

# Privacy Policy

Protecting your private information is our priority. This statement of privacy applies to the Vitality Plus, PA, DBA Vitality Center of Charlotte as well as [www.vitalitymen.com](http://www.vitalitymen.com) and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Vitality Plus, PA includes Vitality Center of Charlotte's website [www.vitalitymen.com](http://www.vitalitymen.com). The website is an e-commerce site. By using the Vitality Center of Charlotte website, you consent to the data practices described in this statement.

## **Collection of Your Personal Information**

Vitality may collect personally identifiable information, such as your name, postal address, e-mail address, or phone number. If you purchase Vitality's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction. Vitality may also collect anonymous demographic information, which is not unique to you, such as your age and gender. We may gather additional personal or non-personal information in the future. Information about your computer hardware and software may be automatically collected by Vitality. This information can include your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of Vitality's website. Vitality encourages you to review the privacy statements of the websites you choose to link to from Vitality, so that you can understand how those websites collect use, and share your information. Vitality is not responsible for the privacy statements or other content on websites outside of the Vitality website.

## **Use of Your Personal Information**

Vitality collects and uses your personal information to operate its website, and deliver the services you have requested. Vitality may also use your personal identifiable information to inform you of other products or services available from Vitality and its affiliates. Vitality may also contact you via surveys, to conduct research about your opinion of current services or of potential new services that may be offered. Vitality does not sell, rent, or lease its customer lists to third parties. Vitality may share data with trusted partners to help perform statistical analysis, send you e-mail or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Vitality, and they are required to maintain the confidentiality of your information. Vitality may keep track of the websites and pages our users visit within Vitality in order to determine what Vitality services are most popular. This data is used to deliver customized content and advertising within Vitality to customers whose behavior indicates that they are interested in a particular subject area. Vitality will disclose your personal information, without notice, only if required to do so by law, or in the good faith belief that such attention is necessary to (a) conform to the edicts of the law, or comply with legal process served on Vitality, or the website (b) protect and defend the rights or property of Vitality, and (c) act under exigent circumstances to protect the safety of users of Vitality or the public.

## **Use of Cookies**

The Vitality websites may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you. One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page, for example, if you personalize Vitality pages or register with the Vitality site or services, a cookie helps Vitality to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses. You can easily use the Vitality features that you customized. You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies, if you prefer. If you choose to decline cookies, you may not be able to get the full experience and the interactive features of the Vitality services or website you visit.

## **Security of Your Personal Information**

To secure your personal information from unauthorized access, use or disclosure, Vitality uses the following, order progress tracking, order history information, patient information editing, e-mail confirmation alerts, and practice information. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption such as the Secure Sockets Layer (SSL) protocol.

## **Children Under Thirteen**

Vitality does not knowingly collect personally identifying information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

## **Changes to This Statement**

Vitality will occasionally update this Privacy Policy to reflect company and customer feedback. Vitality encourages you to periodically review this policy to be informed of how Vitality is protecting your information.

## **Contact Information**

Vitality welcomes your questions or comments regarding this Privacy Policy. If you believe Vitality has not adhered to this policy, please contact: Vitality Center of Charlotte at 300 Billingsley Road, Suite 204, Charlotte, NC 28211 or via the website at [www.vitalitymen.com](http://www.vitalitymen.com) or call us at 704-334-6488 or fax us at 704-334-6488.

I have read and understood the terms of this Privacy Policy and am willing to sign below:

---

Signature

---

Print Name

---

Date