

# Privacy Policy

Protecting your private information is our priority. This Statement of Privacy applies to theleptin.com and The Leptin, LLC and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to The Leptin, LLC include theleptin.com, The Leptin, Littles.theLeptin.com and Littles.theLeptin.com. The The Leptin website is a healthy lifestyle information and program site. By using the The Leptin website, you consent to the data practices described in this statement.

## Collection of your Personal Information

In order to better provide you with products and services offered on our Site, The Leptin may collect personally identifiable information, such as your:

- First and Last Name
- E-mail Address
- Phone Number

If you purchase The Leptin's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction.

The Leptin may also collect anonymous demographic information, which is not unique to you, such as your:

- We use analytic tools such as facebook pixel and google analytics

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. These may include: (a) registering for an account on our Site; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

## Use of your Personal Information

The Leptin collects and uses your personal information to operate its website(s) and deliver the services you have requested.

The Leptin may also use your personally identifiable information to inform you of other products or services available from The Leptin and its affiliates.

## Sharing Information with Third Parties

The Leptin does not sell, rent or lease its customer lists to third parties.

The Leptin may share data with trusted partners to help perform statistical analysis, send you email 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 The Leptin, and they are required to maintain the confidentiality of your information.

The Leptin may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on The Leptin or the site; (b) protect and defend the rights or property of The Leptin; and/or (c) act under exigent circumstances to protect the personal safety of users of The Leptin, or the public.

### **Tracking User Behavior**

The Leptin may keep track of the websites and pages our users visit within The Leptin, in order to determine what The Leptin services are the most popular. This data is used to deliver customized content and advertising within The Leptin to customers whose behavior indicates that they are interested in a particular subject area.

### **Automatically Collected Information**

Information about your computer hardware and software may be automatically collected by The Leptin. 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 the The Leptin website.

### **Links**

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

### **Security of your Personal Information**

The Leptin secures your personal information from unauthorized access, use, or disclosure. The Leptin uses the following methods for this purpose:

- SSL Protocol

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.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any

and all information and data exchanged between you and us through this Site cannot be guaranteed.

### **Children Under Thirteen**

The Leptin does not knowingly collect personally identifiable 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.

### **E-mail Communications**

From time to time, The Leptin may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our Services, we may receive a notification when you open an email from The Leptin or click on a link therein.

If you would like to stop receiving marketing or promotional communications via email from The Leptin, you may opt out of such communications by clicking on the UNSUBSCRIBE button.

### **Changes to this Statement**

The Leptin reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

### **Contact Information**

The Leptin welcomes your questions or comments regarding this Statement of Privacy. If you believe that The Leptin has not adhered to this Statement, please contact The Leptin at:

The Leptin, LLC

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\_\_\_\_\_, \_\_\_\_\_

Email Address:

\_\_\_\_\_

Telephone number:

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Effective as of November 24, 2019