



Notice of Privacy Practices

THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU AND HEALTH CARE PROVIDERS CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY. CAPITALIZED TERMS USED IN THIS NOTICE AND NOT OTHERWISE DEFINED SHALL HAVE THE MEANINGS ASCRIBED TO THEM IN VITALZ'S TERMS OF SERVICE.

OUR PLEDGE REGARDING PATIENT HEALTH INFORMATION

We understand that your health information is personal and we are committed to protecting the privacy of such information.

HOW WE MAY USE AND DISCLOSE HEALTH INFORMATION

You are in control of your information

1. You control who can access your personal health information. By default, you are the only user who can view and edit your information. If you choose to, you can share your information with others.
2. Vitalz will not sell, rent, or share your information (identified or de-identified) without your explicit consent, except when Vitalz believes it is required to do so by law.
3. You can completely delete your information at any time. Such deletions will take immediate effect in your account, and backup copies of deleted information may persist for a short time. Since deleted data will not be restored, you may want to print information before deleting it.
4. Vitalz's servers automatically record log information about your use of Vitalz

Services (such as number of sign-ins and number of times a link was clicked). The log information will be used to operate and improve the service and will not be correlated with your use of other Vitalz Services.

Sharing your information with people and services you trust

1. If you share your information with others, you can view a list of who has access to your information and you can revoke sharing privileges at any time. When you revoke someone's ability to read your health information, that party will no longer be able to read your information, but may have already seen or may retain a copy of the information.
2. You may authorize your health care providers to view your health information and to use the Services to add health information about you to your Vitalz account.
3. If a third party accesses your health information and stores a copy of your information, that copy will be

governed by that third party's privacy policies. Vitalz is not responsible for the content, performance, or privacy policies of third-parties.

4. Some of these third-parties, such as health care providers, will be covered by federal and state health privacy laws (such as the Health Insurance Portability and Accountability Act, or "HIPAA"), and those laws will govern how they may use and share your information. As a result, you must authorize these providers to send information to your Vitalz account. With that authorization, you also give them permission to send certain types of health information (such as mental health records) that are protected by federal and state laws and require special authorization. When you ask Vitalz to send your health information to others, you will also be giving Vitalz permission to send those certain types of health information.

CHANGES TO THIS NOTICE

We reserve the right to change this Notice, and to make the revised or changed Notice effective for health information we already have about you as well as any information we receive in the future. We will post a copy of the current Notice at <http://www.Vitalz.com/privacy.html>.

COMPLAINTS

If you believe your privacy rights have been violated, you may file a complaint with us or with the Secretary of the United States Department of Health and Human Services. All complaints must be submitted in writing.

You will not be penalized or retaliated against for filing a complaint with either us or the Secretary of the United States Department of Health and Human Services.

CONTACT PERSON

The contact person for Vitalz for all issues regarding is our President. Information regarding matters covered by this Notice of Privacy Practices can be requested by contacting our President through Vitalz website.

EFFECTIVE DATE

This Notice is effective July 1, 2010.