

MI.BO. PRIVACY POLICY

Last Updated: March 15, 2021

At VISION LIVFIT FZE . and our subsidiaries (“Company”), we respect your privacy and are committed to maintaining your trust. This privacy policy (“Privacy Policy”) applies to visitors of our sites and users of the Company Services.

This Privacy Policy describes our practices and your rights in connection with information that we collect, use, or disclose through:

1. our consumer-facing mobile application (“MI.BO. LIV.FIT Personal Wellbeing Assistant App”),
2. our consumer-facing website (“mibo.life”, “mibo.world”, “mibolivfit.club”),
3. our online business management software products (“MI.BO. PROFIT SaaS” hosted at “miboprofit.com” and “miboworkfit.com”),
4. our professional-facing partner application (“MI.BO. PARTNERPOINT SaaS”),
5. our consumer facing customer service application (“MI.BO. CAREPOINT SaaS”),
6. our supply chain and logistics application (“MI.BO. CHAIN SaaS”),
7. our social media pages,
8. HTML-formatted email messages that we send to you that link to this Privacy Policy,
9. and any other products and services offered through any other venues, websites and mobile applications that direct you to this Terms of Service.

Collectively the “MI.BO. Services”.

BY INSTALLING OUR APPLICATION OR IN ANY WAY USING/ACCESSING THE MIBO SERVICES, YOU HEREBY WARRANT AND REPRESENT THAT (I) YOU HAVE READ, UNDERSTOOD AND AGREE TO THIS PRIVACY POLICY, (II) YOU ARE OVER 18 YEARS OF AGE (OR ARE A PARENT OR GUARDIAN WITH SUCH AUTHORITY TO AGREE TO THIS PRIVACY POLICY FOR THE BENEFIT OF SUCH INDIVIDUAL UNDER 18 YEARS OF AGE), AND (III) IF YOU ARE ACTING ON BEHALF OF YOUR EMPLOYER OR AN ENTITY, YOU HAVE THE AUTHORITY TO ACCEPT AND AGREE TO THIS PRIVACY POLICY. PLEASE DO NOT USE, INSTALL OR ACCESS THE SERVICES IF YOU DO NOT AGREE TO THIS PRIVACY POLICY.

When you access or use the MI.BO. Services, you agree to the terms and conditions of this Privacy Policy and that the information contained in this Privacy Policy serves as notice at or before the point of collection for all information collected as described below.

1. Defined Terms



The following terms will have the meanings indicated below. Please refer to our Subscriber Terms of Service or the MI.BO. Consumer Agreement for any capitalized terms that are not defined in this Privacy Policy.

“End User” means any individual who interacts with the MI.BO. Services, including users of our mobile applications such as the MI.BO. LIV.FIT App and the MI.BO. PRO.FIT App, and individuals who book appointments, purchase services and otherwise interact with our Subscribers through the MI.BO. Services.

“Other Information” is any information that does not reveal your specific identity or does not relate to an individual, such as usage data not linked to any unique identifiers.

“Personal Information” means data that relates to or about an identified or identifiable natural person or, where applicable, household as defined under relevant law. This may include information such as name, postal address, telephone number, email address, or unique online identifiers.

“Subscriber” is any business or entity that subscribes to (or otherwise accesses or uses) our MI.BO. Services, including any staff, employees, consultants, advisors, or independent contractors accessing the MI.BO. Services on the Subscriber's behalf.

Sometimes, we use the term “information” in this Privacy Policy, which may refer to either Personal Information or Other Information.

2. Information we collect

User-Provided Information: You provide us information about yourself, such as your full name and e-mail address, gender and age, body composition, height, weight and preferences when you register for the Services. In the course of using our Services, you may also volunteer additional information such as your calorie intake, activity/diet routines, body measurements, BMI, personal habits, meal details and program progress. You can choose not to provide any information that is affirmatively requested of you. However, this may limit your ability to use the Service. If you correspond with us by email, we may retain the content of your email messages, your email address and our responses. When you post content (text, images, photographs, messages, comments or any other kind of content that is not your e-mail address) on our Services, the information contained in your posting will be stored in our servers and other users may be able to see it, this is solely dependent on your consensual authorization of the same.

As you continue to use the Services, you will regularly provide MIBO with further personal data. It follows from the nature of the Services that we must process such data that you upload to the Services to enable the Services, for example, we will process your weight data and calorie intake to enable the monitoring and

presentation of your personal goals (irrespective of your selected fitness goals). This processing is a pre-requisite for us being able to offer the Services to you.

If you sign up for any of our pro subscriptions, or make other purchases through the Services, your credit or debit card information (such as card type and expiration date) and other financial data that we need to process your payment may be collected and stored by us and/or the payment processors with which we work. We may also collect some limited information, such as your postal code, mobile number, and details of your transaction history, all of which are necessary to provide the Service. In addition, the payment processors generally provide us with some limited information related to you, such as a unique token that enables you to make additional purchases using the information they've stored, and your card's type, expiration date, and certain digits of your card number.

Social Network Platform Provided Information: We also collect personal information when you register to join the Services (or choose to update your account data) by logging into an account that you already have with a third party social networking platform ("SNP") via our Services. For example, our Services allows you to create an account and login to the Services using your Facebook account credentials through Facebook Connect. If you create a user account by logging into the SNP via the Services, you are using the personal information you have already provided to the SNP (such as your "real" name, e-mail address, age and other information you make available via the SNP) to create your account on our Services. Accordingly, if you use Facebook Connect to join the Services, you are allowing us to access the personal information in your Facebook account pursuant to Facebook's terms and conditions governing your use of the Services via Facebook. The information we receive from an SNP may depend on the privacy settings you have with the SNP, so please check the SNP's privacy and data practices.

Some of the data mentioned above, collected from you and processed by MIBO for certain features of the Services, it is possible for us to delete and cease the processing for the future if you so require, without you having to terminate your use of the entire Services, i.e. not all data (submitted over time by you to us either directly or via third-party or SNP services) is required for you to still be able to use the Services. If you want us to cease processing certain data about you under this category, we will inform about the consequences of such cease, i.e. how it will affect your user of the features of the Services.

Cookies Information: When you visit any of the MI.BO. Services or other websites associated with the MI.BO. Services, we may send one or more cookies — a small text file containing a string of alphanumeric characters — to your computer that uniquely identifies your browser and allows the Company to help you log in faster and enhance your navigation through the site. Company uses persistent cookies. A persistent

cookie remains on your hard drive after you close your browser and may be used by your browser on subsequent visits to the site. Persistent cookies can be removed by following your web browser's directions. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent. However, some features of the Services may not function properly if the ability to accept cookies is disabled.

It should be noted that marketing sent by MIBO to you on the basis of a customer relationship as a legal ground for processing personal data, does not require a consent. Such data will be processed and used in compliance with the relevant personal data regulation.

Log File Information: Log file information is automatically reported by your browser each time you access a web page. When you register with or view our site, our servers automatically record certain information that your web browser sends whenever you visit any website. These server logs may include information such as your web request, Internet Protocol ("IP") address, browser type, referring/exit pages and URLs, number of clicks, domain names, landing pages, pages viewed, and other such information.

Clear Gifs Information: When you use the Services, we may employ clear gifs (aka, Web Beacons) which are used to track the online usage patterns of our users anonymously. No personally identifiable information is collected using these clear gifs. In addition, we may also use clear gifs in HTML-based emails sent to our users to track which emails are opened by recipients. The information is used to enable more accurate reporting, improve the effectiveness of our marketing, and allow us to improve our Services for our users.

Mobile Services: We may also collect non-personal information from your mobile device if you have downloaded our Application. This information is generally used to help us deliver the most relevant information to you. Examples of information that may be collected and used include your geographic location, how you use the Application, and information about the type of device you use. In addition, in the event our Application crashes on your mobile device, we will receive information about your mobile device model software version and device carrier, which allows us to identify and fix bugs and otherwise improve the performance of our Application. This information is sent to us as aggregated information and is not traceable to any individual and cannot be used to identify an individual.

Location Information: If you use our Services on your mobile device, including through our Application, we may collect the unique device id number. If you tell us where you are (e.g., by allowing your mobile device to send us your location), we may store and use that information to provide you with location-based information and advertising. If you want to deactivate this feature, you can deactivate GPS on your mobile device.

Analytics Information: We use third party analytics tools to help us measure traffic and usage trends for the Service. These tools collect information sent by your browser as part of a web page request, including the web pages you visit, your browser add-ons, and other information that assists us in improving the Service. We may collect and use this analytics information together with your Personal Information to build a broader profile of our individual users so that we can serve you better. These third-parties may also deploy cookies, pixels, or other identifiers on the Website or collect information through our Application. For example, the Website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer to help analyze how users use the Website. The information generated by the cookie about your use (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the Website, compiling reports on activity for its staff and providing other services relating to web page activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. By using these web pages and accepting cookies, you consent to the processing of data about you by Google in the manner and for the purposes set out above. Please refer to the Google Analytics' currently available opt-outs for the web, found at <https://tools.google.com/dlpage/gaoptout/>.

In addition to the information collection practices described below, you may choose to share with our Services data from your Apple iOS Health App ("Health App"). You decide what information is placed into the Health App and you can modify which apps can access your data through your Health App settings. This Privacy Policy covers the treatment of Health App data shared with us through the Apple HealthKit API ("Health App Data"). We do not use your Health App Data for advertising or other use-based data mining purposes other than providing and improving our Services. We do not share your Health App Data with third parties without your consent. Once your fitness information is synched with the Apple HealthKit, we do not control any uses Apple may make of your fitness information. For more information on the Apple HealthKit, please see <http://www.apple.com/ios/health/>.

3. Categories of Personal Information

While the Personal Information we collect varies depending upon the nature of the MI.BO. Services provided or used and our interactions with individuals, Personal Information we may collect or obtain includes:

1. Contact details (e.g., name, address, email, telephone number, which may include third party emergency contact information),
2. Personal details (e.g., date of birth, education, nationality),

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3. Financial and transaction data (e.g., purchase history, account information, shipping and billing information, including credit card information etc.),
 4. Health and fitness tracker data collected from heart rate monitors and other performance monitoring activities,
 5. Other MI.BO. Services related data (e.g., customer requests, statistics, etc.),
 6. Geolocation data with your permission (e.g. geolocation data sent via a mobile device),
 7. Online identifiers (e.g. IP address, Device IDs, etc.), and
 8. Cookie-related data as described below and as detailed in our Cookie Policy.

4. How We Collect Information

Through the MI.BO. Services

We collect information about you whenever you use the MI.BO. Services, for example:

1. If you are an End User, when you create an account on the MI.BO. Services or through mibo.life, we may ask for Personal Information such as your name, email and postal address, social media account ID, and Other Information you may provide with your account.
2. If you are an End User interacting with the MI.BO. Services through a Subscriber, we also collect Personal Information that you provide to the MI.BO. Services when you initiate a transaction or otherwise engage with the Subscriber, such as to book an appointment, make a purchase, or respond to a marketing campaign.
3. If you are a Subscriber, when you sign up for our MI.BO. Services, we ask for your company name, address, phone number, email, credit card information, tax identification number, and other information about your business, as well as names and email addresses of authorized individuals on your account. If you attend one of our events (e.g., a tradeshow, webinar, or training), we may ask for your feedback, contact details or other information to follow-up with you, such as send you marketing communications consistent with your choices.

We collect information about you when you interact with the MI.BO. Services. For example, if you initiate a transaction through the MI.BO. Services, such as a purchase, we may collect information about you, such as your name, email, phone number, address, credit card information, as well as any other information you provide in order to process the transaction. This information may be shared with others for the same purposes. We encrypt credit card numbers using industry standard technology. We may also collect other Personal Information at the request of the Subscriber you are transacting with or through. We may also store information that your computer or mobile device provides to us in connection with your use of the MI.BO. Services, such as IP address, operating system, device ID, and device type.



We may collect information about others from you, including your emergency contacts, and only use this information for the reason it was provided.

We and our service providers collect information about your location when you use or access MI.BO. Services. The degree of precision of the location data varies depending on the source of such information. Those sources include:

Data from your device through settings you activate:

Other location sources:

IP address

We collect and use this location-related data in order to

1. Provide you with services you have purchased or requested
2. Deliver content that is relevant to you based upon your location
3. Deliver marketing or ad content that is relevant to you based on your location
4. Protect against abuse or misuse of services or of your account
5. Improve our site and services

You may disable the collection and use of your location data through your browser-, operating system- or device-level settings. Consent concerning location data may be withdrawn at any time by changing these settings.

From other sources

In addition to the information we collect from you through MI.BO. Services, we may receive information about you from other sources, such as public databases, strategic and joint marketing partners, social media pages and platforms, people with whom you are friends or otherwise connected on social media platforms, as well as from other third parties. For example, if you elect to connect your social media account to your MI.BO. App account, certain information from your social media account may be shared with us, including information that's part of your profile or your friends' profiles. We may also collect other Personal Information through the MI.BO. Services under the direction of our Subscribers.

You do not have to provide us with certain of your Personal Information, however, if you do not provide or enable us to collect the necessary information, we may not be able to provide the MI.BO. Service. If you disclose any Personal Information relating to other people to us or to our service providers in connection with the MI.BO. Services, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

4. How Personal Information May Be Used



We use the information collected from you to operate, maintain, and provide to you the features and functionality of the Services. Generally speaking, we use the collected information to communicate with you, fulfill your requests, customize the content and advertising, improve our products and services, protect our and your rights, and comply with laws and regulations.

By providing Company your email address, you consent to our using the email address to send you Services-related notices, including any notices required by law, in lieu of communication by postal mail. We may also use your email address to send you other messages, such as newsletters, changes to features of the Services, or special offers. If you do not want to receive such email messages, you may opt out by sending an email message to help@mibo.life with the word "No email" in the subject field. Opting out may prevent you from receiving email messages regarding updates, improvements, or offers. We may use your Personal Information for legitimate business purposes, including:

1. To provide the functionality of MI.BO. Services and related support.
2. To create, and administer accounts, fulfill and record transactions, and provide you with related assistance (e.g., technical help, answer inquiries relating to Personal Information, etc.).
3. To send administrative information to you, for example, information regarding our services and changes to our terms, conditions, and policies.
4. We will engage in these activities to manage our contractual relationship with you, with your consent, and/or to comply with a legal obligation.
5. To provide you with marketing and promotional materials and opportunities and facilitate social sharing.
6. To send you marketing communications and offer other materials that we believe may be of interest to you, such as to send you newsletters or other direct communications.
7. To share information with other marketers (and their service providers) to permit them to send you marketing communications, consistent with your choices.
8. To allow you to participate in sweepstakes, contests or similar promotions.
9. To facilitate social sharing functionality if you choose to do so.
10. We will engage in this activity with your consent, to manage our contractual relationship with you, or where we have a legitimate interest. (Note: Health and fitness tracker data that is obtained via third parties will not be used for this purpose).
11. For reporting and trending.
12. To better understand you and our other users, so that we can tune and personalize our offering.
13. For trending and statistics, and to improve our products and services

14. We will engage in this activity because we have a legitimate interest.
15. To accomplish our business purposes.
16. For audits, to verify that our internal processes function as intended and are compliant with legal, regulatory or contractual requirements.
17. For fraud and security monitoring purposes, for example, to detect and prevent cyberattacks or attempts to commit identity theft.
18. For responding to legal duties, such as requests from public and government authorities.
19. To defend our legal rights or those of others.
20. We will engage in these activities to comply with a legal obligation or because we have a legitimate interest.
21. To the extent that we process your Personal Information based on your consent, you may withdraw your consent at any time.

The Company may use certain information about you and/or your user content without identifying you as an individual to third parties. We do this for purposes such as analyzing how the Services are used, diagnosing service or technical problems, maintaining security, personalizing advertisements and promotions and improving our Services.

The Company's Services are based on a profound knowledge of best practice with regard to health, fitness and nutritional wellbeing. Company cooperates with nutritionists, behavioral psychologist, personal trainers, stress experts to stay on top of the latest research and science. In addition, Company analyzes the usage of the Services, in order to provide you as a user with the most relevant features of the Services as possible with regards to your personal goals. In analyzing the usage of the Services, Company will process certain data for so-called profiling. Profiling means processing of your and other users' personal data to analyze or predict aspects of your use of the Services, behavior and, location in reaching your wellbeing goal. The data processed will be user habits where we will track actions taken by you such as when you move between screens, press buttons and take actions on the Services. The purposes of the profiling is to monitor how engaged users are in different features of our Services, find out ways to make the Service more effective (fit for purpose) and vary the features or content to better match your individual usage patterns and preferences.

The profiling of your data can also be used as the basis for marketing towards other new potential customers on other platforms than the Company Services, such as other social media platforms. Please note that this does not equate to mean that other third parties will gain access to your data for any other purpose than for Company to reach new customers, i.e. third party providers (for example social media) will only process your data on behalf of Company as processors.

Company's processing of your personal data for profiling as described above, does not require any consent as a legal ground to be processed. If this should be the case, i.e. if, under relevant personal data regulation, consent is required for the user as described above, you hereby give your consent to Company using your personal data as defined above for profiling, for the purpose of improving the Services and for providing customer support.

Company reserves the right, but has no obligation, to monitor the user content you post on the Services. Company has the right to remove any such information or material for any reason or no reason, including without limitation if, in its sole opinion, such information or material violates, or may violate, any applicable law or our Terms of Use or to protect or defend its rights or property or those of any third party. Company also reserves the right to remove information upon the request of any third party.

We may use the information collected via cookies, clear gifs, and log files to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the Services; (b) provide custom, personalized content and information; (c) monitor the effectiveness of our Services; (d) monitor aggregate metrics such as total number of visitors and traffic; (e) diagnose or fix technology problems reported by our users or engineers that are associated with the IP addresses controlled by a specific web company or ISP; (f) help you efficiently access your information after you sign in; and (g) improve our Services.

5. What and How Personal Information May Be Disclosed

Certain privacy laws require that we disclose certain information about the categories of Personal Information (as defined by applicable law) that we have disclosed for a business purpose as well as the categories that we have "sold" as defined under applicable law.

Any personal information or content that you voluntarily disclose for posting on the Services (for instance, in user content you post) becomes available to the public. If you remove your user content, copies may remain viewable in cached and archived pages or if other users have copied or stored your user content.

Personally Identifiable Information: Except as otherwise provided herein, Company will not rent or sell your personally identifiable information to others without your express consent. Company may share your personally identifiable information with third parties for the purpose of providing services to you. If we do this, such third parties' use of your information will be bound by restrictions consistent with this Privacy Policy. We may store personal information in locations outside the direct control of Company (for instance, on servers or databases co-located with hosting providers).

We may disclose your personal information to third parties should it be required to do so by law or subpoena or if we believe that such action is necessary to (a) conform to the law, comply with legal process served on us or our affiliates, or investigate, prevent, or take action regarding suspected or actual illegal activities; (b) to enforce our Terms of Use, take precautions against liability, to investigate and defend ourselves against any third-party claims or allegations, to assist government enforcement agencies, or to protect the security or integrity of our site; and (c) to exercise or protect the rights, property, or personal safety of Company, or to otherwise act in the best interests of our users or others.

Marketing: Data processing based on consent as the legal ground

You hereby consent to Company using all your personal data for profiling and marketing purposes via emails, notifications, or other messages, by Company or Company's selected business partners. Profiling will be used for marketing purposes to enable personalized and relevant offers to you, based on your preferences, see more above under Profiling.

Marketing will only be sent to you by Company, no personal data will be transferred for marketing purposes (other than possible to service providers on assignment by Company, however these providers do not have any rights to use the data for any other purposes than to what they have been assigned to, on behalf of Company).

In case you do not want Company to use your personal data for the purpose of marketing, you may at any time opt-out from receiving further messages by an email message to help@mibo.life with the word "No email" in the subject field. Opting out may prevent you from receiving email messages regarding updates, improvements, or offers.

Non-Personally Identifiable Information: We may share non-personally identifiable information (such as anonymous usage data, referring/exit pages and URLs, platform types, number of clicks, etc.) with third party analytics providers and other third parties to help them and us understand the usage patterns for certain Services and so that we can better consider new features or otherwise tailor or enhance our Services. This Privacy Policy in no way restricts or limits our collection and use of non-personally identifiable information.

Change of Control: As we develop our business, we may buy or sell assets or business offerings. Customer and visitor information is generally one of the transferred business assets in these types of transactions. We may also share such information with any affiliated entity (e.g. parent company or subsidiary) and may transfer such information in the course of corporate divestitures, mergers, acquisition or dissolution. If the Company is involved in a sale or business transaction (e.g., merger or acquisition), the Company will retain a legitimate interest in disclosing or

transferring your Personal Information to other parties in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings), including in any negotiations leading to such. Such parties may include, for example, an acquiring or target entity and its advisors.

Social Networking Sites: The Services may enable you to post content to social networking sites (“SNSs”, e.g., Facebook). If you choose to do this, we will provide information to such SNSs in accordance with your elections. You acknowledge and agree that you are solely responsible for your use of those websites and that it is your responsibility to review the terms of use and privacy policy of the third party provider of such SNSs. We will not be responsible or liable for: (i) the availability or accuracy of such SNSs; (ii) the content, products or services on or availability of such SNSs; or (iii) your use of any such SNSs.

Disclosed for a business purpose. In general, we may disclose the following categories of Personal Information (as described above in more detail) to our Partners and Service Providers to provide the MI.BO. services:

1. Contact details,
2. Personal details,
3. Financial and transaction data,
4. Health and fitness tracker data collected from heart rate monitors and other performance monitoring activities,
5. Other MI.BO. Services related data,
6. Geolocation data,
7. Online identifiers, and
8. Cookie-related data.

We do not sell your data.

We may disclose your Personal Information:

1. To our affiliates for the purposes described in this Privacy Policy. VISION LIVFIT FZE . is the party responsible for the management of the jointly-used Personal Information.
2. To our strategic partners and service providers who provide services to us or to our Subscribers, such as website hosting, data analysis, payment processing services, order fulfillment, information technology and related infrastructure provision, customer service, email delivery, credit card processing, auditing and other similar services.
3. To our Subscribers if you are an End User and are using our MI.BO. Services to interact with that Subscriber. Please contact the Subscriber you interact with directly for more information on that Subscriber’s privacy practices.

4. To third parties to permit them (or their own customers) to send you marketing communications, consistent with your choices.
5. To sponsors of sweepstakes, contests and similar promotions, consistent with your choices.
6. To you, through message boards, dashboards, challenges, chat, profile pages and blogs and other services to which you are able to post information and materials, including as described in the sections below titled "Testimonials, Ratings and Reviews" and "Public Forum."
7. To other website users and as well as to your social media account provider, in connection with your social sharing activity, such as if you connect your Facebook account to your MI.BO. App account or our social media pages.

Please note that we may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. If we are required to treat Other Information as Personal Information under applicable law, then we may use it for all the purposes for which we use and disclose Personal Information. In some instances, we may combine Other Information with Personal Information. If we combine any Other Information with Personal Information, we will treat the combined information as Personal Information.

6. How we protect your information

Company uses commercially reasonable physical, managerial, and technical safeguards to preserve the integrity and security of your personal information. We cannot, however, ensure or warrant the security of any information you transmit to Company and you do so at your own risk. Once we receive your transmission of information, Company makes commercially reasonable efforts to ensure the security of our systems. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards.

To protect your privacy and security, we take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. You are responsible for maintaining the secrecy of your unique password, account and payment information, and for controlling access to your email communications from Company, at all times.

7. Privacy Rights regarding your Personal Information

This section provides specific information for California residents, as required under California privacy laws, including the California Consumer Privacy Act ("CCPA") as well as other jurisdictions and regulations that allow for individual privacy rights such as the European Economic Area, including the United Kingdom, and the General Data Protection Regulation ("GDPR").

Explanation of Individual Rights

Right to a Copy/Access or Portability: You may have the right to request, free of charge, a copy of the specific pieces of Personal Information that we have collected about you in a readily useable format that allows you to transmit this information to another entity without hindrance.

Right to Know: You may have the right to request, free of charge, that we provide certain information about how we have handled your Personal Information, including the categories of Personal Information collected; categories of sources of Personal Information; business and/or commercial purposes for collecting your Personal Information; categories of third parties/with whom we have shared your Personal Information; and whether we sell any categories of Personal Information to third parties (however, we do not sell your Personal Information).

Right to Deletion: You may have the right to request deletion of your Personal Information that we have collected, subject to certain exemptions. Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion (e.g., when you make a purchase or enter a promotion, you may not be able to change or delete the Personal Information provided until after the completion of such purchase or promotion). We may also retain residual information, such as records to document that your request has been fulfilled.

Right to Non-Discrimination: You may have the right not to receive discriminatory treatment on the basis of exercising your privacy rights under applicable law.

Right to Correct/Rectify: You may have the right to rectify any incorrect Personal Information we may hold about you.

Right to Object/Restrict: You may have the right to object to a specific use of your Personal Information as it is laid out in this Privacy Policy subject to our legitimate business interests.

Submitting a Request

Where applicable law allows for such a right, if you would like to request to access, correct, object to the use, restrict or delete Personal Information that you have previously provided to us, or if you would like to request to receive an electronic copy of your Personal Information for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law), you may submit a request through the MI.BO. Services themselves or contact us at privacy@mindbodyonline.com with a subject line "Data Subject Request". We will respond to your request consistent with applicable law.



If you are an End User you may, depending on the MI.BO. Service utilized, be able to access, correct or request deletion of Personal Information that you have previously provided to us through your online customer account. These Data Subject Requests and other rights, including objection, restriction and portability (to the extent this right to data portability is provided to you by applicable law), can also be made directly to the relevant Subscriber.

For your protection, we may only implement requests with respect to the Personal Information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. Where applicable law allows for an authorized agent to submit such a request, please contact us at privacy@mindbodyonline.com with a subject line "Data Subject Request – Agent Request" and someone will be in touch with the agent and the End User to verify the request. We will try to comply with your request as soon as reasonably practicable. Moreover, where you are an End User, MI.BO. may need to forward your request and refer you to your Subscriber who may be better placed to address your request.

If you are under 18 years of age and a user of the MI.BO. Services, you may also be entitled to ask us to remove content or information that you have posted to the MI.BO. Service by submitting a request to support@mindbodyonline.com. Please note that your request does not ensure complete or comprehensive removal of the content or information if doing so infringes on the rights of another user.

If you are an End User of one of our Subscribers and would no longer like to be contacted by one of our Subscribers, or would like request the exercise of a right as set out above in relation to Personal Information held by a Subscriber, please contact the Subscriber directly.

8. Your choices regarding our use and disclosure of information

Except for health and fitness tracker data that is obtained via third parties or MI.BO. Vital devices, information we collect may be used by MI.BO. for marketing purposes such as one-off promotional emailing, mobile text messages, direct mail, and sales contacts. We give you many choices regarding our use and disclosure of your Personal Information for marketing purposes. You may:

1. Opt-in or opt-out from receiving electronic MI communications from us: If you are a user of the MI.BO. App or mibo.life and no longer want to receive marketing-related emails or mobile text messages from us on a going-forward basis, you may opt-out of receiving these marketing-related emails or mobile text messages by changing your preferences in your account settings or following the unsubscribe prompts from within the messages themselves. If you have provided your information to MI.BO., and opt-out, MI.BO. will put in place

processes to honor your request. This may entail keeping some information for the purpose of remembering that you have opted-out.

2. Consent to sharing of your Personal Information with unaffiliated third parties for their (or their customers') direct marketing purposes: We only share your Personal Information with unaffiliated third-parties for their marketing purposes when you have consented to the sharing. We do not share data with unaffiliated third-parties in the absence of your consent and such consent will only be valid for a single data transfer. To address what these unaffiliated third-parties do with your data once you have consented to the sharing, please contact the third-party to learn more about your choices.

We will try to comply with your request(s) as soon as reasonably practicable. Please also note that if you do opt-out of receiving marketing-related emails from us, we may still send you messages for administrative, transactional or other purposes directly relating to your use of the MI.BO. Services, and you cannot opt-out from receiving those messages.

Our mobile applications may also send push notifications to your mobile device, provided you consented to this. If you have previously consented to receiving push notifications and no longer wish to receive them, you can also turn push notifications off at the device level. The applications may also request access to your device's calendar application, storage, Bluetooth, camera, and microphone. If you have previously allowed access to your device's calendar and no longer wish to allow access, you may edit the application settings at the device level.

9. Tracking and Advertising

We, our service providers and partners may collect Other Information and certain Personal Information in a variety of ways. We and/or our service providers may employ various tracking technologies, such as cookies, web beacons and analytics software, that help us better manage content on the MI.BO. Services by informing us what content is effective. For more information on our use of cookies and similar technologies, including instructions on how to opt-out, please refer to our Cookies Policy.

10. Social Media Features and Widgets

The MI.BO. Services includes social media features such as the Facebook Like button, and widgets, such as the Share This button or interactive mini-programs that run on our websites. These features may collect your IP address, which page you are visiting on our websites, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our websites. Your interactions with these features are shared with such third parties and governed by the privacy policy of the company providing it.

11. Public Forum

Our websites offer publicly accessible message boards, blogs, and community forums. Please keep in mind that if you disclose Personal Information through MI.B.O. public message boards, blogs, or forums, as offered through the MI.B.O. Services, this information may be viewed, collected and used by others. To request removal of your Personal Information from our blog or community forum, contact us at support@mibo.life. In some cases, we may not be able to remove your Personal Information or some content (if, for example, it is reposted by another user), in which case we will let you know if we are unable to do so and why.

12. Sign-In Services

You can log in to some of the MI.B.O. Services using sign-in services such as Facebook Connect, Google or an Open ID provider. These services will authenticate your identity and provide you the option to share certain Personal Information with us such as your name and email address to pre-populate our sign-up form. Some services like Facebook Connect give you the option to post information about your activities on our websites to your profile page to share with others within your network. In addition, when using some of our mobile applications we may allow you a chance to tell friends about our services by accessing the contacts in your Facebook or other social media account.

13. Testimonials, Ratings and Reviews

If you submit testimonials, ratings or reviews to the MI.B.O. Services, any Personal Information you include may be displayed in the MI.B.O. Services. If you want your testimonial removed, please contact us at support@mindbodyonline.com.

We also partner with service providers to collect and display ratings and review content on our web sites.

14. Payment Processors

We currently use payment processors as a Third Party Offering for internet-based payment services. If you wish to make a payment through MI.B.O. Services, your Personal Information may be collected by such third parties directly and not by us, and will be subject to the third party's privacy policy. We have no control over, and are not responsible for, third parties' collection, use and disclosure of your Personal Information.

Where a third-party payment processor is utilized as a sub-processor, we have implemented appropriate onward transfer safeguards over your Personal Information. See Section 23 for a list of sub-processors and their applicable privacy policies.

15. Links To Other Websites

This Privacy Policy does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including our Subscribers and any third party operating any Third Party Offering, site or other products and services used in connection with the MI.BO. Services. The inclusion of a link does not imply endorsement of the linked site or service by us or by our affiliates.

Please note that we are not responsible for the collection, usage and disclosure policies and practices (including the data security practices) of other organizations, such as Facebook, Apple, Google, Microsoft, RIM or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider or device manufacturer, including any Personal Information you disclose to other organizations through or in connection with the MI.BO. Services, including our social media pages.

16. Data Retention

We will retain your Personal Information for as long as needed or permitted in light of the purpose(s) for which it was obtained and consistent with applicable law. The criteria used to determine our retention periods include:

The length of time we have an ongoing relationship with you and provide the MI.BO. Services to you (for example, for as long as you have an account with us or keep using the MI.BO. Services);

Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period of time before we can delete them); or

Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

17. Security of Your Information

The security of Personal Information is a high priority at MI.BO.. We seek to use reasonable technical, administrative and physical safeguards designed to protect Personal Information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have any questions about the security of your interaction with us please refer to our Security Policy

18. Use of Service By Minors

The MI.BO. Services are not directed or targeted at children under the age of sixteen (16), and we request that they do not provide Personal Information through the MI.BO. Services.

19. Cross-Border Transfer

The MI.BO. Services are controlled and operated by us from the United States and are not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the United States. Your Personal Information may be stored and processed in any country where we have facilities, including the United States, or in which we engage service providers, and by using the MI.BO. Services you understand that your information will be transferred to countries outside of your country of residence, including the United States, which may have data protection rules that are different from those of your country. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your Personal Information.

20. Sensitive Information

We ask that you not send us, and you not disclose, any sensitive Personal Information (e.g. information related to racial or ethnic origin, political opinions, religion or other beliefs, genetic characteristics, trade union membership or criminal background) on or through the MI.BO. Services or otherwise to us, except where explicitly requested or consented to.

21. EU-U.S. Privacy Shield and Swiss-U.S. Privacy Shield

The Company and its subsidiaries participate in and has certified compliance with the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework. We are committed to subjecting all personal data received from European Economic Area (EEA) member countries, the United Kingdom, and Switzerland, respectively, in reliance on each Privacy Shield Framework, to the Framework's applicable Principles. To learn more about the Privacy Shield Frameworks, and to view our certification, visit the U.S. Department of Commerce's Privacy Shield List. <https://www.privacyshield.gov/list>.

The Company is responsible for the processing of personal data it receives under each Privacy Shield Framework and subsequently transfers to a third party acting as an agent on its behalf. The Company complies with the Privacy Shield Principles for all onward transfers of personal data from the EEA, the United Kingdom, and Switzerland, including the onward transfer liability provisions.

With respect to personal data received or transferred pursuant to the Privacy Shield Frameworks, The Company is subject to the regulatory enforcement powers of the U.S. Federal Trade Commission. In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.



If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact our U.S.-based third-party dispute resolution provider (free of charge) at <https://feedback-form.truste.com/watchdog/request>.

Under certain conditions, more fully described on the Privacy Shield website, you may be entitled to invoke binding arbitration when other dispute resolution procedures have been exhausted.

22. Changes to This Privacy Policy

The Company may make changes to this Privacy Policy from time to time. Any changes we make will become effective when we post a modified version of the Privacy Policy to </legal/privacy/>. If we make any material changes to the Privacy Policy, we may also notify you by posting notice on our websites or within the applicable MI.BO. Services, or by sending you an email. If you continue using the MI.BO. Services after any notice of any such changes, it means you have accepted them. If you do not agree to any changes, you must stop using the MI.BO. Services, as applicable. It is your obligation to ensure that you read, understand and agree to the latest version of The Privacy Policy. The “Last Updated” legend at the top of the Privacy Policy indicates when it was last updated.

23. Compromise of personal information

In the event that personal information is compromised as a result of a breach of security, Company will promptly notify those persons whose personal information has been compromised, in accordance with the notification procedures set forth in this Privacy Policy, or as otherwise required by applicable law.

24. Children’s privacy

Protecting the privacy of young children is especially important. For that reason, Company does not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to register. If you are under 13, please do not send any information about yourself to us, including your name, address, telephone number, or email address. No one under age 13 is allowed to provide any personal information to or on the Services. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us at help@mibo.life.

25. Contact Us

If you have any questions regarding this Privacy Policy you can contact us via email at privacy@mindbodyonline.com or via postal mail at:

ATTN: MI.BO. Legal - Privacy Policy Issues

VISION LIVFIT FZE . P.O. BOX 16928, DUBAI, UAE

For the EEA, you may also:

1. Contact our Data Protection Officer responsible for your country or region, if applicable at privacy@mibo.life
2. Lodge a complaint with a data protection authority for your country or region or where an alleged infringement of applicable data protection law occurs. A list of data protection authorities is available at http://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080.

26. Sub-Processors

The following is a list of current third-party vendors that may either directly or indirectly collect information from you in their capacity as a Sub-Processor. Please review the relevant privacy policies (links current as of the date of publication of this Privacy Policy) for further information on how each third-party handles your Personal Information:

Third Party Name	Privacy Policy/Notice Link
Sendgrid	https://sendgrid.com/policies/privacy/
Stripe	https://stripe.com/us/privacy
Twilio	https://www.twilio.com/legal/privacy
Mailchimp	https://mailchimp.com/legal/privacy
Telr	https://telr.com/legal/privacy-policy

27. Contact

legal@mibo.life

[Privacy Policy and Your Privacy Rights](#) [Terms of Service](#) [Sitemap](#)

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