

Privacy Statement

We want you to be aware of how we collect, use, and disclose information. This statement explains what we (or our service providers) do with the information we collect through this website or Company Apps (collectively the “Site”). By providing personal information to us or by using the Site, you agree to the terms and conditions of this Privacy Statement. We may change this Privacy Statement from time to time and for any reason, so you should review the Privacy Statement each time you visit the website.

INFORMATION COLLECTED

Information You Provide

You may be asked to submit personal information in some areas of the Site to access specific features (e.g. downloads). What information is mandatory and what information is optional will be clearly denoted. We may combine the submitted information with other information we have collected from you (on or offline). We may also combine it with information we receive from other sources. The types of information we may obtain include, but are not limited to:

- Contact information;
- Username and password access to Brain Sentinel products or services;
- Health or medical information
- Payment information; or
- Other information you may provide while using the website.

Collection and Use of Passive Information

Some information about you can be collected passively as you move around the Site (i.e. collected without any input from you) including:

Via your browser: Certain information is collected by most browsers, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system version, and Internet browser type and version. Similar information, such as your device type and identifier, may be collected if you access the Site through a mobile device.

Cookies: Cookies are pieces of information stored directly on the computer you are using. Cookies allow us to collect information such as browser type, time spent on the Site, pages visited, and language preferences. We and our service providers use the information for security purposes, to make your navigation around the Site easier, to display information more effectively, and to personalize your experience while using the Site. We also use cookies to recognize your computer or device. In addition, we use cookies to gather statistical information about Site usage in order to help us improve its design and functionality and understand how people use it. We may also use cookies in online advertising to track consumer responses to our advertisements.

You can refuse to accept these cookies by following your browser’s instructions; however, if you do not accept them, you may experience some inconvenience in your use of the Site. You may also not receive advertising or other offers from us that are relevant to your interests and needs.

Clear GIFs, pixel tags, web beacons etc.: These technologies may be used to, among other things, track the actions of Site visitors and e-mail recipients, measure the success of our marketing campaigns, and compile statistics about Site usage and response rates.

Online behavioral advertising: Clear GIFs, pixel tags, web beacons, cookies, and other electronic means of collecting and storing behavior while on the web allows vendors to collect, review, analyze and store behavioral patterns and deliver advertisements about products and services when you visit the Site or other sites or properties across the Internet. These vendors may place clear GIFs, pixel tags, web beacons, cookies etc. on the Site and other sites or properties, and also place or recognize third-party cookies when you visit the Site or other sites or properties. They may use information about your visits to the Site and other web sites or web properties to provide advertisements about goods and services that may be of interest to you.

IP Address: Your IP Address is a number that is automatically assigned to the computer that you are using by your Internet Service Provider. An IP Address is identified and logged automatically in our server log files whenever a user visits the Site, along with the time of the visit and the page(s) that were visited. Collecting IP Addresses is standard practice on the Internet and is done automatically by many web sites. We use IP Addresses for purposes such as calculating Site usage levels, helping diagnose server problems, and administering the Site.

HOW WE USE AND DISCLOSE INFORMATION

In addition to what has been disclosed herein, we also use information from or about you to:

- respond to your inquiries and fulfil your requests, such as to send you documents
- send you important information regarding our relationship with you or regarding the Site, changes to our terms, conditions, and policies and/or other administrative information
- assist our general business purposes, such as data analysis, audits, developing new products, enhancing the Site, improving our products and services, identifying Site usage trends, and determining the effectiveness of our promotional campaigns.

We also disclose information collected through the Site to:

- our affiliates for the purposes described in this Privacy Statement Brain Sentinel Consumer Systems is the party responsible for the management of all jointly-used Personal Information;
- to any third party service providers who provide services such as website hosting, mobile application hosting, data analysis, IT services, in order to enable them to provide services; and
- to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

In addition, we use and disclose information collected through the Site as we believe to be necessary or appropriate: (a) as permitted by applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain. We may also use and disclose information collected through the Site in other ways, with your consent.

We also use and disclose information we collect passively as described above except where we are required to do otherwise under applicable law (e.g. if we are required to treat such information as personal information). In addition, we may use and disclose information that is not in personally identifiable form for any purpose.

THIRD PARTY SITES AND SERVICES

We are not responsible for the privacy, information, or other practices of any third parties, including any third party operating any site or web property (including, without limitation, any application) that is available through this Site or to which this Site contains a link. The availability of, or inclusion of a link to, any such site or property on the Site does not imply endorsement of it by us or by our affiliates.

SECURITY

We use reasonable administrative, organizational and technical measures to protect personal information under our control. However, it is not possible to guarantee 100% security of any data transmission over the Internet or data storage system. If you believe your interaction with us is no longer secure (e.g. you feel that the security of your account with us has been compromised), please notify us immediately via the Contact page.

RETENTION PERIOD

Unless a longer retention period is required or allowed by law or to otherwise fulfil a legal obligation, we retain your personal information for the period necessary to fulfil the purposes outlined in this policy.

USE OF SITE BY MINORS

The Site is not intended for use by individuals under the age of 18 years, and these individuals should not provide Personal Information through the Site.

CROSS-BORDER TRANSFER

Your personal information may be stored and processed in any country where we undertake business activities and by using our Site (or by providing consent to us where specifically required by law), you agree to the transfer of information to countries outside of your country of residence that may have different data protection rules than your country. Your use of this Site provides your agreement to hold us harmless from any claim by you or anyone else regarding the treatment of your personal information as disclosed herein.

UPDATES TO THIS PRIVACY POLICY

This policy was last updated on February 21, 2018, and may be updated from time to time. Any changes to this Privacy Statement will become effective when we post the revised Privacy Statement on the Site. Your use of the Site following any such change means that you accept the revised Privacy Statement.

CONTACTING US

If you have any questions about this Privacy Policy, please contact us at info@brainsentinel.com.