal Information to contact you regarding your participation in a Diet Busters program.

Your Access to Personal Information

You will have access to all your Personal Information via our Web site. If any of your Personal Information is inaccurate or outdated, you can correct it at any time on the Web site.

Employer Access to Personal Information

If you become a member of Diet Busters through your employer's participation in our program, your employer will be able to view your overall scores in each category (i.e., smoking, hours of sleep, water intake, exercise, nutrient poor foods, good for you foods). However, your employer will not be privy to the details of your *individual performance*. For example, your employer may know if you have improved in the 'sleeping' and 'water intake' categories, but the employer will not know how many hours you are sleeping or how much water you are drinking.

The employer may use this information to provide incentives and/or rewards, as permitted by law.

Disclosure of Personal Information to Third Parties

Your Personal Information will not be sold, divulged or made available to any third party without your permission, except as set forth in this policy. We may disclose your Personal Information to third parties under these limited circumstances:

- We have received your consent;
- We have a legal duty to make the information available to a legally authorized party;
- To satisfy any applicable law, regulation, legal process or enforceable governmental request;
- To enforce applicable terms of use and access, including investigation of potential violations thereof;
- To detect, prevent or otherwise address fraud, security or technical issues;
- To protect against harm to the rights, property or safety of Diet Busters, its users or the public, as required or permitted by law;
- To our partners or affiliates so that we may better serve your needs;

- To assist with our marketing activities, such as, direct mailers, webinars, online notifications and distribution of promotional offers;
- To our insurers, auditors, and attorneys, on a need-to-know basis;
- In the event of a merger, acquisition, debt financing or any form of sale of all or part of company assets or other event in which personally identifiable information could be transferred to third parties as part of our company's business assets.

We require that third parties agree to process such information based on our instructions and in compliance with this Privacy Policy and any other appropriate confidentiality and security measures.

Security Measures

The importance of security for all personally identifiable information associated with our members is of utmost concern to us. Diet Busters has taken responsible measures to ensure that no unauthorized person can obtain access to your Personal Information. Among the security measures taken are a login process requiring a password and username that you select and a firewall protecting our hosting server. Diet Busters will retain your password and username as part of your Personal Information, but will not share this information with anyone.

Although we exercise great care in providing secure transmission of your information from your PC to our servers, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your Personal Information, Diet Busters cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk. Once we receive your transmission, we make our best effort to ensure its security on our systems. Ultimately, you are responsible for keeping your password and username confidential and secure from unauthorized persons.

Links

This Web site may contain links to other sites that are not owned, maintained or operated by Diet Busters. Diet Busters is not responsible for the content of any linked site or the use of any information collected from you by such sites. **Linked sites are not subject to this Privacy Policy.** The inclusion of a link from or to this Site does not imply recommendation or sponsorship and Diet Busters disclaims any liability for such links.

Change of Ownership of Diet Busters

You give permission that if there is a change of ownership of Diet Busters in the future, your Personal Information can be transferred to the new owner, provided that the new owner will not, in any way, limit your rights and obligations regarding the information as set out in this Privacy Policy, to the extent such information has been collected in such transfer.

Updates

Diet Busters may update this policy from time to time. Updates will be posted on our Web site and will be effective as of the date of posting. We ask that you check the site periodically for updates to this and other policies.