**Privacy and Security Policy**

This Privacy and Security Policy (“Privacy Policy”) below are applicable to the website http://longevitychiro.com, a domain (“Site”) produced and maintained by Dr. Brett Long, Longevity Chiropractic, Inc. (referred to as “Longevity Chiropractic”, “Company” or “we”, “us”, or “our”). We have established this Privacy Policy to let you know the kinds of personal information we may gather during your visit to the Website, why we gather your information, what we use your personal information for, when we might disclose your personal information, and how you can manage your personal information.  
  
BY VISITING THE SITE, YOU ARE ACCEPTING, WITHOUT MODIFICATION, THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO ANY PORTION OF THIS PRIVACY POLICY, THEN EXIT THE SITE IMMEDIATELY AND DO NOT RETURN. WE RESERVE THE RIGHT TO CHANGE, MODIFY, ADD, OR DELETE THE TERMS OF OUR PRIVACY POLICY FROM TIME TO TIME WITHOUT FURTHER NOTICE. YOUR CONTINUED USE OF THE SITE FOLLOWING THE POSTING OF CHANGES TO THIS PRIVACY POLICY MEAN YOU AGREE TO THE NEW TERMS. If we make material changes to this Privacy Policy, we will post the changes to this Privacy Policy on this page and will indicate at the top of this page the date these terms were last revised. If we intend to apply the modifications or amendments to this Privacy Policy retroactively, we will provide you with notice of the modifications or amendments.  
  
If you have any questions about this Privacy Policy or don’t see your concerns addressed here, you should contact us by email at: [Email]  
  
**1. GENERALLY, WHAT INFORMATION ABOUT ME IS COLLECTED AND STORED?**  
  
One of the basic principles we've tried to follow in designing the Site is that we ask for only the information we need to provide the service you've requested. As a result, the information we collect and store depends almost entirely on how you choose to make use of the Site and its related services.  
  
**2. PERSONAL INFORMATION**  
  
We collect and store information that you enter into the Site or that you provide through other channels to the Company. For example, when you make a request to book an appointment online, we collect and store some or all of the following information that you provide, for example: name, address, email address, telephone number. Personal Information may also be collected in certain portions of the Site in which you specifically and knowingly provide such information to us or to operators of subnetworks within the Site (“Subnetwork Operators”), e.g. community postings (i.e., chat or bulletin boards), suggestions, or information requests.   
  
**3. ANONYMOUS INFORMATION**  
  
Through your use of the Site, we may also gather certain information that does not identify you individually (“Anonymous Information”). Generally, this information is collected through "traffic data". We collect and store certain other information automatically whenever you interact with the Site. For example, we collect your IP address, browser information and reference site domain name every time you visit the Site. We also collect information regarding customer-traffic patterns and site usage. This information is used to analyze and improve the Site and to provide our customers with a fulfilling experience.  
 **4. COOKIES AND SPYWARE**  
  
We never use or install spyware on your computer, nor do we use spyware to retrieve information from your computer. Like many websites, we use “cookies”, which are files stored on your computer’s hard drive by your browser. Cookies help us to identify users and to optimize their experience. Most browsers accept cookies automatically but allow you to disable them. We recommend that you leave cookies “turned on” so that we can offer you a better user experience on the Site. You may occasionally get Cookies from companies advertising on our behalf. We do not control these Cookies, and these Cookies are not subject to this Privacy Policy.  
  
We also may collect and store information about you that we receive from other sources, to enable us to update and correct the information contained in our database and to provide information about our service, recommendations, and special offers that we think will interest you and, if you have agreed to receive email from us, send you reminders about offers and other helpful information.  
  
**5. REGULAR CORRESPONDENCE**  
  
After you submit your information or make a donation online, we may use the email address and zip codes of all users who subscribe to any of our newsletters or other regular correspondence. Except to our third-party agents (as described below), this information is not shared with any third parties. Anyone who no longer wishes to receive this newsletter or other regular correspondence can, at any time, follow the “Unsubscribe” instructions located within each newsletter.

**6. KIDS AND PRIVACY**  
  
We do not knowingly collect any personal information from anyone who we know to be under the age of 13. If you are under the age of 13, you should use the Site only under the immediate supervision of a parent or guardian and should not submit any personal information to us. Our Website is not intentionally targeted to children under the age of 13. IF YOU ARE UNDER 13, THEN IMMEDIATELY EXIT THE SITE UNLESS YOU ARE DIRECTLY SUPERVISED BY A PARENT OR OTHER LEGAL GUARDIAN.  
  
**7. HOW DO WE USE YOUR INFORMATION?**  
  
Except as disclosed in this Privacy Policy, we do not use or disclose information about your individual visits to the Site or your Personal Information collected online to any companies not affiliated with us. If we propose to permit any use of your Personal Information, you will be provided an opportunity to decline such contact.  
  
**7.1 Third-Party Agents**  
We occasionally have third-party agents, subsidiaries, affiliates and partners that perform functions on our behalf, such as marketing, computer programming, analytics, customer service, etc. These entities have access to the Personal Information needed to perform their functions and will be contractually obligated to maintain the confidentiality and security of that Personal Information. They are restricted from using, selling, distributing or altering this data in any way other than to provide the requested services to the Site.  
  
**7.2 Subnetwork Operators**  
Subnetwork Operators will have access to your user name, location, first and last name. Subnetwork Operators will be subject to the restrictions included in this privacy policy and may not use this information collected by the Subnetwork Operator in any way that would not have been permitted to us under this privacy policy.  
  
**7.3 Emergency Situations**  
We may also use or disclose Personal Information if required to do so by law or in the good-faith belief that such action is necessary to: (a) conform to applicable law or comply with legal process served on us or the Site; (b) protect and defend the our rights or property, the Site or our users, and (c) act under emergency circumstances to protect the personal safety of us, our affiliates, agents, or the users of the Site or the public.  
  
**8. WHAT STEPS ARE TAKEN TO KEEP PERSONAL INFORMATION SECURE?**  
  
Personal Information collected by the Site is stored in secure operating environments that are not available to the public. In certain instances, the Personal Information is encrypted before you conduct your transaction. Only those employees who need access to your Personal Information to do their jobs are allowed access. Any employee who violates our privacy and/or security policies is subject to disciplinary action, including possible termination and civil and/or criminal prosecution.  
  
While we try our best to safeguard your Personal Information once we receive it, you understand and agree that no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure.  
  
**9. APPLICABLE LAW**  
  
The Site is published in the United States and is intended for users from the United States. U. S. law shall govern in any and all disputes, including privacy or defamation issues or otherwise.  
  
We may change our ownership or corporate organization while providing the website and services. As a result, please be aware that we may transfer your information to another Company that is affiliated with us or with which we have merged. The Company may sell, transfer or otherwise share some or all of its assets, including your personally identifiable information, in connection with a merger, acquisition, reorganization or sale of assets. You will have the opportunity to opt out of any such transfer if the new entity's planned processing of your information differs materially from that set forth in this Privacy Policy.  
 **10. OPT-OUT AND CORRECTION PROCEDURES**  
  
You may always opt-out of receiving future email messages and newsletters. We provide you with the opportunity to opt-out of receiving communications from us at the point where we request information about you. You will have an opportunity to change these selections by following the “unsubscribe” instructions contained in the emails we send you. Another way to opt-out of email messages and newsletters is to send an email to [Email] with the word “unsubscribe” in the subject line. We also permit you to correct or update personal information that you have previously provided to us. To do so, you can access, correct and update certain personal information that you have provided to us by calling us at the number listed on our website.

**11. YOUR CALIFORNIA PRIVACY RIGHTS**  
  
California Civil Code Section 1798.83 permits California residents to request certain information regarding its disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to [Email] or write us at the address listed on our website.  
  
**12. WHO DO I TALK TO IF I HAVE QUESTIONS?**  
  
Questions regarding this statement should be directed to Longevity Chiropractic at: [Email]