

The YOR Privacy Policy is intended to protect all Customers, including but not limited to, Registered Retail Customers (RRC), Select Customers (SC), and Independent Representatives (hereafter referred to as “Customers”) of YOR’s Electronic Media, including but not limited to, YOR websites, YOR emails, YOR home portals, and RRC, SC and Independent Representative Admins (hereafter referred to as “YOR Media”).

## Information Collection

Information is collected from Customers at several different points in YOR Media. YOR is committed to making sure that the privacy and security of all Customers is protected. YOR will not sell any information to any third party or mass marketer.

## Use of Information

### Personal Information

YOR may collect personal information from Customers to provide a service, place an order, or fulfill a request. Personal information may also be required for identification and verification purposes. YOR will only discuss payment information (e.g. credit card numbers) with the Customers. Additionally, personal information may be used by YOR to investigate and prevent any fraudulent activity that may be unlawful or potentially harmful to YOR’s Customers, the integrity of YOR, as well as any violations of YOR’s Terms & Conditions and Policies & Procedures.

### Non-Personal Information

YOR may collect non-personal information for tracking information, statistics, and marketing research purposes. This information will allow YOR to review activity and be used to help improve YOR Media. All information collected will be used solely to improve YOR’s services, products and enhance YOR’s customers’ overall experience.

## Registration

In order to use the services of YOR Media, a Customer may first complete the enrollment form. During enrollment the Customer is required to give YOR contact information such as name and address in order to create a username@yor.net. YOR uses this information to contact the Customer about services on YOR Media which he/she has expressed interest. YOR does not require Customers to provide demographic information, but do require unique identifiers such as a username, email address, and member ID. YOR does require a Customer’s social security and driver’s license number as well as a routing and account number if the Customer would like to pay via Electronic Funds Transfer (EFT).

## Order

YOR requests information from the Customer on the order form. The Customer must provide contact information and financial information. This information is used for billing purposes and to fill the Customer’s orders. If YOR has trouble processing an order, the information is used to contact the Customer.

## Profile

YOR stores information that is collected through cookies, log files, and/or third parties to create a profile of YOR Customers. A profile is stored information that YOR keeps on individual Customers that details their viewing preferences. Consequently, collected information is tied to the Customer’s personally identifiable information to provide offers and improve the content of the site for the Customer. This profile is used to tailor a Customer’s visit to YOR Media, and to direct pertinent marketing promotions to them. YOR does not share Customer profiles with other third parties.

## Cookies

A cookie is a piece of data stored on the Customer's computer tied to information about the Customer. YOR uses both session ID cookies and persistent cookies. For the session ID cookie, once Customers close the browser, the cookie simply terminates. A persistent cookie is a small text file stored on the Customer's hard drive for an extended period of time. Persistent cookies can be removed by following Internet browser help file directions.

By setting a cookie on YOR Media, Customers would not have to log in a password more than once, thereby saving time while on YOR Media. If a Customer rejects the cookie, he/she may still use YOR Media. The only drawback to this is that the Customer will be limited in some areas of YOR Media. Persistent cookies enable YOR to track and target the interests of YOR Customers to enhance the experience on YOR Media. Some of YOR's business partners use cookies on YOR Media. However, YOR has no access to or control over these cookies.

## Third Party Advertising

The ads appearing on YOR Media are delivered to Customers by BeFree.com, CJ.com, Linkshare.com, and Performics.com, YOR's Web advertising partners. Information about Customers' visit to YOR Media, such as number of times they have viewed an ad, is used to serve ads to Customers on this site. This privacy statement covers the use of cookies by YOR only and does not cover the use of cookies by any advertisers.

## Log Files

Like most standard website servers YOR uses log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track Customer's movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information.

## Communications from the Site

YOR sends all new members a welcoming email to verify password and username. Established members will occasionally receive information on products, services, special deals, and newsletters. All customers will receive an order confirmation, order receipt and shipment confirmation via email.

## Legal Disclaimer

Though YOR makes every effort to preserve Customer privacy, YOR may need to disclose personal information when required by law wherein YOR have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on the YOR Health website.

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These are the instances in which YOR will share Customer' personal information:

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### **Third Party Intermediaries**

YOR uses an outside shipping company to ship orders, and a credit card processing company to bill Customers for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

### **Service Providers**

YOR partners with other third parties to provide specific services. When the Customer signs up for these particular services, YOR shares names, or other contact information that is necessary for the third party to provide these services such as credit card processing. These third parties are not allowed to use personally identifiable information except for the purpose of providing these services.

### **Business Transitions**

In the event YOR goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, Customers' personal information will, in most instances, be part of the assets transferred.

### **Links**

YOR Media contains links to other sites. Please be aware that YOR is not responsible for the privacy practices of such other sites. YOR encourages all Customers to be aware when they leave YOR Media and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies solely to information collected by YOR Media.

### **Surveys & Contests**

From time-to-time YOR Media requests information from Customers via surveys or contests. Participation in these surveys or contests is completely voluntary and the Customer therefore has a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and shipping address), and demographic information (such as zip code). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of YOR Media. Customers' personally identifiable information is not shared with third parties unless YOR gives prior notice and choice. Though YOR may use an intermediary to conduct these surveys or contests, they may not use Customers' personally identifiable information for any secondary purposes.

### **Chat Rooms, Message Boards, and Public Forums**

Please keep in mind that whenever Customers voluntarily disclose personal information online - for example on message boards, through e-mail, or in chat areas - that information can be collected and used by others. In short, by posting personal information online that is publicly accessible, Customers may receive unsolicited messages from other parties in return.

### **Security**

YOR takes every precaution to protect YOR's Customers' information. When Customers submit sensitive information via the Web site, their information is protected both online and off-line. When YOR's enrollment/order form asks Customers to enter sensitive information (e.g. such as credit card number, social security number, etc.) that information is encrypted and is protected with the industry standard encryption software – Secure Socket Layer (SSL). While on a secure page, such as the order form, the lock icon on the bottom of Web browsers such as Apple Safari and Microsoft Internet Explorer becomes locked, as opposed to un-locked, or open, when Customers are just 'surfing'.

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While SSL encryption is used to protect sensitive information online, YOR also does everything in its power to protect Customer information off-line. All of YOR's Customers' information, not just the sensitive information mentioned above, is restricted in the YOR office. Only employees who need the information to perform a specific job are granted access to personally identifiable information. Furthermore, ALL employees are kept up-to-date on YOR's security and privacy practices. YOR employees are notified and/or reminded about the importance YOR places on privacy, and what they can do to ensure all Customers' information is protected. Finally, the servers that store personally identifiable information are in a secure environment, behind a locked cage in a locked facility.

### **Supplementation of Information**

In order for YOR Media to properly fulfill its obligation to Customers, it is necessary for YOR to supplement the information received with information supplied from third party sources.

### **ID Address Verification**

YOR uses third party software to verify a Customer's identity and address to match billing information records.

### **Correcting/Updating Personal Information**

If a Customer's personally identifiable information changes (such as zip code, phone, email or postal address), or if a Customer no longer desires YOR's service, YOR provides a way to correct and update a Customer's personally identifiable information. This can usually be done by contacting Customer Care or through the Customer's Admin.

### **Notification of Changes**

If YOR decides to change YOR's privacy policy, YOR will post those changes to this privacy statement, the homepage, and other places YOR deems appropriate so Customers are always aware of what information is collected, how its is used, and under what circumstances, if any, YOR disclosed it. If, however, YOR is going to use Customer's personally identifiable information in a manner different from that stated at the time of collection YOR will notify Customers by posting a notice on YOR Media for 30 days.

### **Contact Information**

If Customers have any questions or suggestions regarding YOR's Privacy Policy, please contact the YOR Corporate Office at:

YOR Health  
2802 Kelvin Ave Suite 150  
Irvine, CA 92614

Fax: 949.681.6080

CustomerCare@yorcorp.com  
www.yorhealth.com