

DailyEndorphin Privacy Policy

Last Updated: September 1, 2010

At DailyEndorphin, your privacy is our top concern. We work hard to earn and keep your trust, so we adhere to the following principles to protect your privacy:

- DailyEndorphin will never rent or sell your personally identifiable information to third parties for marketing purposes;
- DailyEndorphin will never share your contact information with another user, without your consent;
- DailyEndorphin will never share your personal health information with another user, without your consent, except when you agree to join a DailyEndorphin group, where your personal health information may be used for group statistical purposes but the information will not be identifiable to you, and when you agree to participate in a group exercise challenge, where your fitness and exercise data including but not limited to time exercised, calories burned, steps walked and percent weight gained or lost may be viewable to other users as necessary challenge parameters;
- Any sensitive information that you provide will be secured with all industry standard protocols and technology.

Notice of all changes that materially affect ways in which your personally identifiable data may be used or shared will be posted in updates to our Privacy Policy. If you continue to use the DailyEndorphin service after notice of changes have been sent to you or published on our site, you hereby provide your consent to the changed practices.

Registration

In order to become a DailyEndorphin user, you must first create an account on this web site. To create an account you are required to provide the following contact information: name, age, email address, ZIP/postal code, and choose a password.

Profile Information

Once a user, you may provide additional information describing your current and ongoing fitness & health/wellness information and objectives. Providing additional information beyond what is required at registration is entirely optional, but enables you to better utilize the DailyEndorphin system.

Cookies & Log Files

Like most web sites, DailyEndorphin uses cookies and web log files to track site usage. A cookie is a tiny data file that resides on your computer, which allows DailyEndorphin to recognize you as a user when you return to our site using the same computer and web browser. Unfortunately, if your browser settings do not allow cookies, you will not be able to use our website. Like the information you enter at registration or in your Profile, cookie and log file data is used to customize your experience on the web site.

One type of cookie, known as a “persistent” cookie, is set once you’ve logged in to your DailyEndorphin account. The next time you visit the DailyEndorphin web site, the

persistent cookie will allow us to recognize you as an existing user so you will not need to log in before using the service. In order to access or change any of your private information (like a credit card number), however, you must log in securely again with your password even if your computer contains your persistent cookie. Additionally, if you log out of the DailyEndorphin site you will need to re-enter your password the next time you visit in order to log in to your account. Another type of cookie, called a “session” cookie, is used to identify a particular visit to the DailyEndorphin site. Session cookies expire after a short time or when you close your web browser.

Due to the communications standards on the Internet, when you visit the DailyEndorphin web site we automatically receive the URL of the site from which you came and the site to which you are going when you leave DailyEndorphin. We also receive the Internet protocol (IP) address of your computer (or the proxy server you use to access the World Wide Web), your computer operating system and type of web browser you are using, as well as the name of your ISP. This information is used to analyze overall trends to help us improve the DailyEndorphin service. The linkage between your IP address and your personally identifiable information is never shared with third-parties without your permission or except when required by law.

Information Use

DailyEndorphin is an online service dedicated to helping people establish and maintain a regular exercise habit. The personally identifiable information you choose to provide on this site is used to help you track your fitness information and engage in group fitness and exercise challenges with other people. Information you provide at registration or in your Profile section is also used to customize your experience on the web site. Other information, that does not personally identify you as an individual, is collected by DailyEndorphin from the site (such as, by way of example, patterns of utilization) and is exclusively owned by DailyEndorphin. DailyEndorphin can utilize this information in such manner as DailyEndorphin, in its sole discretion, deems appropriate.

DailyEndorphin Communications

DailyEndorphin will communicate with you through email and notices posted on this website. These include welcome emails, which help inform new users about various features of the service. Please be aware that you will always receive certain emails from DailyEndorphin related to the proper functioning of your account, such as email notices when another user in sends you an invitation to join a group fitness challenge.

Sharing Information With Third Parties

DailyEndorphin takes the privacy of our users very seriously. We will never sell, rent, or otherwise provide your personally identifiable information to any third parties for marketing purposes. We will only share your personally identifiable with third parties to carry out your instructions and to provide specific services. For instance, we use a credit card processing company to bill users for subscription fees. These third parties do not retain, share, or store any personally identifiable information except to provide these services and are bound by strict confidentiality agreements which limit their use of such information.

We may provide aggregated data about the usage of our services to third-parties for such purposes as we deem, in our sole discretion, to be appropriate. We may segment our users by role (i.e. product managers, vice presidents), industry, geographic location and company. If you would like to be excluded from the aggregated research or products based upon aggregated data about our users' activities on the site, please email customer service.

Partnering with Other Organizations to Offer Combined Services

DailyEndorphin partners with other online services to give you the combined results of both services. Whenever we offer such combined services it will be your choice to make use of the combined services or not. In these cases, your personally identifiable information will only be passed from DailyEndorphin to the partner if you choose to use the combined service.

Legal Disclaimer

It is possible that we may need to disclose personal information when required by law. We will disclose such information wherein we have a good-faith belief that it is necessary to comply with a court order, ongoing judicial proceeding, or other legal process served on our company or to exercise our legal rights or defend against legal claims.

Accessing and Changing Your Account Information

You can review the personal information you provided us and make any desired changes to the information, or to the settings for your DailyEndorphin account, at any time by logging in to your account on the DailyEndorphin website and editing the information on your Profile page. You can also close your account through the DailyEndorphin website. If you close your DailyEndorphin account, we will remove your name and other personally identifiable information from our publicly viewable data. We may retain certain data contributed by you if it may be necessary to prevent fraud or future abuse, or for legitimate business purposes, such as analysis of aggregated, non-personally-identifiable data, account recovery, or if required by law. All retained data will continue to be subject to the terms of the DailyEndorphin Privacy Policy that you have previously agree to. To request that we close your account and remove your information from the DailyEndorphin service, please send your request to support@dailyendorphin.com. Please send your request using an email account that you have registered with DailyEndorphin under your name.

Security

In order to secure your personal information, access to your data on DailyEndorphin is password-protected, and sensitive data (such as credit card information) is protected by SSL encryption when it is exchanged between your web browser and our web site. To protect any data you store on our servers we also regularly audit our system for possible vulnerabilities and attacks and we use a tier-one secured-access data center.

Changes to this Privacy Policy

DailyEndorphin may update this privacy policy. In the event there are significant changes

in the way we treat your personally identifiable information, we will display a notice on this site. Unless stated otherwise, our current Privacy Policy applies to all information that we have about you and your account.

If you have questions or comments about this privacy policy, please email us at support@dailyendorphin.com.