

Privacy Policy

Section 1: Introduction

This privacy policy is to inform you that LifeReminiscence.com uses your personal data when you visit our website, interact with us, and buy our goods and services. It also informs you about your privacy rights and how the law protects you.

It is important for you to read our privacy policy so that you are fully aware of how and why we are using your data. This privacy policy was last updated on the 21st of February 2023, any historic versions can be obtained by contacting us. If you have any questions or would like to exercise your privacy rights, please follow the instructions in this privacy policy.

The protection of personal data is very important to us. Whether data is collected and for what purpose it is processed is set out in the following privacy policy. We comply with all applicable laws for the protection of personal data and data security.

Section 2: Our website

Our website at LifeReminiscence.com provides wellness information and sells wellness-related services. This website is not intended for children and we do not knowingly collect data relating to children. If children are given access to this website, it should be under parental guidance.

Our Programs, Products, and Services are owned and operated by the Life Reminiscence LLC ("Company", "we", or "us"). The term "you" refers to any purchaser and/or user of any of our Programs, Products, Site and/or Services.

Section 3: Personal data which we collect about you

Personal data or personal information means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We collect a variety of information about our visitors and customers to the Life Reminiscence website. This personal data falls into these categories:

Contact Data: title, first name, last name, billing address, email address, and telephone numbers.

Financial Data: payment card details.

Transaction Data: details about payments to and from you and other details of products and services you have purchased from us.

Technical and navigation Data: internet protocol (IP) address, login data, browser type, and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.

Usage Data: information about how you use our website, products, and services.

Tracking Data: information we or others collect about you from cookies and similar tracking technologies, such as web beacons, pixels, and mobile identifiers.

Marketing and Communications Data: your preferences in receiving direct marketing from us and our third parties and your communication preferences.

We also collect, use, and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. If we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political

opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offenses.

Remember, if you choose not to share personal data with us, or refuse specific contact permissions, we might not be able to provide the products and services you've asked for.

Section 4: How is your personal data collected?

We use different methods to collect data from and about you including through:

Direct interactions. You may give us your Identity, Contact, and Financial Data by filling in forms or by corresponding with us by post, phone, email, or through chat or social media.

This includes personal data you provide when you:

- sign up to receive our newsletter;
- make inquiries or request information be sent to you;
- order our products or services;
- ask for marketing to be sent to you;
- engage with us on social media;
- enter a competition, promotion, or survey;
- contact customer services; or
- leave comments or reviews on our site, products, or services.

Automated technologies or interactions. As you interact with us, including via the Life Reminiscence website, we may automatically collect Technical Data about your equipment, browsing actions, and patterns. We may also collect Tracking Data when you use our website.

Section 5: Sharing your data with us

By posting or submitting any material on or through our Programs, Products, Site, Services, and Program Materials, such as comments, posts, photos, images or videos, or

other contributions, you are representing that you are the owner of all such materials and you are at least 18 years old.

When you voluntarily submit to us or post any comment, photo, image, video, or any other submission for use on or through our Website, you are granting us, and anyone authorized by us, consent to make it part of our current or future Website, Programs, Products, Site, Services, and/or Program Materials. This right includes granting us proprietary rights or intellectual property rights under any relevant jurisdiction without any further permission from you or compensation by us to you. You may, however, at any time, ask us to delete this information.

This does not include any of your own ideas, programs, or offerings. We will not take, borrow or steal any of your ideas, programs, or offerings for use in our own business.

When you voluntarily submit information to use, you also grant us, and anyone authorized by us, the right to identify you as the author of any of your comments, posts, photos, images, videos, or other contributions by name, email address, or screen name. You acknowledge that we have the right but not the obligation to use and display any contributions from you of any kind and that we may elect to cease the use and display of any such contributions on our Programs, Products, Site, Services, and Program Materials at any time for any reason whatsoever. Again, you may request for us to remove this information at any time.

Section 6: How we use your personal data

Where we need to perform the contract we are about to enter into or have entered into with you. For example, when you purchase our products, that's a contract.

- Where we need to comply with a legal or regulatory obligation. For example, keeping records of our sales for tax compliance.

Generally, we do not rely on consent as a legal basis for processing your personal data other than where the law requires it, for example in relation to sending certain direct marketing communications. Where our legal basis is consent, you have the right to withdraw consent at any time.

Section 7: Cookies

The use of cookies makes it possible to optimally adapt the website to the needs of individual users. The use of cookies enables us to analyze the user behavior, and the performance of the

website with regard to, for example, the loading times when using different browsers, and the use of appropriate individualized advertising in accordance with user behavior.

Cookies help LifeReminiscence.com work better and provide lots of help in the background to make the process of being a LifeReminiscence.com user/customer a lot easier. You'd miss a lot of these things if they were gone – like it being easy to log in and move from page to page, and things staying in your cart while you go off and look at other pages.

Other cookies collect information about how visitors use LifeReminiscence.com for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and used to improve how LifeReminiscence.com works.

When you use LifeReminiscence.com, your device or browser may be sent cookies from third parties, for example when using embedded content and social network links. It's important for you to know that we have no access to or control over cookies used by these companies or third-party websites. We suggest you check the third-party websites for more information about their cookies and how to manage them.

You can set your browser to refuse all or some browser cookies or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

Section 8: Disclosures of your personal data

The data transmitted by you will not be made available to third parties. In some cases, however, the performance of the contract may require you to disclose your personal information to companies that we provide for the provision of individual services. For their part, third parties are obliged to comply with legal regulations when handling and processing this data. They were carefully selected and commissioned by us. These include, but are not limited to, web hosting, shipping service providers, accounting and billing services, tax consultants, etc. These service providers use your data only for order processing.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Section 9: Payment information

Life Reminiscence uses third-party payment processor Stripe Inc. to process payments made for products and services via the Website. When paying via the Stripe payment service, the data is encrypted and distributed to Stripe Inc., 185 Berry Street, Suite 550 San Francisco, CA 94107. For more information, please see Stripe's privacy policy: <https://stripe.com/privacy>

Section 10: Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors, and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Section 11: Third-party links

This website may include links to third-party websites, plug-ins, and applications (for example, Facebook and Instagram). Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

Section 12: Data retention

We will only keep your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data, and

whether we can achieve those purposes through other means, and the applicable legal requirements.

By law, we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers for tax purposes.

We also make a promise to you that you can come back at any time in the future and re-print products you have ordered from us in the past. So, unless you actively delete this information, we keep it, so we can keep our promise to you.

In some circumstances you can ask us to delete your data; see Your legal rights below for further information.

In some circumstances, we may anonymize your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Section 13: Your legal rights

You have rights under data protection laws in relation to your personal data:

- The right to be informed – that’s an obligation on us to inform you how we use your personal data;
- The right of access – that’s a right to make what’s known as a ‘data subject access request’ for a copy of the personal data we hold about you;
- The right to rectification – that’s a right to make us correct personal data about you that may be incomplete or inaccurate;
- The right to erasure – that’s also known as the ‘right to be forgotten where in certain circumstances you can ask us to delete the personal data we have about you (unless there’s an overriding legal reason we need to keep it);
- The right to restrict processing – that’s a right for you in certain circumstances to ask us to suspend processing personal data;
- The right to data portability – that’s a right for you to ask us for a copy of your personal data in a common format (for example, a .csv file);
- The right to object – that’s a right for you to object to us processing your personal data (for example, if you object to us processing your data for direct marketing); and

- Rights in relation to automated decision-making and profiling – that’s a right you have for us to be transparent about any profiling we do, or any automated decision making.

These rights are subject to certain rules around when you can exercise them.

If you wish to exercise any of the rights set out above, please contact us at info@LifeReminiscence.com.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made several requests. In this case, we will notify you and keep you updated.

If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact us at [info@ LifeReminiscence.com](mailto:info@LifeReminiscence.com).

You have the right to make a complaint at any time to the National Privacy Commission.

Section 14: How to contact us about privacy

If you have any questions about this privacy policy or would like to exercise any of your rights, please email us at [info@ LifeReminiscence.com](mailto:info@LifeReminiscence.com).

Section 15: Changes to this privacy policy

You may see updates to our privacy policy from time to time. Be sure to check in to read it periodically.