

**SuperSMARTFoods  
brought to you by directionH, a div. of ANGELtrition a 501c3  
non-profit corporation**

**PRIVACY POLICY**

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**INTRODUCTION**

SuperSMARTFoods/directionH (hereafter “SSF/DH” or the “Association”) has created this Privacy Policy Statement to inform you about how we collect, use, and disclose information.

This Privacy Policy Statement applies to information collected through this website and any mobile sites, applications, widgets, and other interactive features that link to this site. Except as specifically stated, this Privacy Policy Statement does not apply to information collected by SSF/DH by or through any other means, such as information collected offline.

**PERSONAL INFORMATION**

**Collection of Personal Information:** “Personal Information” is information that can identify you such as name, postal address (including billing and shipping addresses), telephone number, email address, credit card number, and user name. We collect Personal Information from you when you choose to participate in our offers, programs, services, or otherwise provide information directly to us, including when you complete online Applications, purchase products or services, participate in our interactive features, or otherwise interact with us.

**Use of Personal Information: We may use Personal Information:**

- for the purposes for which you specifically provided it including, without limitation, to enable us to respond to your inquiries and process and fulfill your requests;
- to send you information about your relationship or transactions with us;
- to tell you about products, services, programs, and offers that we believe may be of interest to you via email, SMS, telephone, or postal mail;
- to personalize your experience with us including by presenting products or offers tailored to you;
- to allow you to use, communicate and interact with others on our Site;
- for internal business purposes, such as data analysis, audits, developing new products, enhancing our website, proving our services, identifying usage trends, and determining the effectiveness of our promotional campaigns;
- to allow you to participate in contests and other promotions and to administer these activities.
- to complete and fulfill your order, or otherwise provide you with products or services, for example to process your payments, have your order delivered to you, communicate with you regarding your purchase and provide you with related customer service; and
- to allow you to send an email to other people

**Sharing Personal Information: We may disclose your Personal Information:**

- to companies that are affiliated with us, that is part of the SSF/DH family of companies but, not for their direct marketing purposes;
- to third-party service providers who provide services to SSF/DH, such as website hosting, data analysis, payment processing, order fulfillment, infrastructure provision, information technology services, member service, email delivery services, credit card processing, auditing, training, and other similar services. (These third parties will be supplied with or have access to your Personal Information for the purpose of providing these services to us or on our behalf);
- to Lifetime Members or Wholesale Members to the extent necessary for them to contact you regarding products and services;

- as we believe necessary or appropriate: (a) to enforce our terms and conditions; (b) to protect our operations or those of any of our affiliates; (c) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; (d) to allow us to pursue available remedies or limit the damages that we may sustain.

## NON-PERSONAL INFORMATION

**Collection of Non-Personal Information:** “Non-Personal Information” is any information that does not reveal your specific identity, such as:

- Browser Information
- Information collected through cookies, pixel tags and other technologies
- Demographic information and other information provided by you or our Wholesale Members
- Aggregated information
- Information such as your computer type (Windows or Macintosh) screen resolution, operating system version and Internet browser type and version;
- Demographic information, such as your location, education, profession, age, gender, as well as other information, such as your hobbies and special interests when you voluntarily provide this information to us. Unless combined with Personal Information, this information does not personally identify you or anyone else.

**Aggregating information:** We may aggregate Personal Information so that the aggregated information does not personally identify or anyone else, such as using Personal Information to calculate the percentage of our Members who live in a particular area. In some instances, we may combine Non-Personal Information with Personal Information. If we combine any Non-Personal Information with Personal Information, the combined information will be treated by us as Personal Information as long as it is combined (such as combining your name with your location).

**Use and Sharing of Non-Personal Information:** Because Non-Personal Information does not personally identify you, we may collect, use and disclose Non-Personal Information for any purpose.

## COOKIES AND OTHER TECHNOLOGIES

**Cookies:** SSF/DH and our third-party service providers may use “cookies” on the Site. Cookies allow a web server to transfer data to a computer for recordkeeping and other purposes. We use cookies and other technologies to better serve you with more tailored information and facilitate your ongoing access to and use of the Site. We also allow vendors to use cookies on our website. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to decline the use of cookies.

**Local Storage Objects:** SSF/DH and our third-party service providers may use Flash Local Storage Objects (Flash LSOs) in certain situations including recognizing you and remembering what is in your shopping cart. Flash LSOs are different from browser cookies because of the amount and type of data stored. In addition, you generally cannot control, delete, or disable the acceptance of Flash LSOs from your browser.

**Pixel tags and other technologies:** Clear Gifs are tiny graphics with a unique identifier, similar in function to cookies. However, in contrast to cookies, which are stored on your computer’s hard drive, clear GIFs are embedded invisibly on website pages. We may use clear GIFs (also known as web beacons, web bugs or pixel tags) in connection with the Site to track the activities of our Site visitors and compile statistics about Site usage and response rates. We and our third-party service providers also may use clear GIFs in HTML-formatted email messages to help us track email response rates, measure the success of our marketing campaigns, and identify when our emails are viewed or forwarded.

**Site Analytics:** SSF/DH may work with third-party service providers who use the technologies described in the section to conduct website analytics to help us track and understand how visitors use our Site. We use third-party analytics to help us improve our website performance and user experience.

**Widgets, Applications, and similar technologies:** If you choose to utilize technology provided by SSF/DH, any Personal Information of other information you make available through such technology may become available publicly through social media and other websites and platforms on which you may make the applicable technology available. In addition, some technology may have the capability to be distributed “virally” in other locations (for example, a friend or Member of yours may post the widget that contains your information on his or her blog). SSF/DH is not responsible or liable for the collection, use or disclosure of Personal Information and/or other information that is made publicly available.

## IP ADDRESSES

### How We Collect IP Addresses:

Your “IP Address” is a number that is automatically assigned to the computer that you are using by your Internet Service Provider (ISP).

An IP Address may be identified and logged automatically in our server log files whenever a user visits the Site, along with the time of the visit and the page(s) that were visited. Collecting IP Addresses is standard practice on the Internet and is done automatically by many website.

### How We Use and Disclose IP Addresses:

We may use IP Addresses for purposes such as calculating Site usage levels, helping diagnose server problems, detecting fraud, and administering the Site. We may also use and disclose IP Addresses for all the purposes for which we use and disclose Personal Information. Please note that we treat IP Addresses, server log files, and related information as Non-Personal Information, except where we are required to do otherwise under applicable law.

## **SOCIAL NETWORK AND INTERACTIVE TOOLS**

Certain features on our Site may give you an opportunity to interact with us and others. These may include blogs, message boards, messaging functionality, chat functionality, and creating community profiles. When you use these features you should be aware that any information you submit, including your name, location, and email address, may be publicly available to others. We are not responsible for any information you choose to submit through these interactive features and we strongly discourage you from disclosing any sensitive Personal Information. If you use these features, your Personal Information may remain on the Site even after you cease use of the Site.

## **SECURITY**

We use reasonable organizational, technical and administrative measures to protect Personal Information under our control. Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us of the problem by contacting us at the following options: email - [memberservices@directionH.org](mailto:memberservices@directionH.org), phone – 916-412-2372, or in writing at directionH 560 NE F St. #A-449 Grants Pass, OR 97526.

## **CHOICE**

To opt out of receiving marketing and/or promotional offers from SSF/DH you may respond to emails with “unsubscribe” in the subject line or send us a request at: [memberservices@directionh.org](mailto:memberservices@directionh.org). We will endeavor to comply with all requests as soon as reasonably practicable.

## **ACCESS**

We provide you with the option through the Site for reviewing, correcting, updating or otherwise modifying certain Personal Information that you have previously provided through the Site. You may view, change, modify, or remove certain information contained in your personal profile by using the tools found in the profile section of the Site. You may also submit updated Personal Information to us. In your request, please make clear what information you would like to have changed. Please submit to: email - [memberservices@directionH.org](mailto:memberservices@directionH.org), phone – 916-412-2372, or in writing at directionH 560 NE F St. #A-449 Grants Pass, OR 97526.

## **RETENTION OF INFORMATION**

We will retain your Personal Information for the period necessary to fulfill the purposes outlined in the Privacy Policy Statement unless a longer retention period is required.

## **USE OF SITE BY CHILDREN**

The Site is not directed to individuals under the age of fourteen (14), and we request that these individuals not provide Personal Information through the Site unless accompanied by their Guardian.

## **UPDATES TO THE PRIVACY STATEMENT**

From time to time we may change this Privacy Policy Statement. Please look at “LAST UPDATED” legend at the top of this document to see when this Privacy Policy Statement was last revised. Any changes to this Privacy Policy Statement will become effective when we post the revised Privacy Policy Statement on the Site. Your interaction with us following these changes means that you accept the revised Privacy Policy Statement.

## **CONTACTING US**

If you have any questions about this Privacy Policy Statement please contact us by: email - [memberservices@directionH.org](mailto:memberservices@directionH.org), phone – 916-412-2372, or in writing at directionH 560 NE F St. #A-449 Grants Pass, OR 97526.

## **INDEPENDENT MARKETING MEMBERS**

If you seek to become an Independent Marketing Member with SSF/DH you may be required to enter into a separate agreement with SSF/DH. If you enter into a Membership Agreement with SSF/DH we may collect, use and disclose your Personal Information in accordance with this Privacy Policy Statement and the terms of the Membership Agreement. In the event of a conflict between this Privacy Policy Statement and the membership Agreement, the terms of the Membership Agreement shall apply.