

Title: Website Usage and Data Privacy Policy  
Effective Date: 6/23/2023 v.a1

## 1. Introduction

This policy governs the usage and data privacy practices of LYFELYNK, hereafter referred to as "the Website." It outlines the collection, storage, usage, and disclosure of personal and non-personal information by the Website. By accessing or using the Website, users agree to the terms and conditions set forth in this policy.

## 2. Information Collection and Usage

### 2.1 Personal Information

The Website may collect personal information such as names, email addresses, contact details, and other identifiable data. This information is collected voluntarily and knowingly provided by users through the use of forms, registrations, subscriptions, or other means. Personal information is used for the purpose of delivering requested services, improving user experience, and communicating relevant information related to the Website.

### 2.2 Non-Personal Information

The Website may also collect non-personal information such as IP addresses, browser types, operating systems, and other anonymous data for statistical analysis, website administration, and enhancement of user experience. This information is used in an aggregated form and does not personally identify individuals.

## 3. Data Security

The Website takes reasonable and appropriate measures to protect the security and integrity of collected information. This includes implementing technical, administrative, and physical safeguards to prevent unauthorized access, disclosure, alteration, or destruction of data. However, the Website cannot

guarantee the absolute security of data transmitted over the internet, and users acknowledge and accept this inherent risk.

#### 4. Cookies and Tracking Technologies

The Website may use cookies, beacons, and similar tracking technologies to enhance user experience and collect information about user preferences and browsing behavior. Users have the option to disable or manage cookies through their browser settings; however, this may affect certain functionalities of the Website.

#### 5. Third-Party Services and Links

The Website may contain links to third-party websites, services, or applications. This policy does not govern the privacy practices of such third parties. Users are encouraged to review the privacy policies of those external websites before providing any personal information. The Website is not responsible for the content or actions of these third-party websites.

#### 6. Data Sharing and Disclosure

##### 6.1 Legal Compliance

The Website may disclose personal information if required to do so by law, in response to valid legal requests, or to protect its rights, property, or safety. Such disclosures will be made in accordance with applicable laws and regulations.

##### 6.2 Service Providers

The Website may engage trusted third-party service providers to perform certain functions on its behalf.

These service providers may have access to personal information solely for the purpose of carrying out their services, and they are contractually obligated to handle the information in accordance with this policy and applicable data protection laws.

### 6.3 Business Transfers

In the event of a merger, acquisition, or sale of the Website, personal information may be transferred as part of the transaction. Users will be notified of any changes in ownership or control of their personal information and will have the option to opt-out if desired.

### 7. Children's Privacy

The Website does not knowingly collect personal information from children under the age of 13. If it is determined that personal information of a child under 13 has been inadvertently collected, the Website will take prompt measures to delete such information from its databases.

### 8. Policy Updates

This policy may be updated from time to time to reflect changes in legal requirements or business practices. Users will be notified of any significant updates, and their continued use of the Website after such changes will constitute their acceptance of the revised policy.

### 9. Contact Information

For any questions, concerns, or requests related to this policy or the Website's data privacy practices, users can contact us at [support@lyfelynk.net](mailto:support@lyfelynk.net). By accessing or using the Website, users confirm that they have read this Website Usage and Data Privacy Policy.