



Online Privacy Policy

<http://www.blueearthdiagnostics.com>

Last Updated: April 15, 2016

Blue Earth Diagnostics ("BED", "we", or "us") respects the privacy of visitors to this website, www.blueearthdiagnostics.com (the "Site"). This Privacy Policy (the "Policy") describes how BED handles the information collected from visitors to this Site. Please take a moment to review this Policy, as by using the Site, you agree to accept the terms of this Policy. If you do not agree to the terms of the Policy, please do not use the Site.

We may update this Policy at any time. Any changes to the Policy will become effective upon the date of our posting of the revised Policy on the Site. If you use the Site following that date, you will be deemed to have agreed to the Policy's updated terms.

COLLECTION OF INFORMATION

Information You Provide

You are not required to provide any information in order to access the Site and the information available on the Site. However, in order to take advantage of certain features offered or provided on the Site, you may be asked to provide certain types of information that may reasonably identify you, such as your name, e-mail address, mailing address or phone number. For example, we may collect such information if you choose to join our email list or send questions or comments to us via e-mail, or if you ask to receive information directly from us.

Automatically Collected Information

We may automatically collect certain technical information from your computer or device when you access or use the Site. That information may include your Internet Protocol address, the type of device you may use to access the Site, your browser type, your operating system, the pages you view on the Site, and the pages you view immediately before and after you access the Site. We may collect this information using "cookies," web beacons, or similar technologies.

Cookies are pieces of information that a website transfers to an individual's hard drive for record-keeping purposes. Cookies can be used to recognize repeat visitors, facilitate a visitor's ongoing access to and use of a website, allow websites Site to track usage behavior and compile data based on visitors' browsing activities on the Site. If you do not want us to collect information through the use of cookies, please see the Your Choices section below for more information. To learn more about cookies, please visit <http://www.allaboutcookies.org>.

USE OF INFORMATION

We may use the information from cookies for various purposes, including, but not limited to, improving or updating the Site and tailoring content to the needs of our visitors. We may also use cookies to register your preferences regarding how the Site is displayed on your computer or device.

We may use the information we otherwise collect automatically, or the information that you submit to us, for a variety of other purposes as well, including, but not limited to:

- fulfilling your requests for information or services;
- responding to the communications you send via the Site;
- delivering marketing communications, special offers, or advertisements that may be of interest to you, including through targeted advertisements that are based on your previous online activities on the Site or third-party websites;
- improving and troubleshooting the operation of the Site and our services;
- customizing the Site in accord with user expectations and interests;
- generating and analyzing data about how people use the Site, such as how many visitors visit a specific page on the Site, how long they stay on that page, and which hyperlinks, if any, they "click" on; and
- enforcing our Terms of Use and ensuring compliance with our policies and applicable laws.

We may combine or aggregate any of the information we collect through the Site or from other sources for any of these purposes.

DISCLOSURE OF INFORMATION

We may share the information we collect from you through the Site to the following persons or entities:

- **Operational Partners and Third Party Service Providers.** We may share the information with unaffiliated third parties who provide us with services, such as to conduct shipping or other order fulfillment, or to provide technology, data analysis, or similar services. We do not share personally identifiable information with unaffiliated third parties for their own marketing purposes.
- **Acquirers or Assignees.** In the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of BED or its assets, we may transfer any and all information that we collect from Site users to the acquiring party or assignee.
- **Entities Entitled Under Law.** We may disclose information, including personally identifiable information, about you to others as we believe to be appropriate in the following circumstances: (i) when required by applicable law, including laws outside your country of residence; (ii) to comply with legal process, such as subpoenas; (iii) to respond to requests from public and government authorities or to fulfill government reporting obligations; (iv) to enforce the terms and conditions for use of the Site, including this Privacy Policy; (v) to protect and defend our rights and property; (vi) to protect the interests and safety of BED or others; and (vii) to permit us to pursue available remedies or limit the damages that we may sustain. We have no obligation to notify you of such disclosures, except as required by applicable law.

We may share information that cannot reasonably be linked to a particular individual with any third party for any reason.

SECURITY

We use reasonable organizational, technical and administrative measures to help protect against the loss, misuse and alteration of the information under our control. However, no data storage system and no data transmission over the Internet can be guaranteed to be 100 percent secure. Please do not send us information you consider confidential via e-mail. It is your personal responsibility to secure your passwords and related access codes for online resources.

INFORMATION PROCESSING AND STORAGE

Information collected through the Site will be processed in and subject to the laws of the United States, which may not provide the same level protection for your personal information as your home country, and may be available to the United States government or its agencies under a lawful order made in the United States. By using the Site, you consent to such transfer to, and processing in, the United States.

USE OF THE SITE BY CHILDREN

This Site is not directed to children under the age of thirteen (13), and we do not knowingly collect information from any children under age 13. If you are under age 13, please do not submit any personal information to us. If you are under the age of 13 and wish to obtain information from us, we encourage you to consult with your parent or guardian.

YOUR CHOICES

You can opt out of receiving marketing emails from us at any time by following the opt-out instructions in our marketing emails. Please note that if you request to no longer receive marketing communications from us we may continue to send you non-marketing communications, including any we might be required by law to transmit.

Although most browsers are initially set up to accept cookies, you may be able to reset your browser to accept all cookies, to reject all cookies, or to notify you whenever a cookie is offered so that you can decide each time whether to accept it. However, refusing a cookie or disabling all cookies may in some cases preclude you from using, or negatively affect the display or function of, certain portions of the Site.

We do not currently respond to web browser “do not track” signals or other mechanisms that provide a method to opt out of the collection of information across the networks of websites and online services in which we participate. If we do so respond in the future, we will describe that in an updated version of this Privacy Policy.

CONTACT US/QUESTIONS

Any questions that you may have regarding this Privacy Policy should be directed to us by email at bedus@blueearthDx.com, or by phone at 1-855-298-6461.