

Privacy Policy

Device Information:

When User visits the Lifestyle Health & Fit (“LHF”) Site, LHF automatically collects certain information about User’s device, including information about User’s web browser, IP address, time zone, and some of the cookies that are installed on User’s device. As User browses the LHF Site, LHF may collect additional information about the individual web pages or products User views, which websites or search terms referred User to the Site, and information about how User interacts with the Site. LHF refers to this automatically-collected information as “Device Information.”

LHF uses the Device Information it collects to help screen for potential risk and fraud (in particular, IP address), and more generally to improve and optimize the Site (for example, by generating analytics about how customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns). LHF may also use the device information for remarketing / targeted advertisements.

LHF collects Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Order Information

When User makes a purchase or attempts to make a purchase through the LHF Site, LHF collects certain information, including name, billing address, shipping address, payment information (including credit card numbers, email address, and phone number). This information is called “Order Information.”

LHF uses the Order Information it collects generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, LHF uses this Order Information to:

- Communicate with User;
- Screen orders for potential risk or fraud; and

- When in line with User preferences, provide information or advertising relating to LHF's products or services.

How Do We Use Your Personal Information?

Personal information includes both Device information and Order Information

LHF may share User's Personal Information with third parties to use your Personal Information, as described above. For example, LHF uses Google Analytics to help understand how our customers' browsing behavior and how they use the site.

As described above, LHF may use User's Personal Information to provide targeted advertisements or marketing communications.

LHF may also share User's Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect LHF's rights.

You can opt out of targeted advertising by:

FACEBOOK – <https://www.facebook.com/settings/?tab=ads>

GOOGLE – <https://www.google.com/settings/ads/anonymous>

BING – <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Do Not Track

Please note that LHF does not alter Site data collection and use practices when it sees a Do Not Track signal from User's browser.

Your Rights

If User is a European resident, User has the right to access personal information LHF holds about you and to ask that your personal information be corrected, updated, or deleted. If User would like to exercise this right, please contact us through the contact information below.

Additionally, if User is a European resident LHF notes that it is processing your information in order to fulfill contracts it might have with User (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note User information will be transferred outside of Europe, including to Canada and the United States.

Data Retention

When User places an order through the Site, LHF will maintain your Order Information for our records unless and until User asks to delete this information.

Changes

LHF may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Contact Us

For more information about LHF's privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at lifestylehealthfit@gmail.com