

Privacy Policy

Effective Date: 06/01/2023

This Privacy Policy outlines how Ringold Nutritional Systems, LLC ("Ringold Nutritional Systems," "we," "our," or "us") collects, uses, protects, and discloses information obtained from visitors ("you" or "your") of the website PreserveMacForte.com (the "Website"). Please read this Privacy Policy carefully to understand our practices regarding your personal information and how we will treat it.

1. Information We Collect

1.1 Personal Information: We may collect personal information, such as your name, email address, postal address, payment information, and phone number when you voluntarily provide it to us through forms on the Website, when you contact us via email or SMS text messages, or when you engage in certain activities on the Website like making purchases.

1.2 Usage Information: We automatically collect certain non-personal information about your use of the Website. This may include your IP address, browser type, device information, operating system, pages viewed, links clicked, and other website interactions.

1.3 Cookies and Tracking Technologies: We may use cookies, web beacons, and similar technologies to collect information about your browsing behavior and preferences. Cookies are small text files stored on your device that enable us to recognize your browser and capture certain information. You may adjust your browser settings to refuse cookies, but please note that some features of the Website may not function properly without cookies.

2. Use of Information

2.1 Providing Services: We may use the information we collect to provide and improve our services, respond to your inquiries, fulfill your requests, process transactions, and communicate with you about our products, services, and promotions.

2.2 Remarketing and Advertising: We may engage in remarketing efforts through major search engines like Google and Bing. This means that we may display targeted advertisements to you on third-party websites based on your previous interactions with the Website. These advertisements may appear on various sites across the internet.

2.3 Affiliate Promotions: We may partner with affiliates to promote their products or services on the Website, email or other channels. In some cases, we may receive compensation for sales generated through these promotions. Similarly, our partners may promote our products or services on their websites or through other channels.

2.4 Advertising on Social Media Networks: We may engage in advertising campaigns on social media networks, such as Facebook, or other social networks and platforms. These campaigns may involve displaying targeted advertisements to specific audiences based on various factors, including demographic information and user preferences.

2.5 Custom Audiences: We may utilize Custom Audiences feature provided by social media networks to create targeted marketing campaigns. This involves uploading email addresses or other identifying information to the respective platform to display personalized advertisements to specific users.

2.6 Google Analytics and DoubleClick: We may use Google Analytics and DoubleClick services to collect information about your interactions with the Website, analyze website traffic, and display targeted advertisements. This data may include demographic information, interests, and behavior. Please review Google's [privacy policy](#) for more details on how they handle this information.

2.7 SMS Text Messaging: When you submit your SMS mobile phone number through our website forms or send an SMS text message to us, you are opting in to our SMS Text Messaging service. By opting in, you agree to receive marketing and promotional messages via SMS. You can opt out of receiving SMS messages at any time by replying with the word "STOP" to unsubscribe. You can expect to receive one to five SMS messages from our company per month. **Your mobile**

number will NEVER be shared, rented or sold to third parties. When sending or receiving SMS messages from our company, message and data rates may apply

2.8 Email Marketing Messages: We maintain an email contact list based on the visitor's interaction with our website, purchases made, information requested, or forms filled out. By engaging in any of these activities, you provide your explicit consent to being added to our email marketing and promotions list. Additionally, we may segment our email contact lists based on your interests, engagements, and interactions to provide you with more relevant content.

On average, you can expect to receive between 1 and 5 emails per week from us. If you choose to unsubscribe from our email communications, you can do so by utilizing the "unsubscribe" link provided at the bottom of our emails. Upon clicking the unsubscribe link, you may be presented with the option to stay subscribed to specific lists that are relevant to your preferences.

Please refer to the "Your Choices and Opt-Out" section in this privacy policy for more detailed instructions on how to exercise your right to unsubscribe or manage your email preferences.

3. Data Sharing and Disclosure

3.1 Third-Party Service Providers: We may engage third-party service providers to perform various services on our behalf, such as website hosting, payment processing, data analysis, and marketing. These service providers may have access to your personal information only to the extent necessary for them to perform their functions and are obligated to maintain the confidentiality and security of your information.

3.2 Business Partners and Affiliates: We may share personal information with our business partners and affiliates for joint marketing efforts, product promotions, or other mutually beneficial purposes. However, we will ensure that any sharing of personal information complies with applicable laws and regulations and is subject to appropriate contractual safeguards.

3.3 Legal Compliance and Protection: We may disclose your information to comply with applicable laws, regulations, legal processes, or governmental

requests. We may also disclose your information to protect and enforce our rights, property, or the safety of our users or others.

3.4 Business Transfers: In the event of a merger, acquisition, reorganization, or sale of our assets, your personal information may be transferred as part of the transaction. We will notify you via email or prominent notice on the Website if such a transfer occurs.

4. Your Choices and Opt-Out

4.1 Opt-Out of Customer Email List: If you no longer wish to receive promotional, marketing, or informational emails, you can unsubscribe from our list by clicking the unsubscribe link at the bottom of any email. You may opt out by following the instructions provided in the communication or by submitting a help ticket with our online support desk at www.RNShelp.com. Use the subject line "Opt-out of email list," and be sure to include a brief description, your full name and the email address you want opted out. You will still receive transactional emails like invoices when making a purchase.

4.2 Opt-Out of Custom Audiences: If you wish to opt out of Custom Audiences on social media platforms, please submit a ticket at our online support desk at www.RNShelp.com, including the relevant details of which platform or network, your full name, your email address and any relevant information.

5. Data Security

5.1 We implement reasonable security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, please note that no method of transmission over the internet or electronic storage is entirely secure, and we cannot guarantee absolute security.

6. Notice to California Residents – Your California Privacy Rights

6.1 This section applies solely to California residents. Pursuant to the California Consumer Privacy Act of 2018 (CCPA) and other California privacy laws, California residents have certain rights regarding their personal information.

6.2 Right to Know and Access: You have the right to request that we disclose certain information about the personal information we collect, use, and disclose about you in the preceding 12 months. To exercise this right, you may submit a verifiable request by contacting us using the information provided in the "Contact Us" section below. Please note that we may need to verify your identity and request before providing the requested information.

6.3 Right to Delete: You have the right to request the deletion of your personal information collected or maintained by us, subject to certain exceptions. To exercise this right, please contact us using the information provided in the "Contact Us" section below. We may need to verify your identity and request before deleting your personal information.

6.4 Right to Opt-Out of Sale: We do not sell your personal information for monetary consideration. However, as described in the "Remarketing and Advertising" and "Custom Audiences" sections of this Privacy Policy, we may share certain information with third-party advertising partners for targeted advertising purposes. You have the right to opt-out of the "sale" of your personal information. To exercise this right, please follow the instructions provided in the "Opt-Out" section of this Privacy Policy.

6.5 Non-Discrimination: We will not discriminate against you for exercising your CCPA rights. This means we will not deny you goods or services, charge you different prices or rates, provide you with a different level or quality of goods or services, or suggest any changes in the treatment of your personal information, should you choose to exercise your rights under the CCPA.

7. Children's Privacy

7.1 The Website is not intended for use by individuals under the age of 18. We do not knowingly collect personal information from children. If you are a parent or guardian and believe your child has provided us with personal information, please contact us immediately at the email address provided below. If we become aware that we have collected personal information from children without verification of parental consent, we will take steps to remove that information from our servers.

8. Arbitration

8.1 Any disputes arising out of or relating to this Privacy Policy, including its interpretation, enforcement, or breach, shall be resolved through binding arbitration in Novi, Michigan. The arbitration shall be conducted in accordance with the rules and procedures of the American Arbitration Association (AAA) or any other mutually agreed-upon arbitration organization.

8.2 The arbitrator's decision shall be final and binding on all parties involved. The prevailing party in any arbitration proceeding may seek enforcement of the arbitrator's award in a court of competent jurisdiction.

8.3 This arbitration provision does not prevent you from filing a complaint with a data protection authority or pursuing other legal remedies available under applicable laws.

9. Updates to this Privacy Policy

9.1 We may update this Privacy Policy from time to time. The "Effective Date" at the beginning of this policy indicates the latest revision. We encourage you to review this Privacy Policy periodically for any changes. Your continued use of the Website following the posting of any revised Privacy Policy constitutes your acceptance of the revised policy.

10. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

1. Online Support Desk: RNShelp.com
2. Phone: 248-397-4101
3. Snail Mail:
Ringold Nutritional Systems, LLC
200 W 2nd Street #1351
Royal Oak, MI 48068

Please note that email communications are not always secure, so please do not include sensitive information in your email correspondence.

By using the Website, you acknowledge that you have read, understood, and agreed to the terms of this Privacy Policy.