

VITALITY EXCEL, INC

Terms/Conditions/Privacy Policy

This Privacy Policy explains what information we collect when you use Vitality Excel, Inc. (“**Vitality Excel**”), website and/or mobile application, and related products and content (collectively the “**Services**”). It also contains information about how we store, use, transfer, and delete such information. While our aim is to always comply with applicable privacy laws, we also strive to earn your trust.

Information We Collect & How We Use It

Vitality Excel does not make money from advertising. As such, we do not collect data in order to advertise to you. Notwithstanding, Vitality Excel is not legally responsible and cannot guarantee that any of its vendors, marketing partners, contractors, and/or any legal entity doing business with Vitality Excel (not considered a partner and/or equity member of Vitality Excel) performs any data collections that may result in monetary gains to said legal entity. The tracking we do at Vitality Excel is to make our product and Services work as well as possible. To that end, and in order to give you the best possible experience, we collect information from your interactions with our Website, App, and our Services. Some of this information you actively provide or otherwise disclose to us (such as your email address, which we use to track your account or communicate with you). Other information may be collected based on actions you take while using Vitality Excel, such as what pages you view (including how much of a given page and for how long) and your use of product features. This information includes records of those interactions, your Internet Protocol address, information about your device (such as device or browser type), and referral information.

We use this information to:

- provide, test, improve, promote, and personalize the Services.
- fight spam and other forms of abuse.
- generate aggregate, non-identifying information about how people use the Services.

When you create your Vitality Excel account and authenticate with a third-party service (like Apple or Google) we may collect, store, and periodically update information associated with that third-party account. We will never publish something through one of your third-party accounts without your express permission.

Information Disclosure

Vitality Excel will not transfer information about you to third parties for the purpose of providing or facilitating third-party advertising to you. We will not sell information about you to a third-party.

We may transfer your account information with third parties in some circumstances, including: (1) with your consent; (2) to a service provider or partner who meets our data protection standards; (3) with academic or non-profit researchers, with aggregation, anonymization, or pseudonymization; (4) when we have a reasonable, good faith belief it is required by law, such as pursuant to a subpoena, court order, or other legal process; (5) when we have a reasonable, good faith belief that doing so will help prevent imminent harm to someone.

If we are going to share your information in response to legal process, we will give you notice so you can challenge it (for example by seeking court intervention), unless we are prohibited by law or believe doing so may endanger others or cause illegal conduct. We will object to legal requests for information about users of our services that we believe to be improper.

Data Storage

Vitality Excel reserves the right to use third-party vendors and hosting partners for hardware, software, networking, storage, and related technology we need to run Vitality Excel website and App. We generally maintain two (2) types of logs: server logs and event logs. By using the Services, you authorize Vitality Excel to transfer, store, and use your information in the United States and any other country where we operate.

Third-Party Embeds

Some of the content that you see displayed on Vitality Excel website and App may not necessarily be hosted by Vitality Excel. These “embeds” are hosted by a third-party and embedded in a Vitality Excel page, so that it appears to be part of that page. These files send data to the hosted site just as if you were visiting that site directly.

Vitality Excel does not control what data third parties collect in cases like this, or what they ultimately do with it. As such, any such third-party embeds on Vitality Excel are not covered by this Privacy Policy. They are covered by the privacy policy of the third-party service.

Some embeds may ask you for personal information, such as submitting your email address, through a form linked to from Vitality Excel. We do our best to keep bad actors off Vitality Excel. However, if you choose to submit your information to a third party this way, we do not know what they may do with it. As explained above, their actions are not covered by this Privacy Policy. Therefore, please be careful when you see embedded forms on Vitality Excel asking for your email address or any other personal information. Make sure you understand who you are submitting your information to and what they say they plan to do with it. We suggest that you do not submit your email address or other personal information to any third-party through an embedded form.

Tracking & Cookies

We use browser cookies and similar technologies to recognize you when you return to using our Website, App and our Services. We use them in various ways, for example to log you in, remember your preferences (such as default language), evaluate email effectiveness, and personalize content and other services. Cookies are necessary to Vitality Excel basic functionality.

Vitality Excel saves data about the URLs you visit, but we do not otherwise track your visits or activities of Vitality Excel. We do, however, track your interactions within Vitality Excel.

Some third-party services that we use to provide the Service, such as Google Analytics, may place their own cookies in your browser. This Privacy Policy covers use of cookies by Vitality Excel only and not the use of cookies by third parties.

Modifying or Deleting Your Personal Information

If you have a Vitality Excel account, you can access, modify, or export your personal information, or delete your account.

To protect information from accidental or malicious destruction, we may maintain residual copies for a brief time period (generally several weeks). However, if you delete your account, your information and content will be unrecoverable after that time. Vitality Excel may preserve and maintain copies of your information beyond this time period when required to do so by law.

Data Security

We reserve the right to use encryption to protect data transmitted to and from our site. However, no data transmission over the Internet is 100% secure, so we cannot guarantee security. You fully understand that your use of the Service is done at your own risk, and you are responsible for taking reasonable measures to secure your account.

Business Transfers

If we are involved in a merger, acquisition, bankruptcy, reorganization, or sale of assets such that your information would be transferred or become subject to a different privacy policy, we will notify you in advance so you can opt out of any such new policy by deleting your account before transfer.

Email from Vitality Excel

Sometimes we may send you emails about your account, service changes or new policies. You cannot opt out of this type of “transactional” email (unless you delete your account). However, you can opt out of non-administrative emails such as digests, newsletters, and activity notifications through your account’s settings page.

When you interact with an email sent from Vitality Excel (such as opening an email or clicking on a particular link in an email), we may receive information about that interaction.

We will not email you to ask for your password or other account information. If you receive such an email, please disregard it immediately.

Changes to this Policy

Vitality Excel may, and reserves the right to, periodically update this, Policy. We will notify you about significant changes to it.