

FreeLife Privacy Policies

This Privacy Policy applies to the activities of FreeLife International Canada Corp. We appreciate the trust you place in FreeLife, and we are committed to respecting your privacy and the security of your personal information. Our privacy policy describes the information we collect and how we use it. FreeLife manages information according to the *Personal Information Protection and Electronic Documents Act*.

Your Consent

By using FreeLife facilities and continuing to order products and services, you consent to the collection and use of your personal information as detailed in this privacy policy.

Information We Share with Others and Your Privacy Rights

We contract with other companies to provide certain services, including without limitation credit card processing, IT consulting, printing, shipping, internet services, e-commerce, public and media relations. We will provide these companies with only the information they need to perform their services and ensure that they adhere to strict privacy guidelines and do not keep this information or use it for any unauthorised purposes. Generally, such companies are prohibited from sharing this information with anyone other than FreeLife.

On rare occasions, we may disclose specific information upon governmental request, in response to a court order, or when required by law to do so. We may also share information with companies assisting in fraud protection or investigation. We do not provide information to these agencies or companies for marketing or commercial purposes.

Your information may also be disclosed to FreeLife's related businesses and to any actual or potential successor to any of these businesses.

Information We Collect

To best serve your needs, we will, from time to time, collect certain information from you. We will only collect information where it is necessary to perform our services. The information we collect may include, your name, address, telephone number, email address, social insurance number, corporate information, testimonials, credit card information, date of birth, your sales history with us and other information we may request from you from time to time. Personal information will be collected at various times including, if you:

- Apply to become a Marketing Executive

- Register as a Customer
- Order or reorder products by telephone or on our website
- Write an e-mail or letter to FreeLife
- Sign up for AC 100
- Submit a testimonial to FreeLife
- Return an item or make an exchange
- Participate in a marketing survey, promotion or event
- Contact our Customer Service department
- Navigate the website
- Register on our websites

Using Information We Collect

We want to provide you with the best possible internet experience and fulfill your orders exactly as you've requested. In order to do this, we will only use your information to, provide our services including, without limitation, to:

- Process your order
- Provide the products and services you request
- Send you promotional offers
- Identify your product and service preferences
- Customize our communications to you
- Issue cheques or process direct deposits
- Provide information concerning products you have purchased
- Improve our product selection and customer service
- Share your positive product testimonials with others
- Include your name, stories, testimonials and images in FreeLife publications and literature or other media, on FreeLife operated websites, at FreeLife events, on FreeLife CDs and DVDs, in any other FreeLife communications to our Marketing Executives or others, or as otherwise deemed useful or appropriate by FreeLife.

Cookies

FreeLife uses cookies on our websites. A cookie is a small data file that is stored by your web browser on your computer. Cookies allow us to enhance, personalize, and track your online experience, so that the information you receive is more relevant to you. This technology will allow you to move faster through our website once the information is in our database since you do not have to re-enter the same information or log in each time you enter the site.

How We Use Email

When you provide us your email address, you may receive emails from us. E-mails may be sent in order to assist us in processing your order, respond to a request, provide customer service or inform you about products, services or promotional materials. It is

our intent to send promotional e-mails only to those persons who wish to receive them. We provide instructions on how to unsubscribe in our e-mails.

Links to Other Sites

We may provide links on our websites to other sites. These sites operate independently of FreeLife and have established their own privacy and security policies. We encourage you to review these policies at any site you visit.

Updating or Reviewing Your Information

You may review or update your Marketing Executive and Customer information (name, address, telephone number, e-mail address, credit card number, etc.) under My Account on www.freelife.com.

Other personal information can be accessed and amended by contacting our privacy officer at privacy@freelife.com.

Password and log-in security

For the purposes of accessing some areas of our website you will be supplied with a user name and password. You are responsible for the security and confidentiality of your password and log-in information.

Security

FreeLife is committed to protecting the privacy of your personal information. It is our intent to protect against the loss, misuse or alteration of information that we have collected from you. We use a variety of current technologies and processes for protection of information we collect, and we limit the information we provide to third parties.

When you make a purchase or submit a document on our website, your transactional information is transmitted in a safe, encrypted format.

Overseas Transfers

Your information may be stored by or on behalf of a member of the FreeLife group on equipment outside Canada.

Privacy of Children on Our Web Site

Our Web site is not intended for use by anyone under the age of 18. We do not knowingly collect personal information from persons under the age of 18

Policy Changes

From time to time, we may use Marketing Executive or Customer information for unanticipated uses not previously disclosed in our privacy notice. If our information practices change, we will post these changes in our website. We encourage you to review our privacy policy periodically

Contact Us

We always welcome your questions and feedback. For privacy-related issues, please contact us at privacy@freelife.com