

# KP Innovations LLC Privacy Policy

Last Modified on May 25, 2018.

This Privacy Policy is effective on May 25, 2018 for all users.

KP Innovations LLC (parent company of BuildMyBod Health values your privacy. This Privacy Policy details important information about the collection, use, disclosure, retention and protection of your personal information. BuildMyBod Health provides this notice about our practices to help you make an informed decision about whether to use or continue using the Site (as defined below). References to “we”, “us” and “BuildMyBod Health” are to KP Innovations, LLC, a Louisiana corporation, with its offices at 1025 Marina Dr., Slidell, LA, 70458, USA.

**By registering for an account on the Site or accessing the Site, you are accepting the terms of this Privacy Policy and you are consenting to the collection, use, disclosure and retention of your personal information in accordance with the practices described in this policy. This policy may change from time to time (see Changes to this privacy policy). Your continued use of the Site after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.**

**Please note that any content posted by you onto the Site, including but not limited to questions, or comments to questions, becomes published content and is publicly available for anyone in the world to view. BuildMyBod Health will display this content on the Site and may distribute it through other third-party sites and services in its sole discretion.**

## Scope

This privacy policy applies to BuildMyBod.com, our BuildMyBod Health mobile applications (whether accessed by a tablet, mobile phone or other similar device) and our Price Estimator widgets on individual healthcare practitioners’ websites (collectively, “Site”) whether you browse our Site (without registering for an account) or register for an account to use the Site as either a user or health care provider. This privacy policy also applies to information we collect in email, text and other electronic messages between you and us. This privacy policy does not apply to any third party websites, mobile applications or services, healthcare providers’ websites where the Price Estimator may be embedded or the offline collection of personal information by BuildMyBod Health.

We have created a separate Cookie Policy (see below) to detail our use of cookies and tracking technologies. The Cookie Policy forms part of this privacy policy and the Cookie Policy may be updated from time-to-time as specified in this privacy policy.

## Information BuildMyBod Health Collects

BuildMyBod Health acts as a data controller when it collects personal information from you when you visit our Site or when you register to use the Site or access your account through the Site. For purposes of this privacy policy, “personal information” means any data and information relating to an identified or identifiable natural person. BuildMyBod Health collects several types of information from you, including:

### **Information BuildMyBod Health receives from you:**

- You provide us with personal information when you register on the Site. This information may include: first and last name, geographic location, email address, username and password, procedures of interest (“wishlist”); and in the case of the healthcare provider, name of practice, office staff emails, web address, pricing and procedure information.
- You may also provide us with your personal information when you voluntarily fill in forms on our Site. For example, you may provide us with your first and last name, telephone number, email address and desired treatment when you fill out a form to be connected to a health care provider to check pricing on the procedures and services they offer (“wishlist”).
- When you purchase a BuildMyBod Health Promo or BuyNow (as described in Terms and Conditions) or other paid products or services within the Site, you may provide us with your first and last name, email address and telephone number in order to process your payment. As explained below, we use a third party payment processor to process the payments on our behalf and we never have access to, store or collect your payment card details.
- You may also provide us with personal information when you update your account or through your participation in asking health care providers questions on the Site.
- You may also provide BuildMyBod Health with personal information in order to participate in various activities on the Site such as entering giveaways or sweepstakes, taking advantage of promotions, responding to surveys, subscribing to newsletters or other mailing lists or completing a form related to one of our products or services.
- You may provide personal information through communications or chats with other users on the Site. You understand that other users may contact you through direct messages and comments on the Site. Any messages that you send to other users through the Site may not be private or confidential if either you or the recipient of the message discloses it to another person or chooses to publicly post it. In addition, BuildMyBod Health may monitor these messages and not deliver the message if BuildMyBod Health, in its sole discretion, believes the messages are spam, fraudulent or otherwise violate the BuildMyBod Health Terms and Conditions.
- You may also provide us with your personal information when you report a problem with our Site.
- You also provide BuildMyBod Health with your information when you use certain features on the Site, such as questions and other postings on the Site. You understand that your contributions are published or displayed on public areas of the Site, or transmitted to other users of the Site or third parties. Your name or alias is displayed to other users when you post questions or comments to the Site. If you use your first or last name as part of your username or alias, or your username is discoverable on the internet, then you are making this personal information publicly available and understand that other users may view this personal information and may be able to identify you from this personal information. BuildMyBod Health cannot control the actions of other users of the Site with respect to your postings and contributions.

## Information BuildMyBod Health collects automatically:

- **Cookies Information.** When you visit the Site, we (and third parties with whom we partner) may send one or more cookies - a small text file containing a string of alphanumeric characters - to your computer that uniquely identifies your browser. The cookies may transmit information about you and your use of the Site such as your browser type, IP address, advertisement data and the date and time of your use of the Site. For more information about how BuildMyBod Health uses cookies and other tracking technologies, see our Cookie Policy below.
- **Log File Information.** When you use the Site, our servers automatically record certain information that your web browser sends whenever you visit any website. These server logs may include information such as your web request, Internet Protocol ("IP") address, browser type, browser language, referring/exit pages and URLs, platform type, number of clicks, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages and the date and time of your requests. BuildMyBod Health collects this information in order to improve the Site.
- **Web Beacons.** When you use the Site, we may employ third party web beacons or "clear gifs" which are used to track the online usage patterns of our users anonymously (i.e., in a non-personally-identifiable manner). In addition, we may also use web beacons in HTML-based emails sent to our users to track which emails are opened by recipients. BuildMyBod Health uses web beacons in order to measure the effectiveness of our offerings and content. For more information about how BuildMyBod Health uses web beacons, see our Cookie Policy.
- **Location Information and Device Information.** When you access the Site from a mobile device or tablet, BuildMyBod Health may be able to collect your location information if this feature is enabled on your mobile device or tablet. In addition, if you are accessing the Site from your computer, then BuildMyBod Health may be able to collect your general location information from your IP address. BuildMyBod Health may use this information to provide you with a personalized user experience by showing you content relevant for your geographic location. If you are accessing the Site through a mobile device or tablet and you do not want to share your precise geolocation information with BuildMyBod Health, then you may be able to turn off this feature on your mobile device or tablet. BuildMyBod Health may also collect information it receives from your devices when you access the Site including: Device ID or unique identifier, device type, ID for advertising, and unique device token.
- **Third-Party Use of Cookies and Other Tracking Technologies.** Some content or applications, including advertisements, on the Site are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons and other tracking technologies to collect information about you when you use our Site. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. BuildMyBod Health does not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For more information about how you can opt out of receiving targeted advertising from many providers, see Your Choices below.

## **Information BuildMyBod Health receives from other sources:**

- If you connect your Facebook or other third party social media account to your BuildMyBod Health account, you understand that BuildMyBod Health may receive information about you (including information about friends, connections, contact information and demographic information) from those third party sites and that information may be transmitted into your BuildMyBod Health account. If you connect to BuildMyBod Health with your third-party social media account, then you agree that BuildMyBod Health may collect, use and retain the information provided by the third-party social media sites. The information collected by BuildMyBod Health from the third party social media sites may depend on your privacy settings with those third party sites. As a result, you should consult the privacy notices or policies of those third party social media sites. BuildMyBod Health may also use plug-ins or other technologies from various social media sites. If you click on a link provided by a social media plug-in, you are voluntarily establishing a connection with the social media site and you should consult the privacy policy of the social media site to learn more about their privacy practices. This privacy policy does not apply to the third party social media websites.
- BuildMyBod Health may also receive personal information about you from third parties, for example, our business partners.

## **How BuildMyBod Health Uses Information**

BuildMyBod Health uses the information, including personal information, that we collect about you or that you provide to us for a range of different business purposes. We use your personal information to track usage of the Site, to market the Site, to improve the Site features and functionality, to backup our systems and to provide customer support. Our legal basis for processing your personal information is to carry out our legal obligations, to fulfill a contract with you, to protect your vital interests, for our legitimate business interests, to provide you with notices, and for other purposes with your consent.

## **We use your personal information:**

- To provide our Site and its contents to you
- To provide customer support, including responding to your requests and contacting you about the requests
- To provide you notices about your account (such as updates to this privacy policy, the Terms and Conditions or for other customer service purposes)
- To provide other services requested by you such as to connect you to health care providers on the Site. If you send direct messages or electronic messages through BuildMyBod Health to other users or healthcare providers, please note that BuildMyBod Health may store these messages in order to deliver them and allow you or the recipient of the message to manage them. When contacting you to connect you to health care providers on the Site, BuildMyBod Health may contact you via email, SMS/text messages or by telephone. Message and data rates may apply
- To monitor the usage of our Site, improve the quality and design of the Site, and create new features, functionality, and services
- To investigate illegal activities on the Site or activities that violate our Terms and Conditions.
- To detect, prevent and address technical issues, and improve the security of our Site

- To validate the authenticity of and display the reviews and other content provided by you to other users
- To gather analysis or valuable information so that we can improve our Site
- To customize advertising you may see on our Site
- To contact you by email in order to offer you special promotions or poll your opinions through surveys or questionnaires
- To contact you by email or through your account to notify you of major Site changes
- To measure the performance of email marketing campaigns
- To allow you to participate in interactive features on our Site
- To fulfill any other purposes for which you provide it

**With your consent, which you may withdraw at any time, BuildMyBod Health also uses your personal information:**

- To send commercial or marketing messages
- To provide you with a personalized user experience by showing you content relevant for your geographic location
- To customize advertising you may see on third party websites
- To provide you with marketing from third parties
- For any other purpose, with your consent

## **When BuildMyBod Health Discloses Information**

### **Third Party Service Providers**

- We provide personal information and non-personally-identifiable information to our subsidiaries, affiliated companies, or other businesses or persons for the purpose of processing such information on our behalf, including, but not limited to, providing analytics, monitoring our Site, A/B testing, marketing, distribution of surveys or giveaway programs. We require that these parties agree to process such personal information in compliance with this privacy policy and any other appropriate confidentiality and security measures as well as for the sole purpose of providing the specific service to BuildMyBod Health. The third party service providers are not permitted to share the personal information or use it for any other purpose.
- We do share anonymous aggregated user data (such as usage data, referring/exit pages and URLs, platform types, number of clicks, etc.) with interested third parties to assist them in understanding the usage patterns for certain content, services, advertisements, promotions, and/or functionality on the Site.
- We do allow the display of user contributions available through the Site by our third party partners.

### **Fulfill Your Requests**

- We will use your personal information to fulfill the purpose for which you provide it. For example, if you submit your first and last name, email address, telephone number, treatment desired, or questions or comments through a form on a specific health care provider's profile page or Price Estimator, then BuildMyBod Health will disclose this information to the health

care provider identified on the form. In addition, if you submit your mobile phone number through this form, then you understand and consent to BuildMyBod Health and/or the health care provider sending you text messages. You understand that standard text messaging fees and data rates may apply. The information you provide through this form is not used by BuildMyBod Health for any other purpose.

- If you purchase a Promo or BuyNow or other paid products and services through the Site, the payment information is transmitted directly via an encrypted connection to our third-party payment processors. BuildMyBod Health uses PayPal to process payments, and PayPal store your personal and payment information in accordance with their respective privacy policies. BuildMyBod Health does not collect or store your payment information. You can learn more and review PayPal's privacy practices at <https://www.paypal.com/webapps/mpp/ua/privacy-full>. BuildMyBod Health does collect your name, email address and telephone number in order to process your payment and this information is stored by BuildMyBod Health in accordance with this privacy policy.

### **Third-party Advertisers**

- We do not share your personal information (such as name or email address) with other third-party companies for their commercial or marketing use without your consent or except as part of a specific program or feature for which you will have the ability to opt-in or opt-out.
- BuildMyBod Health may allow other companies, called third-party ad servers or ad networks, to serve advertisements within the Site. These third-party ad servers or ad networks use cookies, web beacons and other tracking technologies to send, directly to your browser, the advertisements and links that appear on the Site. They automatically receive your IP address when this happens. In addition, the third-party ad servers or ad networks may use information about your visits to our Site and other websites to provide advertisements about goods and services of interest to you. You should consult the respective privacy policies of these third-party ad servers or ad networks. This privacy policy does not apply to, and we cannot control the activities of, such other advertisers or web sites. Please see our Cookie Policy below to learn more about the cookies and web beacons used by the third-party ad servers and networks.

### **Legal Requests and to Comply with State and Federal Laws**

- We may disclose personal information if such action is necessary to comply with a legal obligation, to comply with state and federal laws or to respond to a court order, subpoena, or search warrant. BuildMyBod Health may disclose any of your messages or other content as part of investigations into the use and operation of the Site.
- BuildMyBod Health also reserves the right to disclose personal information that BuildMyBod Health believes, in good faith, is appropriate or necessary to enforce our Terms and Conditions, take precautions against liability, to investigate and defend itself against any third-party claims or allegations, to protect the security or integrity of the Site, and to protect the vital interests, property, or personal safety of BuildMyBod Health, our users or others.

### **In the Event of Merger, Sale, or Bankruptcy**

In the event that BuildMyBod Health is acquired by or merged with a third party entity, we reserve the right, in any of these circumstances, to transfer or assign the information we have collected from you as part of such merger, acquisition, sale, or other change of control. In the unlikely event of our bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors rights generally, we may not be able to control how your information is treated, transferred, or used.

## Your Choices

BuildMyBod Health strives to provide you with choices regarding the personal information you provide to us, and we understand that you have rights in your personal information such as: the right to access, correct, delete, object to and restrict the use of your personal information. We also understand that you have the right to obtain a copy of your personal information from us and to withdraw your consent of the processing of your personal information by us. We have created mechanisms to provide you with the following control over your personal information:

- You can choose not to provide personal information through our Site, in which case BuildMyBod Health may not be able to provide certain services to you or respond to your requests.
- You can access, review and change your personal information by logging into your account on the Site and visiting your account profile page. You may also send us an email at [info@buildmybod.com](mailto:info@buildmybod.com) to request access to, correct or delete any personal information that you have provided to us. In some cases, we may not be able to delete your personal information except by also deleting your user account.
- If you do not wish to have your email address or other contact information used by us to promote our Site or other products or services, you can opt-out at any time by logging into the Site and adjusting your user preferences in your account profile or by sending us an email stating your request to [info@buildmybod.com](mailto:info@buildmybod.com). If we have sent you a promotional email, you may unsubscribe to receive future emails via the unsubscribe link in that email.
- You may also request a copy of your personal information that you have provided to us directly by sending an email to [info@buildmybod.com](mailto:info@buildmybod.com). We will provide you a copy of your personal information in a commonly used electronic form.
- You may also close your account by emailing us at [info@buildmybod.com](mailto:info@buildmybod.com). BuildMyBod Health will disassociate your content from your account. However, copies of your comments or questions may remain viewable in cached and archived pages, or might have been copied or stored by other Site users. In addition, BuildMyBod Health will continue to retain certain information about you in accordance with the privacy practices in this policy or if required to do so as a result of a legal obligation.
- If you wish to know what personal information we hold about you, and if you want it to be removed from our systems, please contact us at [info@buildmybod.com](mailto:info@buildmybod.com).

In order to fulfill the above requests, BuildMyBod Health may ask you to verify your identity before responding to such requests. Further, your right to access your personal information may not apply in some cases, including where providing access is unreasonably burdensome or expensive under the circumstances or where it would violate the rights of someone other than the individual requesting access.

If you do not want us to use information that we collect or that you provide to us to deliver advertisements, for analytics or remarketing services, then you may opt-out as described below.

- For analytics, we use Google Analytics, which is a web analytics service that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Site. This data may be shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having your activity on the Site available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents Google Analytics JavaScript from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit Google Privacy & Terms web page at: <https://policies.google.com/privacy>.
- BuildMyBod Health uses Google AdSense & DoubleClick Cookie on the Site. Google, as a service provider, uses cookies to serve ads on our Site. Google's use of the DoubleClick cookie enables it and its partners to serve ads to our users based on their visit to our Site or other websites on the internet. You may opt out of the use of the DoubleClick Cookie for interest-based advertising by visiting the Google Ads settings web page at: <http://www.google.com/ads/preferences/>. You can also opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.
- BuildMyBod Health currently uses Google AdWords, which is a remarketing service provided by Google. You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads settings page at: <http://www.google.com/settings/ads>. In addition, Google also recommends installing the Google Analytics opt-out browser add-on for your web browser, which is available at: <https://tools.google.com/dlpage/gaoptout>. This tool provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

## **Our Commitment to Data Security**

BuildMyBod Health uses commercially reasonable physical, managerial, and technical safeguards to preserve the integrity and security of your personal information. For example, to protect your privacy and security, we take reasonable steps (such as requesting a unique password) to verify your identity before granting you profile access or making corrections. You are responsible for maintaining the secrecy of your unique password and account information at all times. We cannot, however, ensure or warrant the security of any information you transmit to the Site and you do so at your own risk. Once we receive your information, BuildMyBod Health makes commercially reasonable efforts to ensure the security of your information. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards.

If BuildMyBod Health learns of a security systems breach, then we may attempt to notify you electronically so that you can take appropriate protective steps. BuildMyBod Health may post a notice on the Site if a security breach occurs. Depending on where you live, you may have a legal right to receive notice of a security breach in writing. To receive a written notice of a security breach (or to withdraw your consent from receiving electronic notice) you should notify us at [info@buildmybod.com](mailto:info@buildmybod.com).

## **Children's Privacy**

Protecting the privacy of children is important to BuildMyBod Health. For that reason, BuildMyBod Health does not knowingly collect or maintain personal information from persons under 18 years of age, and no part of the Site is directed to persons under 18. If you are under 18 years of age, then please do not use or access the Site at any time or in any manner. If BuildMyBod Health learns that personal information of persons under 18 years of age has been collected without verified parental consent, then BuildMyBod Health will take the appropriate steps to delete this information.

## **Visiting BuildMyBod Health from outside the United States**

The Site is hosted in the United States. If you are accessing the Site from outside the United States, please be advised that the information you provide BuildMyBod Health may be transferred to, processed and stored in the United States where the BuildMyBod Health servers are located and our central database is operated. You acknowledge and understand that the data protection and other laws of the United States might not be as comprehensive as those in your country. Through your continued use of the Site (which is governed by U.S. law, this privacy policy, and our Terms and Conditions), you consent to the transfer of your personal information to the United States.

## **Retention of Personal Information**

BuildMyBod Health will retain your personal information only for as long as is necessary for the purposes set forth in the privacy policy. BuildMyBod Health will retain and use your personal information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your personal information to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

## **Important Information**

### **California Privacy Rights for California Residents.**

California residents may request certain information regarding the disclosure of your personal information by BuildMyBod Health to third parties for direct marketing purposes. As noted above, BuildMyBod Health does not disclose your personal information to third parties for direct marketing purposes unless you have first agreed to such disclosure. However, if you would like to make such a request, then please contact BuildMyBod Health by emailing us at [info@buildmybod.com](mailto:info@buildmybod.com) or at the address provided in the "How you can contact us" section below.

### **Call Monitoring and Recording**

Telephone calls to or from BuildMyBod Health may be recorded and monitored by us. BuildMyBod Health records and monitors telephone calls for user support services and for staff training purposes. BuildMyBod Health retains the recordings for a reasonable period

of time in order to fulfill the purpose for which the telephone calls were recorded and then the recordings are deleted.

## **How We Respond to Do Not Track Signals**

BuildMyBod Health currently does not respond to "Do Not Track" signals because there is not an industry or legal standard for such signals.

## **Automated Decision-Making**

BuildMyBod Health does not use any personal information provided by you for the purposes of automated decision-making.

## **Links to Other Sites**

Our Site may contain links to other websites that are not operated by BuildMyBod Health. If you click on a third-party link, you will be directed to that third-party's website. This privacy policy does not apply to the third-party websites and BuildMyBod Health encourages you to review the privacy policy of the third-party websites you visit.

## **Changes to this Privacy Policy**

This Privacy Policy may be revised periodically and this will be reflected by the "effective date" above. If we make any material changes in the way in which your personal information is collected, used or disclosed, then we will notify you through the Site or by email. You are advised to review this privacy policy periodically for any changes. Changes to this privacy policy are effective when they are posted on this page. If you object to any of the changes to the privacy policy, then you can close your account by contacting us as provided below.

## **How You Can Contact Us**

If you have any questions or complaints about the use or disclosure of your personal information, this privacy policy, or our privacy practices, please contact BuildMyBod Health by sending an email at [info@buildmybod.com](mailto:info@buildmybod.com). In addition, you may also contact BuildMyBod Health by writing to us at the following address:

KP Innovations.  
Attn: Data Privacy Officer  
1025 Marina Dr.  
Slidell, LA 70458

Your right to file a complaint with a data supervisory authority about our privacy practices remains unaffected.

# BuildMyBod Health Cookie Policy

This policy is effective as of: **May 25, 2018.**

## 1. Introduction

When you use the BuildMyBod Health websites or embedded Price Estimator on a healthcare provider's website ("Site") or mobile application ("App") certain information about your equipment, browsing actions, and patterns may be collected by BuildMyBod Health using cookies, web beacons, and other tracking technologies. BuildMyBod Health uses these technologies to provide you with a secure, personalized, and more relevant experience on the Site and App as well as to continually improve our Site and App.

Below we list the cookies and web beacons we use, and why we use them as well as explain how you can manage and delete cookies.

## 2. What are cookies and web beacons?

- Cookies are small text files that can be placed on your computer or mobile device that uniquely (but anonymously) identify your browser or device. A cookie contains a unique number, which is used to recognize your computer or mobile device when you return to our website, and remember your preferences and actions. Cookies cannot search your computer in any way or introduce viruses.
- Web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) are small electronic files contained on pages of websites that permit companies to count users who have visited certain webpages on a website or mobile application and are used for other related statistics and analytics (e.g., recording the popularity of certain website content and verifying system and server integrity).

## 3. What type of information does BuildMyBod Health collect through cookies?

The type of information that BuildMyBod Health collects through cookies, web beacons and tracking technologies may include information about your computer, device, and browser, including your browser type, browser language, IP address, advertising ID, referring URLs, and actions taken by you on our Site or App, including referring/exit pages and URLs, number of clicks, pages viewed and the order of those pages viewed, the amount of time spent on particular pages and the date and time of your requests. Through these technologies, BuildMyBod Health may also collect information from your devices when you access the Site or App, including Device ID or unique identifier, device type and unique device token.

## 4. Why does BuildMyBod Health use cookies?

We use cookies to enable secure browsing, verify subscriber's credentials, enhance the experience while browsing our Site and using our App, and to improve the functionality of our Site and App. We use cookies to remember information so that you will not have to re-enter it during your visit or the next time you visit the Site or App (e.g., if you are a registered member of the Site, then BuildMyBod Health may use cookies to recognize your registration information so that you do not need to log into the Site during your next visit to the Site). We also use cookies, web beacons and other tracking technologies to provide custom, personalized content and information (including customized advertising) that are aligned with your interests and preferences, to monitor the effectiveness of our marketing campaigns, and to monitor aggregate metrics such as total number of visitors and pages viewed. We also use cookies, web beacons and tracking technologies in order to track your entries, submissions, and status in promotions and giveaways.

## 5. What types of cookies does BuildMyBod Health use?

### 5.1 First and third-party cookies

- First-party cookies are cookies that are served directly by BuildMyBod Health to your computer. They are used only by BuildMyBod Health to recognize your computer or mobile device when it revisits the Site or App.
- Third-party cookies are served by a third-party service provider on behalf of BuildMyBod Health, and can be used by the third-party service provider to recognize your computer or mobile device when you visit other websites. Third-party cookies are most commonly used for analytics or advertising purposes.

### 5.2 Type of cookies used by BuildMyBod Health

BuildMyBod Health uses different cookies for a variety of reasons as explained in detail below.

- **Essential.** BuildMyBod Health uses essential cookies in order to operate the Site and App, including enabling you to use the BuildMyBod Health product features, such as accessing logged in or secure areas. We also use essential cookies to enable and support our security features.
- **Functionality.** BuildMyBod Health uses functionality cookies and web beacons to remember how you're logged in, whether you updated a review or added a comment, when you logged in or out and the history of the tools you have used on the Site and App, and topics you have recently visited. Functionality cookies allow BuildMyBod Health to tailor the Site and App to provide enhanced features and content for you and to remember how you have customized the Site or App in other ways. The information collected by functionality cookies and web beacons may be anonymous.
- **Performance/Analytics.** Performance cookies, web beacons and other tracking technologies collect information about how you have used the Site or App, and may be used to allow BuildMyBod Health to know that you have logged in so that BuildMyBod Health can provide you with refreshed content. In addition, these cookies and web

beacons are used for analytics purposes, including by BuildMyBod Health to track aggregate Site and App usage and experiment with new features and changes to enhance your experience on the Site and App.

- Advertising or Targeting. BuildMyBod Health may use first-party or third-party cookies and web beacons to deliver advertisements and content that is relevant to your interests. These cookies and web beacons can remember that your computer or mobile device has visited our Site or App, and may also be able to track your device's browsing activity on other sites or services other than BuildMyBod Health. This information may be shared with organizations outside of BuildMyBod Health, such as advertisers and/or advertising networks to deliver the advertising, and to help measure the effectiveness of an advertising campaign.

### 5.3 Third-Party Cookies Used by BuildMyBod Health

Below are some of the third-party service providers that currently place analytics, advertising and social networking cookies within the Site or App. The table is subject to change at any time and does not necessarily include all third-party service providers used by BuildMyBod Health at any given time.

#### PERFORMANCE/ANALYTICS

##### GOOGLE ANALYTICS

We use Google Analytics to analyze the use of our website. For more information about Google's privacy practices, see <https://policies.google.com/privacy>.

##### YOUTUBE

We use YouTube to track the engagement of YouTube videos embedded on our website. For more information about YouTube's privacy practices, see <https://policies.google.com/technologies/cookies>.

#### ADVERTISING

##### ADROLL

We use AdRoll for marketing automation services. For more information about Marketo's cookie policy, see: <https://www.adrollgroup.com/privacy>.

##### GOOGLE ADSENSE

We use AdRoll for marketing automation services. For more information about Marketo's cookie policy, see: <https://www.adrollgroup.com/privacy>.

#### SOCIAL NETWORKING

##### FACEBOOK

We use Facebook's social plugin to enable our users to share their wishlists of procedure pricing information to your Facebook account. For more information about Facebook's social plugin, please see: <https://www.facebook.com/help/www/443483272359009>.

##### TWITTER

We use Twitter's social plugin to enable our users to share their wishlists of procedure pricing information to your Twitter account. For more information about Twitter's social plugin, please see: <https://twitter.com/en/privacy>

## 6. How long will cookies stay on my device?

Cookies can remain on your computer or mobile device for different periods of time. BuildMyBod Health uses both session cookies and persistent cookies. A persistent cookie remains after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the Site. Persistent cookies can be removed by following your web browser help file directions. A session cookie is temporary and disappears after you close your browser.

## 7. Do Not Track

California law requires BuildMyBod Health to advise you of its position on Do Not Track signals. At this time, BuildMyBod Health does not respond to DNT signals because there is not an industry or legal standard for responding to these signals.

## 8. How to control and delete cookies?

It is your choice as to whether or not to accept cookies. Most browsers allow you to configure the browser settings so that cookies from websites cannot be placed on your computer or mobile device. You have the right to choose whether or not to accept cookies and we have explained how you can exercise this right below. However, please note that if you choose to not accept cookies, then you may not be able to use the full functionality of the Site or App. In addition, you may not be able to opt out of receiving essential cookies.

You can block cookies by using the opt-out links provided in the table above, or by changing your browser settings so that cookies from the Site or App cannot be placed on your computer or mobile device. For more information about blocking or deleting cookies in your browser settings, please visit the following links:

- Google  
Chrome: <https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=en>
- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Safari: [https://support.apple.com/kb/ph21411?locale=en\\_US](https://support.apple.com/kb/ph21411?locale=en_US)
- Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>
- Opera: <https://www.opera.com/help/tutorials/security/privacy/>

For any other browsers, please consult the documentation of the browser manufacturer.

In addition, if you want to opt out of advertising and targeting cookies, then you can learn more about how to do so by going to the [Your Online Choices page](#), the [Network](#)

[Advertising Initiative page](#), or the [Digital Advertising Alliance's Consumer Choice page](#). Further information about cookies, including how to see what cookies have been set on your computer or device and how to manage and delete them, is available at [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

## 9. Contact us

If you have any questions about this Cookie Policy, please contact us at [info@buildmybod.com](mailto:info@buildmybod.com).

Or you may write to:

KP Innovations.  
Attn: Data Privacy Officer  
1025 Marina Dr.  
Slidell, LA 70458

If you are located in the European Economic Area, the entity responsible for the collection and processing of personal data in connection with the Site and App is KP Innovations, LLC (U.S.) (contact information provided above).