

www.ChooseASmokefreeLife.com

Privacy Statement

This is the privacy statement of Choose A Smokefree Life, LLC (“CSFL” or “Company”), based at Austin, TX 78738, United States, and Chooseavaprefreelife.com, owned by CSFL, which shall apply to any person visiting any of our websites, and/or purchasing, licensing or in any manner using (together herein “using”) any product or service offered by the Company. It will explain how our Company uses the personal data we collect from you when you use our website(s).

Topics:

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1. What data do we collect?

Our Company collects the following data:

- Personal identification information (Name, email address, physical address, phone number, etc.)
- Usage data (your IP address, the pages you visit, when you visit those pages, and (where applicable) the previous/subsequent site you visit.

2. How do we collect your data?

You directly provide our Company with most of the data we collect. We collect data and process data when you:

- Register online or place an order for licensing or purchasing any of our services (such as the Live Zoom Course or Video Course) or products (such as the book “Nicotine Free! How to Choose a Smokefree Life” by Carol Williard)
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website(s) via your browser’s cookies.

- Usage of the video course.

3. **How will we use your data?**

CSFL and CVFL collect your data so that we can:

- Process your order, manage your account.
 - Email you with regular information and special offers on other products and services we think you might like.
 - Monitor compliance with terms of use.
- CSFL and CVFL do not share your data with any other company for marketing purposes.
 - When CSFL or CVFL processes your order, it may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent usage and purchases.
 - We provide paid products and/or services. When You purchase a product and/or a service, we use third-party services for payment processing (“payment processors”). CSFL and CVFL will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their own Privacy Policy. These payment processors adhere to certain standards that help ensure the secure handling of payment information.
 - We employ certain service providers to facilitate our services, to provide or perform a service on our behalf, or to assist us in analyzing how our services are used. These service providers have access to your personal data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.
 - We also use service providers to monitor and analyze the use of our services:
 - *Google Analytics* is a service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our services. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. Depending on where you are located, you may be able to opt-out of having made your activity on our websites available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScripts from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

4. **How do we store your data?**

CSFL and CVFL store your data securely and will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Statement. No transfer of your personal data to an organization or a country will occur unless there are adequate controls in place including the security of your data and other personal information.

CSFL and CVFL will keep your data as long as is necessary for the purposes set forth in this Privacy Statement. The Company will retain and use your personal data to the extent necessary to comply with our legal obligations, to resolve disputes, and to enforce our policies. The Company will retain usage data for internal analysis purposes and to strengthen the security or to improve the functionality of our service. In addition, the Company retains usage data when it is legally obligated to retain this data.

5. **Marketing**

CSFL and CVFL would like to send you information about our programs, services, and products that we think you might like. If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop CSFL or CVFL from contacting you for marketing purposes or giving your data to other members of our Company Group.

If you no longer wish to be contacted for marketing purposes, please click [here](#).

6. **What are your Data Protection Rights?**

CSFL and CVFL would like to make sure you are fully aware of all of your protection rights. Every user is entitled to the following:

The right to access – You have the right to request CSFL and CVFL for copies of your personal data. We may charge you a small fee for this service.

The right to notification – You have the right to request that CSFL or CVFL correct any information you believe is inaccurate. You also have the right to request CSFL or CVFL to complete information you believe is incomplete.

The right to erasure – You have the right to request that CSFL or CVFL erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that CSFL or CVFL restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to CSFL's or CVFL's processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that CSFL or CVFL transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we strive to respond within one month. If you would like to exercise any of these rights, please contact us at our email: info@chooseasmokefreelife.com or call us at (512) 758-1910.

7. **What are cookies?**

Cookies are text files placed on your computer to collect standard internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

8. **How do we use cookies?**

CSFL and CVFL use cookies in a range of ways to improve your experience on our website, including

- Keeping you signed in
- Understanding how you use our websites
- Protecting the use of our website and purchase of products and services safe against fraud.

9. **What types of cookies do we use?**

There are several different types of cookies, however, that our websites use:

- **Functionality** – CSFL and CVFL use these cookies so that we recognize you on our website, remember your previously selected preferences and purchases, monitor your use of the websites, and can safeguard the security of our IT systems. These cookies could include the location you are in.
- **Purchases** – CSFL and CVFL use cookies to collect information about your purchases of Licenses to view video courses, purchases of other services and products, as well as what content you viewed, the links you followed and information about your browser, device and your IP address. CSFL nor CVFL do not share this data with third parties for advertising purposes.

For these websites and site-based apps, CSFL and CVFL collect usage data: We use this data for various reasons, including: to generate usage statistics; to provide for (additional) functionality on the sites; to manage the sites by resolving any technical faults or improving accessibility to certain parts of the sites; and safeguarding the security of our IT systems.

We retain this data for as long as we consider it necessary. We process this data to ensure functionality and security of websites and apps. CSFL and CVFL may use an external hosting provider to serve the websites

and apps, in other cases we host ourselves. This means that for those websites where we use a hosting provider, the personal data collected when you visit our website will be transferred to the hosting provider (as a processor).

Our special websites mentioned above also allow you to create an account. If you decide to create an account, we will collect your email address, phone number, credit card data and your password. We use this data to register you with our website and provide you with access to the website. We use your email address to restore your password and to send you updates about our service. We use the phone number to be able to contact you for possible follow-up services or to respond to questions or special needs that may arise. Some of the websites also process further data about you for additional purposes:

With respect to users of the video website, we automatically add more information to your profile, such as your smoking/vaping history. By doing so we know for what engagements we could contact you. We may make this profile data also available to others on the platform with your permission. In addition to the usage data mentioned above, we also collect the access type (Download, View, Print).

With respect to goods and/or services sold to you, we use your email address to remind you to submit fee updates. We process this data on the basis of our interest to perform our services as agreed with you, our client. We retain for as long as is necessary, and at least for as long as you have an account with us.

When you do business with us, we will collect certain data about you. Often this information, (such as your name, email address and phone number), is provided by yourself in the course of doing business with us. We register what services or goods are provided, and payment details. And, sometimes, we will ask for other information, such as smoking/vaping history.

We will also use the contact details (name, address, email address, phone number) of our client (or their contact person) to send invoices. We do this to enable us to collect fees for our services, as part of the performance of the agreement between us and our client.

CSFL and CVFL do not provide our services to those under the age of 21 without parental consent. CSFL and CVFL do not direct itself to, nor knowingly collect personally identifiable information from, anyone under the age of 21. If you are a parent or guardian and you are aware that your child has provided us with personal data, please contact the Company. Whenever we become aware that we have collected personal data from children without verification of parental consent, we take steps to remove that information from our servers.

10. How you can manage cookies

You can set your browser not to accept certain cookies. You can also follow your browser's instructions to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

11. Privacy Policies of other websites

The CSFL and CVFL website contains links to other websites (e.g. to amazon.com). Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

12. Changes to our privacy statement

CSFL and CVFL keep its privacy policy under regular review and places updates on this web page on a regular basis. This privacy policy was last updated on December 20, 2023.

13. How to contact us

If you have any questions about CSFL's or CVFL's privacy policy, the data we hold about you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at info@chooseasmokefreelife.com.

Or call us: +1-512-758-1910

Or write us at: Choose A Smokefree Life, LLC, 12600 Hill Country Blvd., Ste R 130, #5104, Austin TX, 78738.

14. How to contact the appropriate authority

Should you wish to report a complaint or if you feel that CSFL or CVFL have not addressed your concern in a satisfactory manner, you may contact the Privacy Information Office in your country, or to CSFL's and CVFL's data protection officer, info@chooseasmokefreelife.com.

15. **What happens when you receive an order to disclose personal data?**

While this is unlikely, CSFL and CVFL may be required to disclose personal data by a court order or to comply with other legal or regulatory requirements. We will do everything we reasonably can to notify the persons involved before we disclose these data unless we are legally restricted from doing so.