

This Privacy Statement outlines the personal information we collect and how we use that information to provide you with a personalized, relevant, user-friendly experience on LifelineBuilder.com. This Privacy Statement applies to visitors and new users registering on any of the Website on or after July 24, 2016.

## **Our Privacy Commitment**

Our mission at **Lifeline Builder™** is to help everyone preserve and share their life story. We accomplish this by using the resources available on our Website and also through collaborating with our extensive number of users around the world. This involves the collecting, processing, storing and sharing of personal and non-personal information. We are committed to ensuring that this is done in a responsible, transparent and secure environment that fosters your trust and confidence. As part of our commitment to you, we have developed this Privacy Statement to describe how we gather and use the information we receive from you on the Website. Before you use the extensive databases of records and other services provided by the Website (hereafter, the "Service(s)"), please review the information below to familiarize yourself with our policies.

By using any of the Website you consent to the collection, processing, use, storage, transfer and disclosure of personal information by Lifeline Builder Inc. the company that owns and operates the Websites, either directly or through its subsidiaries (collectively, "Lifeline Builder," "we," "us" or "our"), its group of affiliated companies ("Group Companies"), and contracted third parties and agents in accordance with this Privacy Statement. As a reminder, by registering with any of the Website you may become part of the "Lifeline Builder Social Platform" a collaborative resource in which the users of the Website and other Websites, mobile applications and platforms owned or operated by Lifeline Builder and its Group Companies (including such sites as LifelineBuilder.com, can communicate and exchange life story related information with each other. Please be aware that some sites may have some additional specific policies or different functionality and you should read and understand these before using the relevant services.

This Privacy Statement should be read in conjunction with the **Lifeline Builder™** Terms and Conditions.

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1. What personal information does **Lifeline Builder™** collect from or about you?

We collect information we believe is necessary for our legitimate business interests. Here are some examples of the type of personal information we request, collect or you provide: i) Name, contact information and payment details: Users may access some of the areas of the Website without providing any personal information to **Lifeline Builder™** or its Group Companies. To gain access to certain parts of the Website, it will be necessary to create a registered user account by providing your name, email address, and a password. To gain full access to the paid members-only areas (including through a free trial), **Lifeline Builder™** also asks for your postal address and payment details (such as a credit or debit card number) to facilitate payment and fulfillment for any subscription or purchases you may choose to make through the Website. The amount of other personal information you decide to submit to **Lifeline Builder™** or its Group Companies is up to you, but understand that your experience of the Website may suffer, and certain of the Website and Services or their features may be inaccessible or ineffective, if you choose to provide no additional information. ii) Your background, life events, and the factors that influenced each event, and activity on the Website: As a User, you can choose to share certain information about yourself, such as your age, gender, background and interests with other Users, such as in your user profile. The amount and type of information you share in this way is entirely your choice. Information about some of your activity on the Website, such as historical records you save or **Lifeline Builder™** may also be shared with others in order to help you connect with others performing similar research. The information that you input about yourself on the Website may result in the creation of a profile about you. You have control over your

profile, such as whether other users on the **Lifeline Builder™** Network can search for or contact you, on your Account page. iii) Your family and others: You may also post personal information about yourself and others in the course of writing your autobiography on our Website, e.g., adding a photo, adding information about a historical person, creating decision trees, or sharing a photo with another User through our Services. You must obtain the consent from the living persons about whom you want to post personal information on the Website, or, if the person is under the age of 18, the consent of their parent or guardian. Similarly, others may post personal information about you in the course of conducting research on our Website or elsewhere on the Websites of our Group Companies. Please note: **Lifeline Builder™** also publishes records on its Website that it has obtained from many sources, with appropriate consents and permissions where relevant. Some of these records may contain personal information that relates to living individuals, which may include you or your family members, usually from public record sources. **Lifeline Builder™** and its affiliates and agents take reasonable steps to assure that the documents do not include sensitive, personal information about living individuals. iv) Your opinions and comments: If you post any comments on the Website or participate in community discussions, chats, communications with us or between you and other Users, in disputes and while communicating with member services, **Lifeline Builder™** will capture that information. You should be aware that any information you provide in these areas can be read, collected, and used by others who access them. v) Third-party data: We may also receive information about you from third parties. For example, we may supplement the data we collect with demographic information from third parties. We may use such data to enhance, improve, and customize our products and Services, or for any other purpose described in this Agreement vi) Minors: Our Website and Services are intended for adults. **Lifeline Builder™** relies upon parents or guardians 18 years of age or older to determine if the Website and Services are appropriate for use by individuals under the age of 18. When a minor uses the Website, the parent or guardian of that minor will be held responsible for the minor's actions and are deemed to have consented to the use of the minor's information by **Lifeline Builder™**. Persons under the age of 18 may request removal of information or content that they have posted per the procedures described in Section 5 below.

2. How does **Lifeline Builder™** use personal information?

Any personal information you provide us or that we otherwise collect is transferred to, stored and processed in the United States or in other countries where we, our Group Companies, or service providers maintain facilities. We take measures to ensure adequate safeguards for personal information and that your personal information is stored and processed in compliance with this Privacy Statement and applicable laws. By allowing us to collect personal information, you specifically consent to such transfer, storage, and processing of that personal information. Please be aware that any personal information you elect to put on our Website may be made available elsewhere within the **Lifeline Builder™** Community and may be visible to both registered and non-registered Users of the Website, subject to your rights to control or remove certain information, as provided below. Subject to the restrictions described in this Privacy Statement and applicable law, we may use personal information for any reasonable purpose related to Lifeline Builder's businesses and the Group Companies' businesses, including to communicate with you, to provide you information about Lifeline Builder's and the Group Companies' products and services, to respond to your requests, to update our product offerings, to improve the content and User experience on the Website, to help you and others discover more about your family histories, to let you know about offers of interest from **Lifeline Builder™** or our Group Companies, and to prepare and perform demographic, benchmarking, advertising, marketing, and promotional studies. In particular we may use personal information as follows: i) To provide the Services: We primarily use personal information to provide you with relevant information such as appropriate search results and instructional materials, to provide you with information about content releases and product updates, to help you and others discover more about your family histories, to provide informational updates that you have requested through the Website, or to address customer service needs and requests. **Lifeline Builder™** may also use personal information to let you know about new features, other Users' activity on the Website, or other offers of interest from **Lifeline Builder™**. We also use personal data to fulfill the purposes for which you have provided the personal information, such as processing your subscription. ii) Verification: We will use personal information to verify your identity so that you can carry out transactions through the Website, such as changing your account information, retrieving a forgotten username or password, or completing financial transactions relating to payments you make online. iii) For internal business purposes: In order to improve the Website and the Services (or to develop new products and services), we may use personal information for internal data

analysis, studying how our Website are used, identifying usage trends and determining the effectiveness of promotional campaigns. iv) To communicate with you: **Lifeline Builder™** may communicate with you for the purpose of informing you of issues with your membership or changes to **Lifeline Builder™** or of any **Lifeline Builder™** -related products and services. Our communications with you will generally be via email, but may be made via telephone, direct mail, by posting on our Website, or other methods of communication. You may also receive promotional offers from **Lifeline Builder™** or other third parties trusted by **Lifeline Builder™**. If you do not want to receive promotional emails, you may opt out at any time by using the unsubscribe link listed in the email. If you wish to opt out of other methods of communication, please contact us by the contact information below. v) **Lifeline Builder™ does not sell, rent or otherwise distribute the personal information you provide us to advertisers.** We may sometimes wish to highlight our Users' contributions to the Website and may include your contribution in a highlighted section on the Website. When we do so, we will attribute your contribution and provide a link to your profile on the appropriate Website.

3. Will **Lifeline Builder™** disclose personal information to third parties? **Lifeline Builder™** will not disclose any personal information to third parties. **Lifeline Builder™** is responsible for the management of the jointly-used personal information. The Group Companies are subject to this Privacy Statement or similar privacy statements. Additionally, as our business continues to grow and change, we might restructure, buy, or sell subsidiaries or business units. In these transactions, customer information is often one of the transferred assets, remaining subject to promises made in then prevailing privacy statements, and, accordingly, we may transfer personal information in connection with such transactions. Also, in the event that **Lifeline Builder™**, or substantially all of its assets or stock are acquired, transferred, disposed of (in whole or part and including in connection with any bankruptcy or similar proceedings), personal information will as a matter of course be one of the transferred assets. ii) Other users: On some of the Website, you can give others permission to view and edit personal information about you. The choice to share your information is at your sole discretion. For example, on **Lifeline Builder™**.com you can choose to invite family or other members of the **Lifeline Builder™** Community to view and edit your life story. iii) Service providers: Under the protection of appropriate agreements that require adherence to confidentiality obligations consistent with this Privacy Statement, we may



disclose personal information to service providers we use to perform various tasks for us including for the purposes of data storage, consolidation, retrieval, analysis, or other processing, as well as effective management of customer information and to help us communicate with you. For example, we use vendors to process payments from you and to help manage our Website and relationships with you. These third parties include affiliated and unaffiliated service providers in the United States, Europe and in other jurisdictions. v) In these additional scenarios: **Lifeline Builder™** may disclose personal information to third parties in these additional scenarios: (a) with your knowledge and consent; (b) as reasonably necessary to comply with a law, regulation, valid legal process (e.g. subpoenas or warrants served on us) or governmental or regulatory request; (c) as necessary or appropriate to protect the rights, property, safety, confidentiality, or reputation of **Lifeline Builder™**, its Group Companies, or other Users (including outside your country of residence); (d) to enforce our terms and conditions; (e) to prevent fraud or cybercrime; (f) to permit us to pursue available remedies or limit the damages that we may sustain; or (g) as necessary or appropriate to otherwise address unlawful or harmful activity. If we are going to release your personal information to law enforcement, we will do our best to provide you with notice in advance by email, unless we are prohibited by law from doing so. In addition, we reserve the right to withhold advance notice where it would impede an investigation of identity theft, or in situations involving imminent physical harm or harm to minors.

#### 4. Managing your privacy settings

If you have registered with the Website, you can control how you share some personal information by changing your privacy settings in the privacy page. To manage your privacy settings for other Website, please visit the account section of a Website or the settings section on our mobile applications. If you have any questions about how to manage your privacy settings for any Website, please contact us by the information below.

#### 5. How do you report, change or delete information about yourself or your family?

**Lifeline Builder™** will maintain procedures consistent with applicable law for individuals to gain access to personal information collected from them and, when required or appropriate, correct or delete the personal information they provided as further described below: i) Removal of personal information from public records. You should be aware that

personal information may be publicly available through public record sources such as census records or birth, marriage and death records. Unfortunately we are not able to change the information in public records published on our Website and you need to contact the entity responsible for such records. We will however consider requests for removal of personal information from the searchable indexes of the records we hold on a case-by-case basis. ii) Deleting or amending your profile and other information you've contributed to the Website, added or saved to your account. Users of the Website may update, correct or delete their User profiles online. Requests to delete personal information that you have provided as part of your User profile should be submitted by the information below. You may also edit or delete personal information that you have previously submitted on the Website as User Provided Content (as defined in our Terms and Conditions) (such as, for example, life stories that you have created or uploaded) through the applicable features of the Services. However, please note that where you delete User Provided Content copies of that information may remain viewable elsewhere to the extent any such copy has been shared with others, was otherwise distributed pursuant to your privacy settings, or was copied or stored by other Users or other members of the **Lifeline Builder™** Community. Additionally, we may retain certain information (whether submitted as part of your User profile or subscription or otherwise as User Provided Content) to prevent identity theft and other misconduct, fraud or illegal activity; in response to a legal request (such as, for example, a search warrant, court order, or subpoena); if we otherwise have a good faith belief that the law requires us to do so; if we have reason to believe there has been a violation of our Terms and Conditions; or otherwise prevent harm; in each case, even if deletion has been requested. However, such information shall not be available to others via the Website except as otherwise provided under this Privacy Statement or as required under applicable laws. If you disconnect a third party application or Website from our Website, we will no longer provide them with access to your User profile(s) or subscription information through our platform. iii) Third party content. **Lifeline Builder™** also permits its Users to post comments, upload documents, annotate historical records and to contribute other information through the Services. Although our Terms and Conditions prohibit Users from posting content that violates the privacy rights of others, **Lifeline Builder™** and its Group Companies disclaim any responsibility for User Provided Content. It is possible that another User will save, post, or re-post information about you. iv) Backup copies. Removed and deleted information may persist in backup copies for a reasonable time

for our internal business purposes but will not be available to you or other Users. v) Concerns? If you have concerns or issues about any personal information that is contained on the Website, including if you believe that a document published by **Lifeline Builder™** violates your privacy rights, that a User has posted personal information about you that violates your rights, or an unauthorized profile of you has been created, please contact us via the information below and we will attempt to resolve the matter quickly. For your protection, we will only implement such requests with respect to the personal information associated with the particular email address that you use to send us your request, and we may need to verify your identity before considering your request.

## 6. Security

**Lifeline Builder™** places great importance on the security of personal information. We have security measures in place to attempt to protect against the loss, misuse, unauthorized access, modification, or disclosure of User data under our control. Our security and privacy practices are periodically reviewed and enhanced as necessary. For example, we restrict access to personal information to authorized personnel. We use secure server software to encrypt financial information you input before it is sent to us. In addition, we use encryption when transmitting geo-location data on your mobile device, as well as other administrative, technical, and physical controls to prevent against loss, misuse, or unauthorized alteration of your data; however, we cannot guarantee and we do not warrant that loss, misuse, or alteration of data will not occur, and we are not responsible for the theft, destruction, or inadvertent disclosure of your information. Information security is a shared responsibility: it is important for you to guard against unauthorized access to your passwords and the unauthorized use of your computer.

7. What about non-personal information, anonymized information, automatically-generated information, mobile data, "cookies" and social media features?

i) Non-personal, anonymized, and automatically-generated information. When you visit our Website, we may collect information from or about you that does not personally identify you ("Non-Personal Information"). This includes demographic data, year of birth or age groups, geographic areas, and gender. This also includes computer-generated data that we automatically collect, such as the Website from which you have come to our Website, your Media Access Control address, your computer type,



screen resolution, operating system version and Internet browser, as well as information based on your interaction with the Website, such as web log information, page views, and IP addresses on an anonymized basis. We use your IP address, your device type, your Website interactions, and other Non-Personal Information to deliver the Website and our Services to you and to help diagnose problems with our servers. This technology helps us to, for example, compile aggregated statistics about our Users and their use of the Website. We use these statistics to improve the design and content of the Website, to prepare and deliver our marketing programs, and for research and other purposes. We may also collect or create anonymized information, which is information that has been stripped of information that traditionally permits identification of specific individuals, such as names and full dates of birth, and/or that has been aggregated in a manner so that you and other Users are not personally identified. Non-Personal Information may also include data that is aggregated or otherwise de-identified from personal information that we have collected from you. Because Non-Personal Information and anonymized information do not personally identify you, we may use either or both for any purpose, including sharing that information with our Group Companies and with other third parties. In some instances, we may combine Non-Personal Information with personal information; however, if we do combine any Non-Personal Information with personal information, the combined information will be treated by us as personal information, as long as it is combined, and its use by us will be subject to the terms applicable to personal information under this Privacy Statement. ii) Mobile data. If you access the Website using a mobile device (e.g. your phone or tablet), we may collect mobile device identifiers such as the device type, IP address and the operating system. We use mobile analytics software to allow us to deliver you the Website and the Services and better understand the functionality of our Website and Services. For example, if you are accessing the **Lifeline Builder™** mobile application, this software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and from where the application was downloaded. We may link the information we store within the analytics software to any personally identifiable information you submit within the mobile app for internal purposes or to communicate with you. Our Website may also collect other information from your mobile device, such as your geographic location, with your permission. For example, if you use your mobile device to take a photo through the **Lifeline Builder™** mobile application, we will ask if you wish to include your location. If you

agree to this request, we will add your location to the photo. We will also occasionally send you push notifications to provide you information about our services. You may opt-out of these notifications through the settings on your mobile device. iii) Cookies and other tracking technologies. We (either ourselves or our appointed third parties) may use cookies, beacons, tags, scripts or other similar technologies to optimize and customize the Website and your experience. These technologies record limited information your computer sends us when you visit our Website, such as IP addresses. In addition, these technologies may include de-identified demographic or other data linked to personal information that you voluntarily submit to us (e.g., your email address), that are shared solely in hashed, non-human readable form. Cookies enable our server to recognize or "remember" who you are each time you return. For instance, they may be used to retain your personal preferences, hold session information for a "shopping basket," or save your password so it doesn't have to be re-entered each time you login. You can erase or block cookies from your computer if you want to (your help screen or manual should tell you how to do this), but certain Services or portions of the Website may not work correctly or at all if you set your browser not to accept cookies. To learn more about cookies in general, please visit <http://www.allaboutcookies.org/>. We and third parties with whom we partner to provide features on certain Website use Local Storage (LS) such as HTML5 to collect and store content information, preferences, or data about your use of our Website. Various browsers may offer their own management tools for removing HTML5.

#### 8. Contests, surveys, and promotions

We may occasionally run contests, surveys, or other special promotions on our Website in which we ask Users for personal information (like an email address or name) or demographic information (like a zip code, age, or income level). We use this data to run the contests or promotions and send users promotional material about our company or third parties we deal with. Participation in these surveys or contests is completely voluntary and you therefore have a choice whether or not to disclose this information. The participant's contact information is also used to contact him or her when necessary and may be shared with other companies for promotional purposes, but only with your prior permission and under the terms and conditions specified when you take part in the promotion. At any time, you may opt-out of receiving future mailings of this kind by following the unsubscribe instructions in each promotional communication, or simply decline to take part in the promotions.

#### 9. Changes, updates, and consent

We are committed to complying with all applicable laws and regulations governing the collection and use of personal information. From time to time, **Lifeline Builder™** will review its personal information collection, use, and disclosure practices in order to assure that we are complying with our Privacy Statement and all applicable laws and regulations. If we decide to materially change our Privacy Statement, we will issue an updated version of this Statement with an updated date legend and/or notify you via email, via the Website or by other appropriate means prior to the change becoming effective. You should review this Privacy Statement regularly to ensure you are familiar with any changes to it. If you do not consent to any changes to our Privacy Statement, you must stop using the Website and the Services after the effective date of such changes, and you should notify us so we can discontinue your account.

#### 10. Do Not Track Disclosures

Some web browsers may transmit "do-not-track" signals to the Websites with which the user communicates. Because of differences in how web browsers incorporate and activate this feature, it is not always clear whether users intend for these signals to be transmitted, or whether they are aware of them. Because there currently is no industry standard concerning what, if anything, Websites should do when they receive such signals, we currently do not take action in response to these signals.

#### 11. Contacting us about privacy / your information rights

If you have any questions about this Privacy Statement, **Lifeline Builder™**'s privacy practices, your dealings with the Website, or any disclosure of personal information to third parties for direct marketing purposes, or if you wish to request access to and receive information about the personal information we have received from and share about you (noting that your rights to access personal information may be limited in some circumstances), update and correct inaccuracies in the personal information we have about you, have the information blocked or deleted, as appropriate, or oppose (in case of legitimate reasons) the processing carried out with respect to personal information, you can contact us via the information below. We will respond to all access requests within 30 days. For LifelineBuilder.com or any of our mobile applications, please call (517) 230-5288 or send us a message at Christopher.girdwood@gmail.com. If

you would like to access your LifelineBuilder.com account details, please login to the Website and click on My Account.