

**Our Commitment to Privacy.** [www.movementforlife.com](http://www.movementforlife.com) (the “Site”) and any associated wildcard related sites (the “Site”) is a online platform operated by maintained as a service to the customers of Movement for Life, Inc., a California corporation, which does business as Movement for Life (referred to herein as “Movement for Life”, “us”, “our” or “we”). The Site couples a proprietary algorithm focused on the musculoskeletal system with virtual physical therapy education. This notice describes our Site Privacy Policy. Our privacy policy is designed to advise you about how we collect, use, and protect the personal information you provide.

**THE SITE WILL BE COLLECTING AND TRANSMITTING PERSONAL, MEDICAL AND HEALTH-RELATED INFORMATION ABOUT YOU. BY VISITING THE SITE, YOU ARE ACCEPTING THE PRACTICES DESCRIBED IN THIS SITE PRIVACY POLICY. IF YOU DO NOT AGREE, THEN PLEASE DO NOT USE THIS SITE.**

1. **Live Consult Services.** The Site provides users the option of accessing a “**Live Consult**” feature, where users are able to speak to a physical therapist educator (a “**Provider**”) and receive information on

proper exercise form via live videoconferencing. The Live Consult services are provided through teleMOVEMENT Physical Therapy, a Professional Corporation (“teleMOVEMENT”). More information about this feature of the Site is available in our Terms and Conditions of Use, available at [www.movementforlife.com](http://www.movementforlife.com).

2. **What Information is Collected.** The following information may be collected during your use of this site:
3. Information You Provide to Us: We collect any information you enter on our site, or that you give us in any other way. You can choose not to provide certain information, but you may not be able to take advantage of our services and features. This information may include:
  4. Registration information, including your name, age, username, password, e-mail address, and date of birth.
  5. Personal health information (PHI) that: (A) you provide to us through the questionnaire or to the Provider during the Live Consult, which can include, personal medical or health information, health status, and

medical or health history; or (B) is prepared by the Provider who provides educational and telehealth services to you through the Live Consult, such as medical records, examination notes, treatment recommendations, and other related health information. To the extent that Movement for Life is functioning as a Business Associate to teleMOVEMENT, the use and disclosure of your PHI will also be governed in accordance with applicable laws regulating the use and disclosure of protected health information. teleMOVEMENT's Notice of Privacy Practices is available at: [www.movementforlife.com](http://www.movementforlife.com).

6. Payment and billing information that you provide to us (e.g., credit card information).
7. Information Provided by your Wellness Program Administrator: If you are using this site through a wellness program provided by your employer or agency, certain information may be provided by the entity administering your wellness program. This may include name and employment status.
8. Automatic Information: When you visit a website, you disclose certain information, such as your Internet

Protocol (IP) address, the kind of computer or mobile device you are using, what Internet browser you are using, and other similar items at the time of your visit. This site, like many other sites, records this basic information about visits to our site.

9. “Cookies”: Cookies are pieces of information that are transferred to your computer from a web server. Most browsers are set up to accept cookies, but you can change your settings to have your browser notify you when you receive a new cookie or to refuse to accept cookies.
10. Google Analytics: Google Analytics is a web analysis service provided by Google. Google utilizes Cookies and usage data to track and examine the use of [www.movementforlife.com](http://www.movementforlife.com), to prepare reports on its activities and share them with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. Google's privacy policy is available here:  
<https://www.google.com/intl/en/policies/privacy/>

**11. How and When the Information is Used.** The information we collect may be used for the following purposes:

1. To administer our business activities.
2. To provide you with information through the proprietary algorithm questionnaire, and to provide education through the Live Consult section of the site.
3. To notify you about changes to our website, new services, or special offers.
4. To improve the quality of services provided through the Site.
5. In accordance with our HIPAA Notice of Privacy Practices, if applicable.
6. To create De-Identified Information, such as aggregate information and statistics about the site. "De-Identified Information" is information that does not identify an individual and with respect to which there is no reasonable basis to believe that the information can be used to identify an individual. We may use De-Identified Information without restriction.

7. For any other purpose for which you provide us with information or give us authorization.

12. **How We Protect Your Information.** The privacy and protection of your information is important to us. We do not make any personal information available to third parties without your permission. Your access to some services and content is password protected. We advise that you do not disclose your password to anyone. In addition, we recommend you sign out of password-protected services at the end of your session.

13. **Who Has Access to the Information.** Information about our users is important to us.

14. We may disclose personal information that we collect or you provide, subject to applicable legal restrictions, as follows:

15. To our contractors, and Educators in order to support our business activities.

16. As required by law.

17. When we have a good faith belief that disclosure is necessary to protect your safety or the safety of others.

18. We will not disclose any individually identifiable information to any third party without first receiving that user's permission, or as otherwise permitted in this Site Privacy Policy or our HIPAA Notice of Privacy Practices, if applicable.
19. **Methods We Use to Protect Your Information.** We use security software to protect the confidentiality of your personal information. In addition, our business practices are reviewed periodically for compliance with policies and procedures governing the security and confidentiality of our information. Our business practices limit employee access to confidential information, and limit the use and disclosure of such information to authorized persons.
20. **Children.** Children under the age of consent (as defined by the law of state where accessed) or who are not emancipated must have parental or guardian affirmative consent to use this Site.
21. **How You Can Access Your Information.** You can request access to all your personally identifiable information by sending an e-mail to [info@movementforlife.com](mailto:info@movementforlife.com).

22. **Consent.** By using our website, you consent to the collection and use of your personal information as described in this Site Privacy Policy. By using this site you also represent that you have the legal capacity and authority to provide this consent for yourself and/or the minor for whom you are consenting under applicable federal and state laws, including laws relating to the age of majority and/or parental guardian consent.
23. **Changes to Privacy Policy.** If our Site Privacy Policy or procedures change, we will immediately post those changes to our website. Any such changes will be effective immediately upon being posted, unless otherwise stated in the change.
24. **Effective Date.** This Site Privacy Policy is effective as of January 10, 2021.
25. **“Do Not Track” Requests.** At this time we do not honor “Do Not Track” requests.
26. **Third Party Tracking.** Third parties do not collect personally identifiable information about an individual consumer’s online activities on our website.