

PRIVACY POLICY

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Introduction

This Privacy Policy describes how Longevity Labs (the "Company", "we", "us") collects and uses personal information about you.

This Privacy Policy describes the choices available to you regarding our use of your personal information and how you can access and update this information.

By using the Company's products, site, or other services, you agree to the collection, use, and disclosure of your information as described in this Privacy Policy. If you do not, please do not use the Company's products, site, or services.

The provision of personal data is a requirement necessary for the contract between you and the Company and to enable us to deliver our services effectively. If you choose not to provide your personal data, we may be unable to offer you our services in whole or in part. By not sharing your personal data, you acknowledge and agree that your access to some or all of our services may be limited.

European Union (EU) Residents: Those living in the EU should also view the "Information Collected from Individuals in the European Union" section of this Privacy Policy to learn additional information about how we collect and use your personal information in compliance with EU data protection laws.

If you reside in other jurisdictions, please refer to this Privacy Policy for information on how we process your personal information. Should the laws of your jurisdiction provide more extensive rights to data subjects than those described herein, we kindly ask you to contact us prior to using our services.

Information We Collect

For the purposes of this Privacy Policy, personal information means information that either identifies, relates to, is capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household.

As provided in more detail below, we collect personal information from a variety of sources, including directly from you, by automated means, and from third-party sources.

Categories of information collected

Depending on how we interact with you, we may collect different types of personal information about you including:

- **Contact information**, such as your name, physical address, email address, phone number(s), and other contact information.
- **Blockchain wallet address**, meaning a unique string of alphanumeric characters that serves as a public identifier for individuals within a blockchain network.
- **Demographic information**, such as your age and gender.
- **Account information**, such as your username or similar identifier, an account password, and other account details.

- **Payment information**, including your billing address and method of payment (e.g., bank details and credit, debit, or other payment card information).
- **Transaction information**, including information about your purchase of our product.
- **Data concerning health**, specifically any health information that you choose to share with us.
- **Technical and usage information**, including your internet protocol (IP) address, mobile advertising ID, geolocation information, web browser type and version, and information about how you use our site (including information gathered through cookies and other similar technologies).
- **Marketing and communications information**, such as your preferences in receiving marketing, promotions, and sales offers from us.
- **Other information you provide to us**, including the content of your communications with us, and information you post or disclose on our site, on message boards, in chat rooms, or in other public areas.

You should be aware that any information you post or disclose in public areas on our site may be read, collected, and used by others who access them. To request the removal of your personal information, contact us at the email mentioned at the end of this Privacy Policy. In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

Sources of information collected

We collect your personal information in a variety of ways, including

- **Directly from you.** We collect most of your personal information from you directly. For example, you may give us contact information, account information, payment information, health information, marketing and communications information, and other information when you:
 - o create an account on our site;
 - o use our search engine to find products;
 - o upload your data to see relevant products;
 - o purchase products from the site;
 - o contact us with questions or to provide feedback about our products;
 - o subscribe to our mailing lists or otherwise agree to receive marketing communications from us;
 - o enter competitions, promotions, or surveys we may run from time to time
- **Through automated means.** As you interact with our site, we may automatically collect technical information about your device as well as usage information. We may collect this information through cookies, web beacons, server logs, and other similar technologies.
- **Third parties or publicly available sources.** We may also collect information about you from third parties and commercially-available sources, including from social media providers, data aggregators, and public or commercially-available databases.

Please note that we may combine the various types of information we collect about you and use it as described in this Privacy Policy.

Explicit Consent for the Processing of Special Categories of Personal Data

You hereby provide your explicit consent to the Company to process personal data concerning your health. "Data concerning health" is defined as personal data related to the physical or mental health of a natural person, including the provision of health care services, which reveal information about his or her health status. The definition may vary in different jurisdictions, and for the purposes of this Privacy Policy the broadest meaning applies.

YOU ACKNOWLEDGE AND AGREE THAT PERSONAL DATA CONCERNING YOUR HEALTH MAY BE PROCESSED FOR THE PURPOSES MENTIONED IN THIS PRIVACY POLICY. YOU CONFIRM THAT THIS CONSENT IS GIVEN VOLUNTARILY AND WITH FULL KNOWLEDGE OF YOUR RIGHTS AS DESCRIBED UNDER THIS PRIVACY POLICY AND THE LAWS APPLICABLE TO YOU.

The Company does not target its services to any specific country, and you should not share health-related data or use the Service in this context if such processing of data concerning health is prohibited in your territory or if you do not wish your health-related data to be processed.

Information We Use

We use your personal information for our legitimate business purposes, which include:

- **Communicating with you.** We use personal information (e.g. your contact information) to respond to your questions and comments when you communicate with us through links or pages on our site, and send your administrative information (e.g., information regarding the services and changes to our terms, conditions, and other policies).
- **Processing your transactions.** If you purchase products from us on our site, we use your personal information, such as your contact information and payment information to process your purchase, confirm your order, and deliver the items to you.
- **Providing and administering the services.** We use your personal information to provide you with our services, administer the services and carry out any other business activities.
- **Providing you with personalized service.** We may use the information that you provide (including health information) to show you products and other information that we believe may be of interest to you.
- **Performing analyses.** We use your personal information to perform business analyses or for other purposes designed to improve the quality of our business and the services we offer.
- **Preventing and detecting fraud and other crimes.** We use your personal information to help prevent and detect fraud and other crimes that might be committed using or against the services. We may also use your information to investigate possible violations of and enforce our contracts. We do this both in furtherance of our legitimate interests in protecting our business assets and in order to comply with our legal obligations.
- **Managing and operating our IT systems.** We use your personal information to help us in troubleshooting, testing, maintaining, and protecting our IT systems, including our site.
- **Complying with legal and regulatory obligations.** We use your personal information to comply with our legal and regulatory obligations, which arise from time to time.

We may also use your personal information for the following purposes:

- **Email Newsletters, Text Campaigns, and Promotions.** We will use your personal information, including your contact information, to send you our newsletters, information about our loyalty program, exclusive offers, promotions, and product news through email and text messages, where you have agreed to receive such communications. We also may use your personal information to administer our promotions and our loyalty rewards program.

Lastly, depending on our relationship with you, we may use your personal information for the following additional purposes:

- **Aggregating and/or anonymizing personal information.** We use personal information you provide to us regarding our products, and site to provide product feedback to our customers in aggregated form.
- **Other Uses of Information.** We may use your personal information as otherwise described to you at the time of collection with your consent.

Processing of Personal Data for Enhance Your Search

We may process personal data you provide to us, including but not limited to health-related information, by referencing it against databases that contain non-personal information on goods and services according to the specifications provided by their manufacturers and suppliers (the "**Third Party Specifications**"). Our algorithms may analyze all these data to establish potential relevance; following this analysis, our search engine may suggest probable goods and/or services (the "**Search Results**") that you may consider.

The Search Results are furnished solely for the purpose of general information and must not be interpreted as healthcare or any other advice, guidance, or recommendation. The provision of Search Results is devoid of any automated decision-making, including profiling, and is not intended to affect your legal rights or interests in any manner. Reliance on the Search Results for making healthcare or other decisions is strongly discouraged. We strongly advise you to seek the counsel of qualified healthcare professionals or other appropriate experts to assist in making informed decisions based on your specific circumstances.

Utilization of Large Language Models in Our Services

To enhance the functionality and effectiveness of our services, we may utilize advanced technology, including large language models (LLMs). LLMs are sophisticated tools that may 'learn' from data. They can discover patterns and insights that can lead to improved service offerings without directly targeting your personal data.

When you interact with our app, you might provide us with various types of personal data, such as health-related information. Our app uses this data to find products or services that might interest you. As it is mentioned above in this Privacy Policy, these suggestions are generated by processing your data against Third Party Specifications. While our primary aim is to enhance search capabilities through anonymized and de-identified data, the processing of your personal data under this policy may still indirectly improve our application's overall functionality.

This means that, while our app is not focused on your personal data and aims to enhance its capabilities based on anonymized and de-identified data, the processing of personal data you share with us under this Privacy Policy may result in enhancing our app engine utilizing LLM.

We commit to using your personal data responsibly and maintaining its confidentiality and integrity. Should you have any concerns or decide to withdraw your consent at any time, please contact us as described in this Privacy Policy.

Information Sharing

Affiliates. We may share your personal information with our affiliates for legal purposes as well as to send you promotions, information about sales and offers, and newsletters in which you have indicated interest. We will not share your personal information with other third parties for marketing purposes unless you have consented to the sharing of your information or have indicated interest in receiving communications from third parties.

Other Entities. We may disclose your personal information to the following types of entities:

- **Service Providers.** We may share your personal information with third parties that perform certain functions or services on our behalf to fulfill the services you request from us. These include companies that host our site, manage databases, perform analyses, send communications for us, process payments on, ship your orders, or provide certain other components of our site. Our service providers are not authorized to use or disclose the personal information we share with them for any purpose other than performing services on our behalf.
- **Analytics and Advertising Partners.** We may use third parties' analytics and tracking tools to better understand who is using or how to improve the effectiveness of our site, and related content. These tools may combine information collected from your interaction with our site with information collected from other sources.
- **Competent governmental and public authorities.** We may share your personal information to governmental authorities if we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity or a violation of our Terms of Use or other contracts.
- **Third parties pursuant to legal process.** We may share your personal information to the extent necessary to respond to subpoenas, court orders, or other legal process; in response to a request for cooperation from law enforcement or a government agency; or in order to otherwise comply with our other legal and regulatory obligations.
- **Relevant third parties as part of a transaction.** To advance our legitimate commercial interests, we will share your personal information with certain third parties (including our professional advisers) in connection with a corporate transaction, such as a sale, assignment, divestiture, merger, bankruptcy, consolidation, reorganization, liquidation, or other transfer of the business or its assets. When we do this, we will always take reasonable security and other measures to ensure the ongoing protection of your personal information.
- **Other third parties.** We may share your personal information with other third parties in certain circumstances. We will explain these circumstances to you at the point of information collection and, where we deem legally necessary, get your permission.

Marketing Choices

You may receive marketing offers or solicitations from us through email from time to time.

If you prefer not to receive marketing emails from us, please contact us at the email mentioned at the end of this Privacy Policy.

Your request not to receive marketing emails from us will not apply to messages that you request or that are not of a marketing nature. For example, we may contact you concerning any purchases you have made with us even if you opt out of receiving marketing emails.

Cookies & Opt Out of Interest Based Ads

We and our partners use cookies or similar technologies to analyze trends, administer our site, track users' movements around our site, and gather demographic information about our user base. We may receive reports from our partners based on the use of these technologies on an individual basis (that is, reports of your own activity) as well as on an aggregated basis (that is, reports of all user activity or of the activity of certain users as a group).

You may be able to disable cookies by changing a setting in your web browser. Please note, however, that without cookies you may not be able to take full advantage of all the features in our site.

Opt Out of Interest-Based Ads: If you wish to not have your personal information used for the purpose of serving you interest-based ads, please contact us at the email mentioned at the end of this Privacy Policy. Please note this does not opt you out of being served all advertising, and you will continue to receive ads that are not tailored to your interests.

Our site may include social media features, such as the Facebook "Like" button. These features may collect your IP address and information about the page you are visiting on our site. They may also set a cookie to enable the feature to function properly. Social media features are either hosted by a third party or hosted directly on our site. Your interactions with these features are governed by the privacy policy of the company providing it.

Cryptographic Token Generation and Consent

While using our services and sharing your personal data, including sensitive data such as health information, our system may generate cryptographic tokens to a wallet address you share with us. These tokens, which are digital items used to interact within our system, may be necessary for utilizing certain services but hold no external monetary value.

Please be aware that by using our services, you explicitly consent to the sharing of your data necessary for providing you with the services and for other mentioned purposes in this Privacy Policy. You grant this consent without expecting any financial or other incentives.

The generation of tokens is not guaranteed and depends on various factors. These tokens are intended solely for enhancing your experience within our services and are not part of any promotional offer.

While the potential receipt of cryptographic tokens is not intended to serve as an incentive to persuade you to use our services, we are required to disclose any elements of our service that might influence your decision to consent, in a transparent manner. Therefore, by accepting this policy, you acknowledge that the receipt of tokens does not constitute a material benefit or incentive but is merely a potential byproduct of using our services.

Information Access

If you have established a user account in connection with our site, you may be able to review and request changes to some information that we maintain about you by contacting us at the email mentioned at the end of this Privacy Policy. Upon request, we will provide you with information about whether we hold any of your personal information.

Information Retention

We will only retain your personal information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements we are subject to, as well as to resolve disputes and enforce our agreements.

If you wish to cancel your account or request that we no longer use your information to provide you services, contact us at the email mentioned at the end of this Privacy Policy.

International Transfers

We may need to transfer your personal outside a country of your location. Please note that our company is registered in the Marshall Islands. It is important to understand that the data protection laws in the Marshall Islands may not exist to the appropriate extent or may not provide the same level of protection as the data protection laws in your country. By using our services, you acknowledge and agree to the transfer and processing of your personal information in the Marshall Islands.

We may also need to transfer your personal to other countries outside a country of your location. In this case, we will transfer your personal information subject to suitable safeguards aimed at ensuring an appropriate level of protection is in place, including by entering into agreements approved by competent authorities.

Our services work worldwide; therefore, you hereby agree that we may transfer your personal data, mentioned in this Privacy Policy, to a third country that may be made in the absence of an adequacy decision or appropriate safeguards, according to the applicable legislation. In a third country, there might not be a supervisory authority, and/or data processing principles and/or data subject rights might not be provided for in the third country.

Children's Privacy

The services are not directed to persons under the age of 18. We do not knowingly collect personal information from children under 18. If a parent or guardian becomes aware that his or her child has provided us with such information without their consent, he or she should contact us via the contact details listed below. If we become aware that a child under 18 has provided us with personal information, we will take reasonable steps to delete such information from our files.

Use of Distributed Ledger Technologies

The Company may employ distributed ledger technology (DLT), including blockchain, as a part of its service offerings. You may access our services using your blockchain wallet address, which serves as a unique identifier within the blockchain network.

The blockchain is a decentralized, append-only ledger that chronologically records transactions in a secure, transparent, and immutable manner. Each transaction on the blockchain is recorded in a "block," linked to previous transactions using cryptographic hashing, forming a continuous chain.

Given the immutable and transparent nature of the blockchain, once data is recorded, it cannot be altered or erased. This includes data that could potentially be considered personal information under various data protection laws.

The use of cryptographic hashing and the decentralized nature of blockchain significantly enhance the security and privacy of data, albeit making personal data embedded in the blockchain visible to other network participants. Data transmitted to the blockchain, such as public keys and transaction

data, may include elements that qualify as personal data under data protection regulations. This may also apply to personal data that has been encrypted or hashed.

By using our services and agreeing to this Privacy Policy, you acknowledge that any personal data transferred to the blockchain may be considered as data made publicly available by you. Due to the inherent characteristics of blockchain technology, it may be challenging to exercise rights such as data modification or erasure as typically afforded under data protection laws.

You acknowledge that you are aware of the functionalities and risks associated with DLT and blockchain. You are responsible for safeguarding your blockchain wallet and understanding the privacy implications of data published on a blockchain.

If you are not comfortable with the irreversible nature of blockchain data or if your personal data requirements are inconsistent with the characteristics of blockchain technology, we recommend not using our services where blockchain technology is employed.

Third Party Websites

Our site may provide links to websites and applications operated by third parties. All of these websites and applications operate independently from us, and we do not control their privacy practices. We encourage you to review the privacy policies of any third-party websites and applications that you use to better understand their privacy practices.

Information Security

We maintain reasonable security procedures to help protect against loss, misuse, or unauthorized access, disclosure, alteration, or destruction of your personal information.

Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and cannot be responsible for the theft, destruction, or inadvertent disclosure of your personal information.

Updates to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we do this, we will post the changes on this page and will indicate at the top of this page the date those terms will be effective. We will give you advance notice of any material changes by email where possible. It is your responsibility to check to determine if there have been changes to this Privacy Policy and to review any such changes.

Information Regarding the European Economic Area, United Kingdom, and Switzerland

Legal basis for use of personal information

Applicable law requires us to set out the legal basis upon which we rely in order to use your personal information. Generally, we will use your personal information in the following circumstances:

- we need to perform the contract we have entered into with you or are about to enter into with you, including our Terms of Use;

- you have consented to such use;
- we have legitimate interests in using your personal information (e.g., for network and information systems security; data analytics; enhancing, modifying, or improving the services; identifying usage trends, etc.), provided that our interests are not overridden by your interests or fundamental rights and freedoms; or
- we need to comply with a legal or regulatory obligation to which we are subject

Additionally, to the extent that we collect and use any sensitive personal information relating to you (e.g., information concerning your health), we will do so because either: (i) you have given us explicit consent to collect and use the information; (ii) our collection and use of the information is necessary for the establishment, exercise, or defense of legal claims; or (iii) you have made the information manifestly public.

Your Rights

Under applicable law, you have certain rights in relation to your personal information:

- **Right to access your information:** You have the right to confirm whether and how we use your personal information, why we use it, how long we keep it, and with whom we share it. You also have the right to request a free copy of your personal information.
- **Right to data portability:** You have the right, in certain circumstances, to receive a copy of your personal information in a structured, commonly used, and machine-readable format, and to reuse it elsewhere or ask us to transfer it to other entities.
- **Right to rectify your information:** If you believe that we hold personal information about you that is inaccurate or incomplete, you have the right to request that we correct that information in our records.
- **Right to erasure of your information:** You have the right to request that we delete or remove your personal information from our records in some circumstances, such as where we no longer need it or if you withdraw your consent.
- **Right to limit our use of your information:** You have the right to request that our use of your personal information be restricted.
- **Right to withdraw consent:** Where you provide consent to our use of your personal information, you can withdraw your consent at any time by contacting us at the email mentioned at the end of this Privacy Policy. It may take us some time to process your request, but we will update your preferences within a reasonable period of time or inform you there will be a delay and explain why.
- **Right to Object to Processing:** You have the right to object to the processing of your personal information.
- **Right to lodge a complaint with a supervisory authority:** Where you are unhappy with how we treat or handle your personal information, you have the right to report it to the relevant supervisory authority.

If you would like to exercise any of your rights described above, contact us at the email mentioned at the end of this Privacy Policy. We may sometimes request additional information from you. Please note that we may not be able to fulfill your request under certain circumstances, such as when it is necessary to keep your information to complete an order or meet a legal obligation. If we cannot fulfill the request, we will notify you of the reasons why.

If you disagree with our resolution of your request, you have the right to make a complaint to the supervisory authority in your country. You may also seek to enforce this right through a judicial remedy.

Cookies and Tracking Technologies. We and our partners use cookies or similar technologies to administer our sites, analyze usage trends, track users' movements around our site, and gather demographic information about our user base as a whole. The chart below explains the different types of cookies and tracking technologies we use and the purposes for which we use them.

Cookie/Tracking Technology	Purpose
Cookie preference	Where you indicate a preference about cookies on our websites, this cookie will be used to remember your choice.
Security cookies	We may use these cookies in furtherance of our legitimate interests in providing a secure shopping experience and protecting the data we hold.
Functionality cookies	These cookies recognize you when you return to the website. For example, they help us show the right items in your shopping cart if you start a new browsing session. We may use these cookies to advance our legitimate interests in running a user-friendly website
Tracking	These cookies are used to analyze data pertaining to our web traffic. We may use these cookies to advance our legitimate interests in gaining insight into how our users are interacting with our websites.
Ad cookies	These cookies are used by our third-party ad network to adapt ads to users and improve campaign effectiveness. We may use these cookies to advance our legitimate interests in marketing relevant products to our customers.
Web beacons	We may use these cookies to advance our legitimate interests in providing relevant marketing communications. We may include web beacons in emails or newsletters to determine whether messages have been opened and identify the IP address of the computer on which they were opened. This information helps us customize the services we offer and measure the overall effectiveness of our online content and the products and services we offer. Web beacons also allow third parties to obtain information such as the IP address of the computer that downloaded the page on which the beacon appears, the URL of the page on which the beacon appears, the time the page containing the beacon was

	viewed, the type of browser used to view the page, and the information in cookies set by the third party.
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If you wish to not have your browsing information used for the purpose of serving you ads, you may alter your advertising preferences. Please note this does not opt you out of being served advertising. You will continue to receive ads that may be less relevant to you.

How to Contact Us

If you have any questions or comments about this Privacy Policy, or if you would like us to update information we have about you or your preferences, please contact us by email: contact@longevity.ac.