



BUSINESS THERAPIES LTD

WEBSITE PRIVACY POLICY (WEBSITE DATA PROTECTION POLICY)

The purpose of this Privacy Policy is to tell you what information we gather on this Website and how we use that information. By using this Website [with a homepage located at www.biztherapies.com (the "Website") you accept the terms of this Privacy Policy, as well as the terms set forth in our Terms and Conditions.

This Privacy Policy does not apply to any other websites, and we make no representations as to the privacy practices of other websites.

What Information do We Collect?

In order to process and track orders, update your account, respond to your requests, keep our visitors informed about new information relevant to our business, operate our business, and maintain this Website and various features, we collect a variety of information about Website visitors. This section describes both the Non-Personal Information and Personal Information we collect.

Non-Personal Information

Each time a device visits this Website we may collect certain information from that device. This information is automatically collected from the device's web browser and may include information such as the following ("Non-Personal Information"):

- the type of device (phone, tablet, or computer) or web browser software the reader uses (for example, Mozilla Firefox or Internet Explorer)
- the Internet address of the website from which the device linked directly to the Website
- the date and time the device accessed the Website

Non-Personal Information does not tell us who you are.

Also, we may place a text file called a cookie in the browser files of devices that visit this Website. Cookies are pieces of information issued by a website that, among other things, allow your device to utilize all the features on this Website. If and when your device accepts a cookie, the cookie may be



stored on the device's hard drive. You are always free to decline our cookies if your browser permits, but some parts of the Website may not work properly for you if you do so.

Personal Information

In the course of opening or updating your account, placing an order, filling out a form on a page on this website, or taking any similar action, you may provide us with information such as your name, address, telephone number, purchase information and history, email address, or similar information ("Personal Information").

How do We Share and Use Information?

The ways we share, use, and protect information collected over this Website depends upon the type of information involved.

Non-Personal Information:

We may use non-personal information to help us make the Website more useful to you and for other business purposes. For example, we may tell business partners how many devices visited this Website or what pages were most popular. We may prepare reports and other materials using non-personal information. We may use Non-Personal Information for any other purpose and may share Non-Personal Information with third parties.

Personal Information:

If you submit personal information by completing an enquiry form, opening an account or placing an order on our website, the form will request your consent that we may keep a record of your personal information, in accordance with the Personal Data Protection Principles outlined below. For example, we may keep a record of your name, company address, and credit card number in order to receive payment for your orders and in order to ship the orders. We also may use personal information to help us in our business, including but not limited to improving this Website and marketing and product development, or to contact you. When placing an order or opening an account, you agree that we may share personal information with other third-party businesses that are essential to the delivery of our products or services, such as credit card companies and shipping companies, where they have a need to know the information for the purposes of providing the products or services. If you complete the "Credit Reference" section, you agree that we may contact the references and share your Personal Information with the references, for the purpose of deciding whether to extend credit to you or to do business with you.



We may also share Personal Information if required to comply with a law, regulation, court order, or other legal process.

Personal Data Protection Principles

We adhere to the principles relating to Processing of Personal Data set out in the GDPR (General Data Protection Regulation (EU) 2016/679), which require Personal Data to be:

- Processed lawfully, fairly and in a transparent manner (Lawfulness, Fairness and Transparency).
- Collected only for specified, explicit and legitimate purposes (Purpose Limitation).
- Adequate, relevant and limited to what is necessary in relation to the purposes for which it is Processed (Data Minimisation).
- Accurate and where necessary kept up to date (Accuracy).
- Not kept in a form which permits identification of Data Subjects for longer than is necessary for the purposes for which the data is Processed (Storage Limitation).
- Processed in a manner that ensures its security using appropriate technical and organisational measures to protect against unauthorised or unlawful Processing and against accidental loss, destruction or damage (Security, Integrity and Confidentiality).
- Not transferred to another country without appropriate safeguards being in place (Transfer Limitation).
- Made available to Data Subjects and Data Subjects allowed to exercise certain rights in relation to their Personal Data (Data Subject's Rights and Requests).

Email and Link Information:

Using the email address you provide us by actively providing your consent and completing a form on the website, or opening an account or placing an order, we may send you email newsletters or similar documents from time to time. These emails may include technology that permits us to track if and when an email has been opened, as well as whether the recipient clicked on any particular link or advertisement contained in the email. This information is tracked and used for statistical analysis, to generate sales leads, and to help us operate our business. The information gathered from these emails may result in a call or email from our sales staff to provide further information on products that our emails have identified you as having an interest in.



Consent and Active Opt-In for Advertising and Other Communications:

Subject to obtaining your consent to processing of personal data by affirmative action on the website, you agree that we may contact you for advertising or activities required to deliver the product or service through any and all contact information you provide to us, such as email, telephone, fax, or mail.

Right to withdraw consent to hold Personal Information:

You have a right to withdraw consent to processing of personal data at any time by contacting Business Therapies Ltd by email or mail (email via info@biztherapies.com). If you opt-out of marketing or advertising communications, we will promptly honor the objection and will suppress your details as soon as possible. Suppression involves retaining just enough information, such as a name and email address, to ensure that marketing preferences are respected in the future.

Contact Information:

If you have any questions or comments regarding this Privacy Policy, please contact us via info@biztherapies.com.

What Happens if the Privacy Policy Changes?

We may change this Privacy Policy at any time and for any reason. If we change this Privacy Policy we will post the change on this section of the Website.

What About Privacy on Other Sites?

This Website may contain links to other websites. We provide these links for your convenience, but we do not review, control, endorse or monitor the privacy practices of websites operated by others. We are not responsible for the performance of these sites or for your business dealings with them. Your use of other websites is subject to the terms and conditions of those websites, including the privacy policies of those websites.

Are There Special Rules About Children's Privacy?

This Website is designed for an adult audience only. Anyone under 18 years old should not use this Website other than for educational purposes. We will not intentionally collect online any personal information (such as a child's name or e-mail address) from children under the age of 13. If you think



that we have collected personal information from a child under the age of 13, please contact us as described below.

Security:

Your information is stored on servers. We and our agents who help us with hosting and security use a number of procedural and technical safeguards to protect your personal information against loss or theft as well as unauthorized access and disclosure, including use of encryption, "firewalls" and Secure Socket Layers. However, "perfect security" does not exist on the Internet.

Effective Date:

The Effective date of this Privacy Policy is May 10th 2018.