

PRIVACY POLICY

Your privacy is important to us and this policy represents our commitment to safeguard and protect your personal information. This policy governs use of the *Authentic* website (the “Site”), which is provided by Authentic LLC (“Company,” “we,” “us,” or “our”). This policy (the “Privacy Policy”) governs our collection of information from you (“you,” “your,” or a “user”) through your use of the Site. It does not apply to any information you may provide to us through other means, including via mail or telephone. Please read this Privacy Policy carefully so that you understand our online privacy practices.

By visiting and using the Site you agree that your visit, and any dispute over our online privacy practices, is governed by this Privacy Policy.

TYPES OF INFORMATION WE COLLECT. We use the information gathered to provide the services you request, to better understand your needs, to improve the contents of our services, and to monitor technical performance of our network. The information we gather falls into two categories: (1) information voluntarily supplied by users to the Site through optional registration; and (2) other information gathered as users navigate through the Site.

Information You Provide To Us.

We may collect and store information, personal or otherwise, that you voluntarily supply either while using our Site or in responding (via email, messaging, or other means of data transfer) in connection with a feature provided on our Site. Some examples of this type of information include demographic information and personal information (such as your name, address, or email address) that you electronically submit to us for purposes such as registration as a user, accessing certain features on our Site, signing up for optional communications, providing feedback, or posting content to various permissible areas on our Site. We may also ask for information (including a credit card number) from users who conduct transactions on our Site. The information supplied helps us to provide the product or service requested, offer you more personalized features, and tailor the Site to your interests. Supplying such information is entirely voluntary. However, if you choose not to supply information requested, we may be unable to provide you with services offered to users of the Site.

Other Information.

We also may collect and store information that is generated automatically as you navigate through our Site. For example, we employ a standard feature of browser software called a "cookie" to assign each user a unique, random number that resides on a user's computer. The cookie does not personally identify the user; it merely identifies the computer with which the user accesses the Site. Unless a user voluntarily identifies himself or herself (through user registration, for example), the Site will not be able to ascertain the identity of the user, even if a cookie is assigned to a user's computer. The only personal information a cookie can contain is information supplied by a user. By showing how and when visitors use the Site, cookies help track user trends and patterns. They also prevent you from having to re-enter your preferences on certain areas of the Site where you have entered preference information previously. Of course, you are free to set your web browser to disable cookies or otherwise limit the information we

collect; however, if you do so it may render your computer unable to take advantage of the personalized features enjoyed by other users of the Site.

We also may use web beacons and other methods to access cookies and to count users who visit our Site or open HTML-formatted email messages. Our Site's servers automatically collect limited information about your computer's connection to the Internet, including your IP address. The IP address is a number that lets computers attached to the Internet know where to send data such as the web pages users view. An IP address does not personally identify a user. We use this information to deliver the Site's content to you upon request and to measure traffic within the Site.

We may use cookies, web beacons and similar technologies to collect non-personally identifiable information about users of our Site and about activity that occurs within our Site, and we may use this information to, among other things, serve targeted information including offers on our Site. The information collected allows us to analyze how users use the Site and to track user interests, trends and patterns.

How we use and share your information. We use the information we collect in a variety of ways, including using the information to customize features and advertising that appear on the Site. We also may provide your information to third parties, such as service providers, contractors, and sponsors, for a variety of purposes.

Our Use of Information.

The information we gather and collect enables us to provide the Site and to help you partake of our services. You agree that we may use your information to:

- contact you for customer service purposes
- contact you to inform you of important changes or additions to our Site or the services offered over our Site
- to send you administrative notices, offers and any other communications that we believe may be of interest to you
- operate, improve and maintain our products and services, including analyzing user behavior, and
- administer promotions, provide features and display relevant content to you.

You may withdraw your permission and prevent our use of your information by contacting us using the contact information below.

Information We Share.

You consent to our sharing of information for the purposes described below:

1) Service Providers and Contractors:

We reserve the right to disclose to service providers and contractors all of the information that we collect online about you and other visitors to conduct business on our behalf. These activities

could include processing payments, maintaining this Site, and providing business services to us or to you.

2) **By Law or to Protect Rights:**

We may disclose information when we believe that disclosure is necessary to comply with the law, to enforce our intellectual property rights, or to protect the rights, property or safety of us and our employees, and if necessary to defend against third-party claims. We may also disclose information when requested to comply with a court order, investigation, or governmental request.

3) **Business Transfers:**

If we go through a business transfer, such as consolidation, merger, restructuring, acquisition, or sale of part or all of our assets, you acknowledge and consent to the transfer of your information. You further acknowledge and consent to the continued use of your information by the recipient so long as they comply with this Privacy Policy.

4) **With Your Consent:**

We may share information when you provide us with your consent to do so. This may occur when you consent affirmatively or it may occur through your use of the Site as provided in this Policy. For instance, when you request information or services from our affiliates, partners, service providers, or other third parties through us, or when you post information to our Site, you provide your consent for us to share that information with others.

5) **We Won't Sell your Information:**

We will not share your personal information with any third party who is not affiliated with us except as described in this privacy policy. We don't like spam any more than you do and we will not share your personal information to be used for the purpose of sending you unsolicited commercial offers.

Please bear in mind that whenever you voluntarily make your personal information available for viewing by third parties online - for example through comments and participation in forums or through email - that information can be seen, collected and used by others besides us. We cannot be responsible for any unauthorized third-party use of such information.

MODIFYING YOUR INFORMATION AND OPTING OUT. If you share information with us, you will have the opportunity to review, update, change or delete the information you have provided to us (and that we continue to store) at any time. Please contact us by phone, email, or postal mail using the information below to effect changes.

STORAGE OF INFORMATION. All information gathered on our Site is stored within cloud storage services, and we have exclusive access to the databases containing your information. We will use industry standard measures, including encryption where appropriate. However, as effective as the reasonable security measures we implement may be, no security system is impenetrable. We cannot guarantee the security of our database, nor can we guarantee that information supplied will not be intercepted while being transmitted over the Internet.

Additional Information About US. We do not publish text, images, or multimedia content that portrays nudity, foul language, violence, or other information not suitable for children. The Site is not directed to children under the age of 13 and we will not knowingly maintain personally identifiable information from or about anyone under 13.

CHANGES TO THIS POLICY. The Internet and relevant state and federal law is always evolving. If we need to change this Privacy Policy at some point in the future, we'll post the modified Privacy Policy on this Site and update the Effective Date of the policy to reflect the date of the changes. If you are concerned with how your information is used you should check this webpage periodically. By continuing to use the Site after we post any such changes, you accept the Privacy Policy as modified.

Additional Privacy Questions? If you have any questions or concerns about this Privacy Policy, please contact us at info@authenticpx.com.