

Privacy Policy

Menopause Breakthrough and its affiliated websites, including www.menopausebreakthrough.com, www.menopausebreakthroughactionplan.com, and other domains as they are made available, takes the privacy of our customers very seriously. We promise responsible handling of all sensitive and personal customer information. The following details our policy regarding the information we collect from our customers and its uses.

This policy describes the customer information we collect and why; how we use this information and when (and if) we share it with third parties; the choices you can make about how your personal information is collected, used and shared; and the data security, accuracy and access measures we have adopted to protect customer information under our control from loss, misuse or alteration. We also provide you with information on how you can correct inaccuracies in the information. You can contact Menopause Breakthrough directly in reference to your privacy, using any of the means of communications outlined in this policy.

Personally Identifiable Information

What we collect and how we use it: The phrases “personally identifiable information” or “personal information” mean any information by which you can be identified, such as your name, address, telephone number, etc.

You can visit most of our web pages without telling us who you are or revealing any personal information about yourself. If we do collect such personally identifiable information, we typically use it for the purpose of enabling us to contact you directly, for contests and for promotions for example. The following are some examples of how such information might be collected and used:

Email Newsletter

Our email newsletter is used to communicate new content, new product availability, events, promotions and discounts. If a user requests to receive our email newsletters, they need to provide a valid e-mail address.

Contests and Promotions

Email addresses that are submitted for entry in a contest or sweepstakes are used for the purpose of determining and notifying a winner. We may also use the email address to send follow up newsletters, education, and promotional offers. You may, at any point of time, inform us that you are no longer interested in receiving our information, and we will remove your e-mail address from further mailings. Once a prize is awarded in any contest or sweepstakes, information related to the winner will be maintained for internal administrative and auditing purposes.

Purchasing Products

When purchasing Menopause Breakthrough products, we may ask you to provide certain information about yourself, such as your name, shipping/billing address, telephone number, email address, credit card information, etc. We also maintain a record of your online product purchases. Whether or not to provide such information is completely your own choice. But if you choose not to provide the information we request, you may be unable to purchase products, or access certain services, offers and content on our web site.

Cookies and Other Tracking Technologies

A “cookie” is a small text file that may be used, for example, to collect information about Web site activity. Some cookies and other technologies may serve to recall Personal Information previously indicated by a Web user. Most browsers allow you to control cookies, including whether or not to accept them and how to remove them. Please remember, however, that cookies may be required to allow you to use certain features of our site.

Web Beacons – sometimes called single-pixel gifs or clear gifs – are used to assist in delivering cookies, and they allow us to count users who have visited pages of our site. We may include Web Beacons in promotional e-mail messages or other communications in order to determine whether messages have been opened and acted upon.

Analytics

We reserve the right to participate with third party analytics partners, including Google Analytics, to monitor and analyze Web traffic and can be used to keep track of user behavior on this site. Google Analytics is a web analysis service provided by Google Inc. (“Google”) to track and examine the use of this site, to prepare reports on its activities, and to share them with other Google services. However, we respect your information and do not sell or make it available to third party vendors.

Technical Information

If you require technical support, we will ask you for information necessary to analyze and resolve the issue — such as information about your computer hardware and software, internet connection details, and the nature of the problem you are experiencing.

You will always be the person to make the ultimate decision whether to proceed with any activity that requests personally identifiable information. If you do not wish to provide the requested information, however, you may not be able to complete the transaction.

Third Party Services

In addition, Menopause Breakthrough may retain the services of outside contractors to provide technical and business services for us. We require that these contractors keep the personally identifiable information of customers secure and confidential. We also require that these contractors use personal information only on behalf of Menopause Breakthrough.

Please be advised that in certain instances, it may be necessary for Menopause Breakthrough to disclose your personal information to government officials or otherwise as required by our legal obligations.

Opting Out

How you can access, change, or delete your information and preferences: We want to communicate with you only if you want to hear from us. If you prefer not to receive information from us please let us know by sending your written request via email to info@MenopauseBreakthroughActionPlan.com, or via postal mail to Menopause Breakthrough, 233 Needham Street, Suite 300, Newton, MA 02464. You may also contact us at (617)-916-1880. Please provide your full name, mailing address, email address, and phone number and specifically what information you do not want to receive. Please note that it may take up to two-weeks for your request to become effective.

Privacy Policy Effective Date: July 1, 2015