

# Privacy Policy

Your privacy is important to us and we at Bodynfo have prepared this Privacy Policy to explain to you how we collect, use, and share information we obtain through your use of <http://www.bodynfo.se>, and any software application that references this Privacy Policy in the end-user license agreement for that application (collectively, the "Sites"). This Privacy Policy does not govern our use of any information you provide to us when you call us, write to us, or communicate with us in any manner other than through the Sites. Because the Internet is global, information about you that we collect or that you submit may be transferred to, processed in, and held in countries other than the one in which you reside. By using the Sites, you explicitly consent to such use of your information and agree to the terms of this Privacy Policy. This Privacy Policy is effective as of June 1, 2010.

**1. Collection and Use of Anonymous Information.** We automatically collect certain anonymous information to help us understand how you use the Sites. For example, each time you visit the Sites we may automatically collect your IP address, browser and computer type, access time, the Web page from which you came, and the Web page(s) that you access during your visit. We also use cookies (which are small amounts of data sent from a web server to your browser that are stored on your computer's hard drive) to keep track of your use of the Sites, to validate your identity, to remember your password and preferences, to tailor the Sites to meet your personal interests, and to improve the quality of the Sites. Third parties who place advertisements on the Sites may also collect anonymous information through cookies to ensure that their advertising systems and technologies work properly and to allow them to track responses to their advertisements. We also may use third parties to monitor how the Sites are used and such third parties may use cookies or other monitoring technologies to compile anonymous statistics on visitors to the Sites on our behalf. Generally, you can set your browser not to accept cookies or to notify you if you are sent a cookie, giving you the opportunity to choose whether or not to accept the cookie. Please note that if you do set your browser not to accept cookies, certain areas of our Sites may not function properly.

**2. Collection and Use of Personal Information.** You can visit the Sites without telling us who you are or revealing any information by which someone could personally identify you (which we will refer to in this Privacy Policy collectively as "**Personal Information**"). If, however, you wish to register to become a member of the Sites, to receive or participate in certain products, services or activities that we offer through the Sites, or to receive communications from us about the Sites, you may be required to provide certain Personal Information (e.g., your first and last name and e-mail address) and we may ask that you also provide a user name and password. We use your Personal Information to fulfill your requests for products and services, to improve our services, to contact you from time to time about us, our Sites, and our products and services, to provide and support marketing and promotional activities on the Sites, and as otherwise specified when your Personal Information is collected.

**3. Sharing of Personal Information.** Except as described in this section of our Privacy Policy, we will never share your Personal Information with any third party without your permission.

**(a) Service Providers.** From time to time, we may enter into relationships with third parties who provide services to us (e.g., data management and storage services, credit card processing services, or shipping services). In those circumstances, we disclose Personal Information that is necessary for such service providers to perform those services.

**(b) Other Disclosure Scenarios.** We may share your Personal Information: (1) in response to subpoenas, court orders, or legal process, or to establish, protect, or exercise our legal rights or defend against legal claims; (2) if we believe it is necessary in order to investigate, prevent, or take action regarding illegal activities, fraud, or situations involving potential threats to the safety of any person or property; (3) if we believe it is necessary to investigate, prevent, or take action regarding significant abuse of the infrastructure of the Sites or the Internet in general (such as voluminous spamming, denial of service attacks, or attempts to compromise the security of information); (4) to our parent company, subsidiaries, joint ventures, or other companies under common control with us (in which case we will require such entities to honor this Privacy Policy); and (5) if we are acquired by or merged with another entity.

**4. Public Areas.** There may be areas of the Sites (e.g., message boards, discussion rooms, and other online forums) in which you are able to post information that will be available to all other users of the Sites. By choosing to use these areas, you understand and agree that anyone may access, use, and disclose any information (including personal information) that you post to those areas. In addition, if the Sites enable you to create a profile and to include information about yourself in your profile and you send a message through the Sites to another user or post any materials using the Sites to any social networking site, we may disclose to the recipient or on such social networking site your user name and the photos (if any) that you have added to your profile.

**5. Modifying Your Personal Information.** If you would like to modify any Personal Information you previously have submitted to us in connection with creating an account on the Sites, please do so by logging into your account and updating your profile. Sometimes these requests may take up to ten business days to process and we will not be responsible for modifying or removing Personal Information from the database of any third party to whom we were authorized to disclose your Personal Information prior to processing your request. Please note that any User Information that we have copied may remain in back-up storage for some period of time after your request and that we will maintain Personal Information in our database whenever we are required to do so by law.

**6. Security.** We take precautions to safeguard your Personal Information against loss, theft, and misuse, as well as unauthorized access or disclosure. Unfortunately, however, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your Personal Information, we cannot guarantee its security and you assume all risk that any information you provide to us (including, without limitation, your geographic location) may be disclosed to or intercepted by unauthorized third parties.

**7. Links.** The Sites may contain links to other websites. We are not responsible for the privacy practices of any such other website and urge you to review such practices prior to submitting any information to such websites.

**8. Children's Privacy.** We are committed to protecting the privacy needs of children and we encourage parents and guardians to take an active role in their children's online activities and interests. The Sites are not intended for and may not be used by children under the age of 13. We do not knowingly collect Personal Information from children under the age of 13. If we learn that we have collected Personal Information from or about a child under the age of 13, we will delete that data from our systems.

**9. Changes.** We may update this Privacy Policy from time to time. If under any such update we make any material change to the way in which we treat your Personal Information, we (a) will inform you of such change via email or by posting a notice on relevant areas of the Sites and (b) will not use your Personal Information in the way contemplated by such updated Privacy Policy unless you have given us your consent to do so. Any updated version of this Privacy Policy will be effective as of the date set forth therein.