

# **Privacy Policy**

Promethean Strategies, LLC & Stop Smoking Forever™

You must read the following Privacy Policy, carefully before purchasing, joining, using, attending, or interacting further with Our website, digital platforms, services, programs, courses, etc.

This Privacy Policy outlines how We collect, use, store, and protect Your personal information.

Promethean is committed to Your privacy and security. As part of Our commitment, We may collect and store personal or other information that You voluntarily supply to Us online while using or interacting with Our Products and/or Services (including while on Our websites and platforms or in responding via email to a feature provided on or by Our Products and/or Services). Promethean only contacts Members who specifically request that We do so or in the event that You have registered or signed up to receive any of Our Services.

# 1. Acceptance of Policy:

By accessing Our Products and/or Services of Our free or for purchase Products and/or Services, You agree to the terms of this Privacy Policy and Our use of Your information as described herein.

#### 2. Information Collection:

A. Personal Information: We collect personal information that You voluntarily provide when You register for, use, access, request information from, contact, or communicate with Our Products and/or Services. This may include Your name, email address, phone number, and other contact details.

B. Health Information: If You voluntarily participate in Our Products and/or Services, We may also collect health-related information that is necessary to tailor Our Products and/or Services to Your needs. This includes Your smoking history, volunteered information regarding Your medical history, and other relevant data.

C. Website Usage Information: We may collect information about how You use Our website, such as Your IP address, browser type, operating system, and page views.

# 3. Use of Information:

The information We collect is used to:

A. Provide, maintain, and improve Our Products and/or Services;

- B. Register You for Our Products and/or Services, and manage Your account;
- C. Provide personalized Services;
- D. Communicate with You about Your progress and Our Services;
- E. Conduct internal research and analysis to enhance Our programs.
- 4. Confidentiality of Health Information:

Being a former or current smoker is considered health-related information. Your health-related information is treated with the utmost confidentiality. It is used solely for delivering Our Services and improving Your experience with Our program.

# 5. Data Security:

We implement a variety of security measures to maintain the safety of Your personal information, including secure servers and SSL technology for data encryption.

- 6. Information Sharing and Disclosure:
- A. With Service Providers: We may share Your information with trusted third parties who assist Us in operating Our website, conducting Our business, or providing You Products and/or Services, under confidentiality agreements.
- B. Legal Requirements: We may disclose Your information when legally required, such as in response to a court order or other legal processes.
- C. Safety and Rights: We may share information if we believe it's necessary to protect Our rights, property, or safety and that of Our clients or others.
- 7. Third-Party Links:

Our website may include links to third-party sites with independent privacy policies. We have no responsibility or liability for the content and activities of these sites.

8. Cookies and Tracking Technologies:

"Cookies" are small pieces of data stored in text files that are saved on Your computer or other devices when websites are loaded in a browser. They are widely used to remember You and Your preferences, either for a single visit (through a "session cookie") or for multiple repeat visits (using a "persistent cookie").

Our Products and/or Services use necessary identity cookies to be able to identify You as a Member. We use functionality cookies in order to enhance Member user experience and ease of use. We use anonymous analytical cookies so that We, Our partners and 3rd party services can understand and improve user experience. By using, accessing and/or interacting with Our websites and Services, You consent to the collection of cookies.

# 9. User Access and Control:

You have the right to access, correct, or delete Your personal information. Contact Us for any such requests. "Contact Us"

# 10. Children's Privacy:

Our Products and/or Services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children.

# 11. International Data Transfers:

Depending on where in the world You live or are accessing Our Products and/or Services, Your information may be transferred to and maintained on computers located outside Your state, province, country, or other governmental jurisdiction where the data protection laws may differ.

# 12. Changes to This Privacy Policy:

We reserve the right to update this policy at any time. Changes will be effective immediately upon posting to Our website.

#### 13. Contact Information:

For any questions or concerns regarding this policy, please contact us. "Contact Us"

#### 14. Consent:

By using Our Products and/or Services, You consent to Our collection, storage, use, and disclosure of Your personal information as described in this Privacy Policy.

# 15. Record Keeping:

We maintain records of Your personal data as required by law and for as long as necessary to provide Our Products and/or Services.

# 16. Compliance:

We strive to comply with all applicable laws and regulations regarding data protection and privacy.

# 17. Security Breach Notification:

In the unlikely event of a security breach, We will notify You and the appropriate authorities as required by law.

#### 18. Data Retention:

We retain Your personal data only for as long as is necessary for the purposes set out in this policy. We collect and use data for the following common and standard purposes, including but not limited to:

- A. To identify, authenticate, authorize and secure Members access to Our Products and/or Services;
- B. To deliver, improve, and maintain Our Products and/or Services;

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- C. To notify Members about changes to Our Products and/or Services;
- D. To gather anonymous data and information to improve Our Products and/or Services;
- E. To monitor the security and wellbeing of Our Products and/or Services;
- F. To promote new courses, programs, opportunities, and services available via

Our Products and/or Services;

- G. To allow You to use and activate features within Our Products and/or Services;
- H. To optimize Our delivery of customer support to Our Products and/or Services;
- I. To detect, prevent and address abuse of Our Products and/or Services;
- J. To Identify and analyze system technical issues with Our Products and/or Services;
- K. To provide Members of updates, information, news, and updates to Our Products and/or Services.
- 19. Your Rights:

You have various rights in relation to Your personal data, including the right to access, correct, and request the deletion of Your data.

20. Governing Law:

This Privacy Policy shall be governed by and construed in accordance with the laws of the jurisdiction Oregon, USA, where Promethean and Our Products and Services are located.

21. Limitation of Liability:

While We take every measure to protect Your data, We cannot guarantee its absolute security. We shall not be liable for any unauthorized access to or use of Your personal information.

22. Analytics and Tracking:

A. Website Analytics: We may use third-party service providers to monitor and analyze the use of Our Products and/or Services;

- B. Tracking Technologies: Technologies such as cookies, beacons, tags, and scripts are used by Us and Our partners, affiliates, or analytics service providers.
- 23. Opt-Out Options:

You have the option to opt-out of certain uses of Your information, such as promotional communications. Contact Us for any such requests. "Contact Us"

24. Data Portability:

Upon request, We will provide You with a copy of Your personal data in a commonly used electronic format.

# 25. Automated Decision Making:

We do not use Your personal data for automated decision-making processes that could have a legal effect on You.

# 26. Use of External Platforms:

Our Products and/or Services may utilize external platforms (such as social media sites) for promotion and interaction. Please be aware that we do not control and cannot be liable or responsible for the privacy practices of such platforms.

# 27. Confidentiality in Treatment:

All personal or health information volunteered by You and so collected during Your experience as a Member is treated as confidential and available, shared or disclosed, except as required by law. The only exception is information You provide to Us for the purposes of promotions, marketing, motivation, and proof of success with Our Services.

For example, if You provide a written or audio testimonial saying that You were a former smoker with lung cancer and You used Our Products and/or Services to stop smoking then only the information You provided with the specific intent and disclosure would be used by Us and then only for the specific and agreed upon purposes.

# 28. Payment Information:

If You make a digital payment through Our website, Your payment-related information is not stored by Us but is collected by Our third-party payment processors who specialize in the secure processing of credit/debit card transactions.

# 29. Employee Access to Information:

Only authorized employees have access to Your personal data, and they are required to maintain the confidentiality of Your information.

#### 30. Third-Party Service Providers:

We may employ third-party companies and individuals to facilitate Our Products and or Services, provide Our Products and/or Services service on Our behalf, perform service-related services, or assist Us in analyzing how Our Products and/or Services are used. If these third parties need to have access to Your personal data it will only be to perform tasks on Our behalf and they are obligated to not disclose or use it for any other purpose.

# 31. Compliance with HIPAA:

If applicable, we comply with the Health Insurance Portability and Accountability Act (HIPAA) and other regulations regarding the confidentiality and security of health information.

#### 32. Your Feedback:

We welcome Your questions, comments, and concerns about privacy. Please send Us any and all feedback pertaining to this, or any other issue: "Contact Us"

33. Legal Basis for Processing Personal Data Under General Data Protection Regulation (GDPR):

For individuals from the European Union, Our legal basis for collecting and using the personal information described in this Privacy Policy depends on the personal data we collect and the specific context in which we collect it.

# 34. Your Data Protection Rights Under GDPR:

If You are a resident of the European Economic Area (EEA), You have certain data protection rights. These include the right to access, update or to delete the information we have on You, the right of rectification, the right to object, the right of restriction, the right to data portability, and the right to withdraw consent.

# 35. California Privacy Rights:

Under the California Consumer Privacy Act (CCPA), if You are a resident of California, You have certain rights regarding the access to, deletion of, and sharing of Your personal data.

36. As required by the Data Protection Act 1998, and for the purposes and intents mandated therein, the data controller in all regards and respect of any personal data that You volunteer or submit on or via Our Products and/or Services is Promethean Strategies, LLC, operating under the laws of the State of Oregon and United States. Our registered office is located at 1602 SW 58th Avenue, Portland, OR 97221.

# 37. Changes to Our Privacy Policy:

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website.

# 38. Contact Us:

For more information about Our privacy practices, if You have questions, or if You would like to make a complaint, please contact Us and add the word "PRIVACY QUESTION" in the subject line. Click here to "Contact Us"

# **Privacy Policy Acknowledgment and Consent:**

By Purchasing, accessing, using, interacting with, and/or joining Our Products and/or Services, You acknowledge that You have read, reviewed, understood, agree to, commit to abide by, and have had an opportunity to print out and/or download, our Terms & Conditions of Use, Disclaimers, and Privacy Policy.

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