

## **MFR PRIVACY POLICY**

Below is Rehabilitation Services Inc. d/b/a Myofascial Release Treatment Center's ("MFR") information privacy policy ("Policy") for data and information collected. This Policy discusses what type of information is collected, why it is collected, what it is used for, and how it is safeguarded to protect web visitors and seminar attendees. This information is primarily used to improve the attendee/customer/patient experience and we take steps to ensure its security and privacy.

### **What type of information do we collect?**

MFR may collect information provided by users such as names, postal address, email address, phone number and other such information provided by a user through verbal, phone, mail, email, customer/attendee surveys, orders, and other communications/interactions.

### **Why do we collect the information and how it is used?**

MFR may use any of the information primarily to improve the customer/patient experience. We take steps to ensure the security and privacy of your information otherwise. RSI may use the information for:

- Internal record keeping: The Information provided may be used for internal records to keep track of communications, transactions,... etc.
- Improve our website: Information such as feedback, user activity, orders and the like may be used to improve the website as in design, product offerings, improved advertising,... etc.
- Improve attendee/customer/patient service: The Information collected helps MFR serve its seminar attendees, customers and patients better by allowing a more efficient and effective response to their needs.
- Process transactions: Contact Information will be used for the purpose of delivering orders, processing returns, answering questions and other such actions pertaining to the requests for information and/or ordering process.
- Send periodic website/MFR updates and other promotions: The Information will be used to send out MFR newsletters, sales, coupons, contests, surveys, MFR and site updates, related product and service information,... etc. Note that these periodic updates may be opted out at any time by clicking the link at the bottom of any such update or promotional email and informing MFR of your desires to be unsubscribed.

### **How we collect the information?**

The information collected will primarily come from data entered through the website; by other communications including phone, email, paper writings, in person, and other communications; orders; return; or other interaction. We do not use cookies, crawlers, trackers or the like that surreptitiously collect detailed information on a user's web activity, but the information volunteered to us.

**How will the information be safeguarded?**

MFR is committed to keeping your information secure. Only authorized employees, agents and contractors (who have agreed to keep information secure and confidential) have access to this information.

**Will the information be shared or sold?**

MFR will not sell, share, lease, exchanged,...etc. such information during its regular course of business. However, in the case that there is a substantial ownership change in MFR such that it is acquired, merged, consolidated, inherited,...etc., such Information may be sold and transferred to such new owner pursuant to such transaction. Further, MFR may disclose such information if required by local, state, or federal law, or court order.