

MindBodyNetwork Privacy Policy

Last revised August 8, 2016

Thank you for visiting Mindbodynetwork.com (the "Site") and reviewing the Privacy Policy of Neuroscience Academy, Inc. ("we" "our" or "us"). It is important to us that you understand what information we collect when you visit the Site either from a computer or a mobile device and what we may do with that information, so we have laid it all out here for you. This Privacy Policy also covers the collection of data from applications on mobile devices.

By using this Site you consent to the terms of this Privacy Policy, and you signify your assent to all of the terms of this Privacy Policy and our Terms of Use. If you do not agree with any terms of this Privacy Policy or our Terms of Use, please do not use this Site or submit any personal information. Please take care to read our Privacy Policy to be sure you are informed about how your information may be used. Please also read our Terms of Use.

What we collect

We collect and store a wide variety of information you submit to us or give us in the other ways described below. Some information is considered personal information and some isn't.

- **What Is "Personally Identifiable Information" (or PII)?** Information that identifies you, such as your name, email address or image, or that can be used to identify you when combined with other information, is "personally identifiable information."
- **When Do We Ask for PII?**
 - If you choose to register to use the Site, we may collect your name, email address, and date of birth during the registration process.
 - We may ask you for other PII from time to time, such as contact information (like your mailing address, company website URL and phone number), or demographic information (like your zip/postal code or region, hometown, gender, education level, profession and any applicable certifications). We may ask for this information from you in order for you to use the Site beyond just browsing, or for the purposes disclosed to you at the time such other PII is collected.
- **What Isn't Personal Information?** Information we can gather from your visit that doesn't identify you personally, like your IP address, your operating system, your browser type and language, the date and time of your visit, as well as information about your ISP, referring URL, the search term that led you to the Site, your geographic region, the type of content you view, etc. We may do this by assigning your computer one or more cookies which may collect information about how you use the Site; we may use standard Internet tools, such web beacons or cookies, which collect non-PII and track your use of our Site.
- **Do I Have A Choice?** While you're not required to provide PII to visit the Site, many of our features may not be available to you if you choose not to create an account with us or, at other times, not to provide requested information.

How We Use Your Information

- **How Do We Use PII?** We use the PII we request at registration in order to provide you with the services offered on the Site. There are some circumstances when we will share PII with trusted third party business partners, which may include advertisers, and others:
 - We may share PII with our trusted third party business partners. They are obligated to keep your information confidential. They may present you with offers pertaining to products and services which you may have requested or other offers for products and services that you will find of interest.
 - To our trusted service providers working on our behalf to deliver services, such as sending emails related to the Site or your account. These service providers are under confidentiality obligations with us and do not have any independent right to share this information;
 - With other companies that we own or own us; and
 - We may disclose your PII: (a) when we are legally required to do so; (b) to protect the interests or safety of our company or other Site users; (c) to another company if we are bought, or if we discontinue operations.

- **How Do We Use Your Email Address?** We will use your email address to contact you to manage your account. Unless you tell us not to, we will also: send you marketing and promotional materials regarding our goods, services and features of our Site; and send you marketing and promotional materials that promote third party products, including from affiliates, third parties and trusted marketing partners with whom we have shared your PII.
- **What If You Don't Want Email From Us?** If you don't want to get emails from us (except related to customer service or account issues), you may uncheck the "Allow MindBodyNetwork to send me newsletter updates" box in Account Settings under Privacy Settings. You may also simply click the "unsubscribe" link in any of the emails you receive.
- **What if I Don't Want Email From Third Parties?** If you would like to opt-out from us sharing your PII with third party business partners for email marketing purposes, please go to your Account settings and uncheck the box for 3rd party marketing emails.
- **How Do We Use Your Information For Advertising?** We will target advertising based on personal information provided by users and inferred from site usage. We may also work with companies that use cookies to help provide better-targeted advertising. This may include gender, age, or geographic data. We do not provide any personal information to the advertiser when you interact with or view a targeted ad. However, by interacting with or viewing an ad you are consenting to the possibility that the advertiser will make the assumption that you meet the targeting criteria used to display the ad. These advertisers may place or utilize their own unique cookies, pixels, or web beacons, and may collect non-PII about your visit to the Site, such as your IP address and the number of times you have viewed an ad. We are not responsible for the collection of these cookies and are not responsible for what the ad service providers do with the information they collect. We may bundle and share the non-personal information we collect from you and other users with advertisers, third parties, trusted partners and affiliates so that they display advertising that better suits the interests of users of our Site. We may aggregate your PII with information about others. In that case we will make your information non-personally identifiable by removing your name and other characteristics that would identify it as you. We may use and/or share the resulting non-PII with third parties.
- **Do We Use Analytics Companies?** We may provide some non-personal information to others who help us understand how you use the Site.
- **Do We Use Cookies?** We use both HTTP (or HTML) cookies and Flash cookies to collect non personal information, help smooth the upload process, remember you on future visits, better understand how users engage with the Site so we can enhance the user experience, and maintain volume on video playback. Most browsers accept HTTP cookies automatically, but allow you to disable them. You can manage Flash cookies with a tool found on [Adobe's web site](#). However, if you disable cookies on your browser, you will not be able to log in to the Site.
- **How Can I Opt-Out of Having Non-PII Shared?** You may choose to opt-out from allowing us to provide non-PII to certain partners. Visit networkadvertising.org, aboutads.info, http://liveramp.com/opt_out/ and youronlinechoices.com to make informed decisions about your online and mobile privacy and to opt-out of sharing your non-PII.

Public and Ad Postings

There are some things you may choose to do on or by accessing the Site which may be public. Here are some examples:

- **Public Postings.** Comments, articles, blogs, photographs and videos which you submit on the Site are considered public information and may be copied or further distributed by others in accordance with the Terms of Use. If you submit any personal or PII for display in public areas, other people who visit the Site may see it.
- **Clicking Through.** This Privacy Policy applies to our Site only. Our Site contains links to or integrations with other sites, whose information practices may be different than ours. Before you click through to another site, you should read that site's privacy notice, since we have no control over and take no responsibility for information that is submitted to, or collected by other sites.
- **Ad Postings.** The Site may feature ads, including ads served by others to our Site. These advertisers and ad servers may place or utilize their own unique cookies, pixels or web beacons, and may collect non-PII about your visit to the Site, such as your IP address and the number of times you have viewed the ad. We are not

responsible for the collection of these cookies and are not responsible for what the ad service providers do with the information they collect.

Other Important Information

- **Non-US Users.** Your information may be stored in the United States or other countries where the data protection and other laws may not be as comprehensive as those in your country (especially for users in the EEA). By using this site you consent to your information being collected, used and transferred as set forth in this Privacy Policy. Information transferred to or stored in the United States may be subject to access requests from U.S. governments, courts, law enforcement officials and national security authorities in the United States according to United States laws.
- **13 and Up.** If you are under the age of 13, we're sorry, but you can't register at the Site. Please note that we will never knowingly collect personal information from children under the age of 13. If a child under 13 has provided us with personal information, his or her parent or guardian may contact us for the purpose of deleting this information.
- **Changing Our Policy.** This Privacy Policy is subject to change. We will prominently post a notice on the Site when there are material changes in the way we treat PII. You should periodically check back and review this Privacy Policy so that you always will know what information we collect, how we use it, and with whom we share it.

Security Measures

While we have security measures to help protect the information under our control, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure.

- We try to protect your personal information and ensure the security of your communications on our systems, by maintaining physical, organizational and technological safeguards (appropriate to the sensitivity of such information) designed to protect it against unauthorized use, disclosure or access of the personal information we collect on this Site. However, we cannot ensure or warrant that any information you transmit to us will stay safe and secure and you do so at your own risk.
- Your information may be stored in whole or in part on equipment or in facilities leased or licensed from others. Although we try to keep your information safe, it relies on the statements of those vendors regarding the safety and security of their storage equipment and services as part of its evaluation. **By using the Site, you agree that we are not responsible if the storage equipment and services provided by others aren't working like they are supposed to, and that you will have to seek any remedies from those providers, not us.**

Retention and Deletion

We keep your personal information only so long as we need it for the purposes for which it was collected, for the products and services that you are using, or to meet any legal requirements. We have retention standards, which meet these requirements. We destroy your personal information when it is no longer needed.

Contact Us

If you have any questions regarding this Privacy Policy or information that you have submitted to us or if you would like to do any of the following:

- see personal information that you have already sent us so that you can correct or update it, or delete your personal information from our files;
- if your child under 13 has sent us personal information, delete that personal information from our files;
- ask that we not send you mailings or otherwise contact you; or
- report any violation of this Privacy Policy you can contact us at:
- **URL:** <http://mindbodynetwork.com/help>
- **Email:** community@mindbodynetwork.com
- **Address:** Neuroscience Academy, Inc. Neuro Science Academy Inc. 201 East 80th Street 12A New York, NY 10075