

# **Alternative Health Care Center (AHCC) PRIVACY POLICY**

September 15<sup>th</sup>, 2022

The following Privacy Policy governs the online information collection practices of Alternative Health Care Center.

Specifically, it outlines the types of information that we gather about you while you are using the Alternative Health Care Center website, and the ways in which we use this information. This Privacy Policy, including our children's privacy statement, does not apply to any information you may provide to us or that we may collect offline and/or through other means (for example, at a live event, via telephone, or through the mail).

Please read this Privacy Policy carefully. By visiting and using the Alternative Health Care Site, you agree that your use of our Site, and any dispute over privacy, is governed by this Privacy Policy. Because the Web is an evolving medium, we may need to change our Privacy Policy at some point in the future, in which case we'll post the changes to this Privacy Policy on this website and update the Effective Date of the policy to reflect the date of the changes.

By continuing to use the Site after we post any such changes, you accept the Privacy Policy as modified.

If for any reason you do not agree with this privacy policy, please discontinue use of the Alternative Health Care Centers website. If you wish to purchase an Alternative Health Care Center product or service without the use of AHCC's website, you may contact us by phone at 313-881-7677.

We have created this privacy statement in order to demonstrate our firm and continuing commitment to the privacy of personal information provided by those visiting and interacting with this web site. We hold the privacy of your personal information in the highest regard. The following discloses our information gathering and dissemination practices for this website.

**We recognize the importance of protecting your privacy** and our policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us and to assist you in making informed decisions when using our site. This policy will be continuously assessed against new technologies, business practices and our customers' needs.

## **What Information Do We Collect?**

When you visit this web site you may provide us with two types of information: personal information you knowingly choose to disclose that is collected on an individual basis and Web site use information collected on an aggregate basis as you and others browse our Web site.

### **1. Personal Information You Choose to Provide**

#### **Registration Information**

When you register for any of our reports, services, seminars or newsletters you will provide us information about yourself.

#### **Email Information**

If you choose to correspond with us through email, we may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone.

### **2. Web Site Use Information**

Similar to other commercial Web sites, our Web site utilizes a standard technology called "cookies" (see explanation below, "What Are Cookies?") and web server log files to collect information about how our Web site is used. Information gathered through cookies and Web server logs may include the date and time of visits, the pages viewed, time spent at our Web site, and the Web sites visited just before and just after our Web site.

## **How Do We Use the Information That You Provide to Us?**

Broadly speaking, we use personal information for purposes of administering our business activities, providing the products and services you requested, to monitor the use of the service, our marketing and promotional efforts and improve our content and service offerings, and customize our

site's content, layout, services and for other lawful purposes. These uses improve our site and better tailor it to meet your needs. Furthermore, such information may be shared with others on an aggregate basis. Personally identifiable information or business information will not be shared with parties except as required by law.

Occasionally, we may also use the information we collect to notify you about important changes to our website, new services, and special offers we think you will find valuable. You may notify us at any time if you do not wish to receive these offers by emailing us at the link provided on the newsletter.

### **What Are Cookies?**

A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a Web site, that site's computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies. Each Web site can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only permits a Web site to access the cookies it has already sent to you, not the cookies sent to you by other sites. Browsers are usually set to accept cookies. However, if you would prefer not to receive cookies, you may alter the configuration of your browser to refuse cookies. If you choose to have your browser refuse cookies, it is possible that some areas of our site will not function as effectively when viewed by the users. **A cookie cannot retrieve any other data from your hard drive or pass on computer viruses.**

### **How Do We Use Information We Collect from Cookies?**

As you visit and browse our Web site, the site uses cookies to differentiate you from other users. In some cases, we also use cookies to prevent you from having to log in more than is necessary for security. Cookies, in conjunction with our Web server's log files, allow us to calculate the aggregate number of people visiting our Web site and which parts of the site are most popular. This helps us gather feedback to constantly improve our Web site and better serve our clients. Cookies do not allow us to gather any personal information about you and we do not intentionally store any personal information that your browser provided to us in your cookies.

**Pixel Tags.**

We also employ a software technology known as a pixel tag or Web beacon. A pixel tag is a line of code that we place on our websites or in emails which allows us to analyze our advertising and the general usage patterns of visitors to our websites. Pixel tags help us better manage content on our site by informing us what content or promotions are effective. Unless you consent, we do not collect personally identifiable information from you using pixel tags. You may not disable pixel tags.

**Indirect Collection – Social Networking.**

Our websites permit you to use a third-party social networking platform such as Facebook, Instagram, Twitter, YouTube, Linked-In and Google+. This includes use of social media plugins such as Facebook “Like”, Tweet, Google “+1” buttons, etc. When you use these social networking platforms and plugins, your username and password for the available service are collected from you on these services and may be shared with us. We also use the ShareThis plugin to allow you to easily share information from our website on various social networking platforms, email or text message. You control when you share information from our website using the ShareThis plugin. When you use social networking platforms and plugins, you share your information with them, and their privacy policy applies to disclosure of that information. In addition, they may be able to collect information about you, including your activity, or may notify your connections on the social networking platform about your use of the website. Such services may allow your activity to be monitored across multiple websites for purposes of delivering more targeted advertising. Please note that their privacy policies apply, and we encourage you to read them. We may add new social networking plugins and buttons to our website from time to time.

**Indirect Collection – Analytics.**

Our websites use Google Analytics and Google Tag Manager, which are web analysis services offered by Google, Inc. to help AHCC analyze how users interact with our sites. You can learn more about these products from Google’s Terms of Service and Privacy Policy. AHCC also makes use of Google AdWords, another offering that uses cookies and remarketing technologies to deliver relevant information and advertisements to users who have previously visited AHCC website. You may opt-out of the use of such web analytic products by downloading the “Google Analytics Opt-out Browser Add-on” browser plugin offered by Google (available [here](#) as of

May 25, 2018). We use Google Analytics and Google Tag Manager to analyze the use of our website. We do not transfer personal information to Google Analytics.

AHCC may retain the non-identifying information derived from our use of cookies, web beacons, Google Analytics, and other similar technologies for up to twenty-six (26) months.

### **IP Addresses**

IP addresses are used by your computer every time you are connected to the Internet. Your IP address is a number that is used by computers on the network to identify your computer. IP addresses are automatically collected by our web server as part of demographic and profile data known as traffic data so that data (such as the Web pages you request) can be sent to you.

### **Sharing and Selling Information**

We **do not** share, sell, lend or lease any of the information that uniquely identify a subscriber (such as email addresses or personal details) with anyone except to the extent it is necessary to process transactions or provide services that you have requested.

### **Choices you have about your information:**

If you have requested information by filling out a form on our AHCC website, you can review, correct and change your personal information and your communication preferences by clicking on the link in the emails you may receive from us from time to time. Your preferences also give you the option of opting out of all marketing communications from AHCC (though you will typically continue to receive messages related to your account and any products or services you order).

If you select the 'unsubscribe' link in any promotional email from AHCC or contact us directly at [ahccenter.com](http://ahccenter.com) unsubscribe from communications, AHCC will stop sending promotional materials to you.

### **What About Legally Compelled Disclosure of Information?**

We may disclose information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights. We may also disclose account information when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating our Terms of Service or to protect the safety of our users and the Public.

### **What About Other Web Sites Linked to Our Web Site?**

We are not responsible for the practices employed by Web sites linked to or from our Web site or the information or content contained therein. Often links to other Web sites are provided solely as pointers to information on topics that may be useful to the users of our Web site.

Please remember that when you use a link to go from our website to another web site, our Privacy Policy is no longer in effect. Your browsing and interaction on any other web site, including web sites, which have a link on our website, is subject to that Web site's own rules and policies. Please read over those rules and policies before proceeding.

### **Your Consent**

By using our Web site you consent to our collection and use of your personal information as described in this Privacy Policy. We reserve the right to amend this privacy policy at any time with or without notice.

### **Choice/Opt-In/Opt-Out**

This site allows visitors to unsubscribe so that they will not receive future messages. After unsubscribing we will discontinue sending the messages as soon as technically feasible.

### **A Special Note About Children**

Children are not eligible to use our services unsupervised and we ask that children (under the age of 14) do not submit any personal information to us. If you are a minor, you can use this service only in conjunction with permission and guidance from your parents or guardians.

### **Acquisition or Changes in Ownership**

In the event that the web site (or a substantial portion of its assets) is acquired, your information would be considered part of those assets, and may be part of those assets that are transferred.

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