



Privacy Policy  
Privacy Policy Notice  
Last Updated on April 30th, 2018

I. Personally-Identifiable Information and Non-Personally Identifiable Information. OBI BioAesthetics LLC (also referred to herein as OBI) may collect two different types of information, Personally Identifiable Information (“PII”) and Non-Personally Identifiable Information (“Non-PII”). PII is information that identifies you as an individual – for example, your name, address, telephone number, e-mail address, credit card information, billing address and shipping information. Non-PII is aggregated information, demographic information, IP addresses, user behavior data from web interaction metrics tools and other information that does not reveal your specific identity. PII and Non-PII may be collected anytime you access or use a OBI website. PII and Non-PII may also be collected by OBI during in-person discussions, telephone conversations, and electronic or other written communications. OBI also collects information via cookies; blocking cookies may render you unable to access certain OBI products, services, or websites.

OBI uses PII to respond to your inquiries, provide you with services you have requested, keep you informed of services OBI thinks may be of interest to you, and otherwise personalize your experience with OBI, and other reasons. OBI does not sell or lease PII about you to others. OBI may share PII with OBI affiliates and third parties contracting with OBI to provide services to you, e.g., financial institutions. OBI may also share PII when required by law, or when you have expressly requested OBI to do so. OBI reserves the right to disclose and use your PII if OBI believes it is necessary to: (a) respond to legal process, e.g., a subpoena; (b) respond to a law enforcement agency’s request; (c) enforce the Terms; or (d) protect the rights, privacy, safety, property, or operations of OBI or third parties;

Because Non-PII does not personally identify You, OBI reserves the right to use and disclose to third parties Non-PII for any purpose.

OBI maintains reasonable physical, administrative and technical safeguards to protect PII from loss, misuse, or unauthorized access, disclosure, alteration or destruction. OBI enforces its Privacy Policy via self-assessment.

OBI reserves the right to change this privacy notice, which changes will become effective upon posting of the revised notice or upon emailing of the changes to You at the email address You provided to OBI, or as required by law.

## II. Links to or From Other Sites.

Except where expressly stated by OBI, OBI is not affiliated or associated with operators of any third party websites that link to or are linked from any OBI-maintained website. OBI disclaims any responsibility for the accuracy or content of information found on third

party websites that link to or are linked from any OBI website. OBI disclaims any responsibility for the security of any information (including without limitation credit card and personally identifiable information ("PII")) that you may provide to any third party. Aura reserves the right, at any time and in its sole and absolute discretion, to block links to any OBI-maintained website through technological or other means without prior notice.

### III. Information; Registration; User Names and Passwords

As a OBI website user, You will be required to create an account with Aura. You warrant that the information you provide OBI is truthful and accurate, and that you are not impersonating another person. You are responsible for maintaining the confidentiality of any password you may use to access your OBI account, and you agree not to transfer your password or User name, or lend or otherwise transfer your use of or access to your account, to any third party. You are fully responsible for all transactions with, and information conveyed to, OBI under your account. You agree to immediately notify OBI of any unauthorized use of your password or User name or any other breach of security related to your account. You agree that OBI is not liable, and you will hold OBI harmless, for any loss or damage arising from your failure to comply with any of the foregoing obligations.

### IV. Release/Authorization to Use Photographs.

You grant OBI permission to use any and all photographs, or video or audio or digital recordings, taken by OBI or its agents or employees, or submitted by You to OBI (hereinafter "Photographs") in any Media (including print, internet, film, television and no matter how distributed or published) for any purpose, which may include, but shall not be limited to, advertising, promotion, marketing and packaging of Aura or any product or service sold and marketed by OBI. You agree that this authorization to use Photographs may be assigned by OBI to any other party. You agree that that the Photographs may be combined with other Photographs, sounds, text and graphics, and that the Photographs may be manipulated, cropped, altered or modified in OBI's sole discretion. You agree not to charge a royalty or fee, and not to make any other monetary assessment against OBI in exchange for this Release and Assignment. You hereby release and forever discharge OBI from any and all liability and from any damages you may suffer as a result of the use of the Photographs. You further acknowledge and agree that this Release is binding upon your heirs and assigns. You agree that this Release is irrevocable.