

# **GeneWize Life Sciences, Inc.**

## **(“GENEWIZE”) Privacy Protection Policy:**

GeneWize Life Sciences respects the privacy of every individual and has taken every precaution to create a process that allows individuals to maintain the highest level of privacy. All information provided by the individual taking the assessment is kept on a secure server and all samples are identified by barcode only. This information is never shared with a third party. After the evaluation is completed and validated, all DNA sample material is destroyed. We will NEVER share any of your personal information with anyone.

- All SNP collection kits, swab and mailing envelopes are bar-coded for tracking and confidentiality.
- After receiving the swabs, the lab confirms and uploads the bar-coded sample for confidentiality, tracking, and control.
- The DNA is extracted from the swab and the lab amplifies the region of the DNA containing the SNP. The technique used to amplify the individual's DNA is called a polymerase chain reaction (PCR).
- The SNP is then detected with a proprietary technology, and a variety of important quality control systems are in place to ensure accuracy and repeatability.
- The results of the detected SNPs are then analyzed and compiled by special software and translated electronically into a confidential report called a LifeMap Healthy Aging Assessment™.

1. When you use our site, we receive and collect certain information. The information that we receive and collect depends on what you do when you visit GENEWIZE.

**Automatically Collected Information:** Some information is automatically received and sometimes collected from you when you visit the GENEWIZE site. We receive and collect the name of the domain and host from which you access the Internet; the Internet protocol (IP) address of the computer you are using; the browser software you use and your operating system; the date and time you access our site; and the Internet address of the web site from which you linked directly to our site. We use this information to monitor the usage of our site. Also, when we send emails to you, we may be able to identify information about your email address, such as whether you can read graphic-rich HTML emails. All of the information we automatically capture provides us with the ability to enhance our customers' search and shopping experiences and to determine aggregate information about our user base and usage patterns.

**Information Collected via Cookies.** We use cookies to enhance the browsing and shopping experience on the GENEWIZE site. "Cookies" are small files or records that we place on your computer's hard drive to collect information about your activities on GENEWIZE site. The cookies transmit this information back to the computers at GENEWIZE or our third-party

distributors of banners and newsletters; these computers are, generally speaking, the only computers which are authorized to read such information. The information captured makes it possible for us (i) to speed navigation, keep track of items in your shopping cart, and provide you with custom tailored content; (ii) to remember information you gave to us so you don't have to reenter it each time you visit the GENEWIZE site; (iii) to monitor the effectiveness of certain of our marketing campaigns; and (iv) to monitor total number of visitors, pages viewed, and the total number of banners served.

Most people do not know that cookies are being placed on their computers when they visit the GENEWIZE site or most web sites because browsers are typically set to accept cookies. You can choose to have your browser warn you every time a cookie is being sent to you or you can turn off cookie placement. If you refuse cookies, you will not be able to open a GENEWIZE Shopping Cart and therefore will not be able to complete an order with us online. Also, by not using cookies, your overall Internet browsing experience will be affected.

If you would like to obtain more information about the third-party distribution of banners on the GENEWIZE site and to know your choices about having such cookies turned off, please visit [www.privacychoices.org](http://www.privacychoices.org). If you turn off the cookies, you will still see banners on our site; however, the banners will not be tailored to your shopping experience.

**Information Collected Using Pixel Tags or Clear GIFs.** To help us understand the effectiveness of certain of our email marketing efforts, GENEWIZE may use "message format" and "message open" sensing technologies. Both technologies require the use of pixel tags or clear GIFs (also called web beacons). The "message format" sensing technology allows us to recognize whether you have enabled your email program to receive HTML emails; if so, this information is then associated with your email address so that subsequent messages can be sent to you in HTML format. The "message open" sensing technology allows us to recognize whether you have opened our email message. We can only detect this if you have enabled your email program to receive HTML emails.

**Information You Actively Submit to GENEWIZE.** For most of the browsing services we provide, we neither require nor collect "Personal Customer Information" -- your name, email address, billing address, shipping address(es), phone number and credit card information. You can browse the GENEWIZE site and take as much time as you want to view our products and services without having to submit such Personal Customer Information. Even when you use our shopping cart as you browse, there is no need to submit Personal Customer Information.

In the following instance, however, we do need you to actively submit Personal Customer Information: when you want to become an Independent Business Owner (IBO), open an account or complete an order.

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## 2. How we use and share Personal Customer Information

Occasionally, GENEWIZE uses Personal Customer Information to market products and services. GENEWIZE shares Personal Customer Information that we collect as follows:

**Subcontractors.** We send Personal Customer Information to third-party subcontractors and agents that work on our behalf to provide certain services. These third parties do not have the right to use the Personal Customer Information beyond what is necessary to assist us or fulfill your order. They are contractually obligated to maintain the confidentiality and security of the Personal

Customer Information and are restricted from using such information in any way not expressly authorized by GENEWIZE.

**Service Providers.** We send Personal Customer Information to third-party providers of goods and services that you may purchase from time to time on our site (e.g., ISPs). Like subcontractors, these third parties do not have the right to use the Personal Customer Information beyond what is necessary to assist us. They are contractually obligated to maintain the confidentiality and security of the Personal Customer Information and are restricted from using such information in any way not expressly authorized by GENEWIZE.

**Membership programs.** We may work with certain companies who, in conjunction with their own membership programs or rewards programs, require that we disclose purchasing information about their customers who visit the GENEWIZE site through links from the partner sites, or use the partner's credit card to make purchases on the GENEWIZE site (e.g., to earn commissions for purchases made on the GENEWIZE site through outside links from the partner site, such as planned pay cards). We disclose only the information required to make these programs work and support your membership with them, which typically includes the name and/or email address of the user as well as the dollar amount of purchases made. We disclose this information to companies under an agreement that requires that they obtain your consent first, usually under the membership or participation rules. If you do not want us to disclose that information to the strategic partner, then you must contact them directly.

**Credit card companies.** Credit card transactions are handled by a third-party financial institution and their vendors, which receive the credit card number and other personal identifying information only to verify the credit card numbers and process transactions.

**Law Enforcement Investigations.** GENEWIZE may release Personal Customer Information when we believe, in our good judgment, that such release is reasonably necessary to comply with law, enforce or apply the terms of any of our policies or user agreements, or to protect the rights, property, or safety of GENEWIZE, our users, or others.

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### 3. Communications from GENEWIZE

As a customer, you may receive the following communications from GENEWIZE: Communications related to transaction and account maintenance activities. These communications include without limitation: order confirmations; order update notices; order problem notices; and notices regarding material changes to site policies and account management procedures.

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### 4. Underage customers

Our products and services are marketed for purchase by adults or with the consent of adults. This is why GENEWIZE requires a credit card that has been authorized for use to complete purchases on our site.

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### 5. Changes to Privacy Policy

This privacy policy was last changed on November 25, 2008. GENEWIZE reserves the right to modify or amend this policy at any time by posting the revised privacy policy on our site. The

changes will only affect the information we collect after the effective date of the change to our privacy policy unless we clearly express otherwise.

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#### 6. Questions or comments

If you have any questions regarding our privacy policy, please email at [compliance@genewize.com](mailto:compliance@genewize.com).

For all other inquiries, please contact [customerservice@genewize.com](mailto:customerservice@genewize.com).

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