

Full Privacy Statement

Brain State Technologies Respects Your Privacy

Brain State Technologies (BST) recognizes the importance of privacy and respects your choices to store and access your information in a private and secure manner.

This Privacy Statement is intended to answer questions that you may have related to how we handle your personal information. We want to explain what information we collect from you and what we do with it. We have many controls, systems, and procedures that govern how we use, handle, and store this information in a secure and private manner and we want you to know about them. We also want to clarify how this information may be shared with other parties and what controls you have regarding the handling of your information.

We encourage you to familiarize yourself with our Privacy Statement. Our Consent Form and Terms of Service explain that, by using our website and signing up for our service, you are allowing us to process your personal information according to the provisions set forth in those documents and this Privacy Statement.

Personal Information

Brain State Technologies collects several types of personal and non-personal information either directly from you and/or through our licensees. These can be described as follows:

Personal Information

Personal information is information that can be used to uniquely identify you or that you may consider sensitive. We collect such information from you when you purchase our services, complete surveys and questionnaires, and/or when you communicate with us or request information from us directly. We collect three primary types of personal information through our service and website.

- **Account Information** - Account Information is personal information that we collect from you when you purchase our service. Examples of such information include your name, credit card information, billing and shipping addresses, and contact information such as an email address or telephone number.
- **Brain State Information** – Brain State Information consists of a map which describes where specific frequencies within the brain are operating. That is, Alpha, Beta, Theta, Delta, and Gamma at particular lobes in the brain. When you purchase BST's service, we collect this information during an Assessment of your current brain state. This information is stored securely in our

database and protected by encryption. Brain State Technologies maintains the highest level of confidentiality and does not share this information with any third parties. To further protect your privacy, account information is not stored with your Brain State Information.

- **Subjective\Objective Survey Information** – Our Subjective and Objective surveys gather information that includes disease conditions, personal traits, and family history. This information is only used for better analysis of your current brain state. We obtain this information from you on a voluntary basis when you choose to participate in Brain State Conditioning™. This information is stored securely with encryption in our database and is not shared with anyone.

Non-Personal Information

Non-Personal Information includes information that we gather as you navigate our website. We log this information when you visit and browse our website. We record details such as browser types, domains, statistics of your visit including page views, and time spent on the website. We use this information to improve our services for you and other customers. This information is not linked to your Account Information if you are logged into our website.

Uses of Information

We only use personal information to provide you with the service that you have purchased. It will not be distributed to any third parties or used for any research purposes.

We use personal information that we collect about you to:

- Authenticate your website visits and usage (e.g., user names and passwords)
- Enable your purchase (e.g., credit card number, billing address)
- Provide you the information, services, and products that you have requested (e.g., contact, Brain State Conditioning™)
- Inform you of services and products that may be of interest to you (e.g., contact)
- Manage and improve our website, software, and services (e.g., website usage information)

We use Non-Personal Information to track and monitor aggregate usage of our website and for internal analysis, quality control, and improvements to our service. We collect such information by using cookies and other standard web technologies. (See Log Files and Cookies below for more information.)

Information Sharing and Disclosure

Brain State Technologies does not share or disclose any information we obtain from you. This includes, account information, Brain State information, subjective\objective survey information, and non-personal



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information. In addition, you may choose to disclose, through other means not associated with Brain State Technologies, your personal information to friends and/or family members, groups of individuals, third-party service providers, doctors or other professionals, and/or other individuals. We recommend that you make such choices carefully.

Personal information, once released or shared, can be difficult to contain. Brain State Technologies will have no responsibility or liability for any consequences that may result because you have released or shared personal information with a third party.

Brain State Technologies will not release your personal information to any outside company without your explicit consent. Please see the consent form to be completed prior to purchase.

Brain State Technologies may disclose personal information for other purposes as stated below:

Disclosure Required By Law

Please be aware that under certain circumstances personal information may be subject to disclosure pursuant to judicial or other government subpoenas, warrants, or orders. In the event that we are legally compelled to disclose your personal information to a third party, we will notify you with the contact information you have provided to us in advance unless doing so would violate the law or a court order.

Non-Disclosure to Linked Websites

Brain State Technologies provides links to third-party websites operated by organizations not affiliated with BST. These links may be found within the videos on our website or placed beside the names or logos of these third parties. Brain State Technologies does not disclose your personal information to organizations operating third-party websites. We do not receive compensation from organizations operating third-party websites. Brain State Technologies does not review or endorse, and is not responsible for, the privacy practices of these organizations. We encourage you to read the privacy statements of each and every website that collects personal information. This Privacy Statement applies solely to information collected by Brain State Technologies.

Your Choices and Privacy Preferences

At Brain State Technologies, customer choice and control are critical to our goal of providing Brain State Conditioning™ within a trusted environment. Participation in activities and services that involve personal information beyond the initial Account and Brain State Information is voluntary and permission-based. Examples of such activities include responding to surveys, joining a BST-authorized research project, and subscribing to a newsletter.



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If your personal information changes, or if you no longer wish to subscribe to our services, then you may correct, update, or delete your account by making the change via your account page, by sending a request to our Customer Support at Info@BrainStateTech.com.

When deleting an account, we remove from our systems all Account Information that can be associated with your identity. As stated in our Consent Form, however, Brain State Information you have provided for research prior to your request for deletion will not be removed from ongoing or completed studies that are using the information. Neither Account Information nor is a link to your account used in BST-authorized research. In addition, during purchase, we retain limited Account Information related to your order history (e.g., name, contact, and transaction data) for accounting and compliance purposes.

Children's Privacy

Brain State Technologies is committed to protecting the privacy of children, as well as adults. Neither BST nor any of its services are designed or intended to attract children under the age of 13. A parent or guardian, however, may order and set up an account for our services on behalf of his or her child. The parent or guardian assumes full responsibility for ensuring that the information that he/she provides to Brain State Technologies about his or her child is kept secure and that the information submitted is accurate.

Log Files and Cookies

Log Files

As do operators of most websites, Brain State Technologies gathers certain information automatically and stores it in log files. This information includes Internet Protocol (IP) addresses, browser type, Internet Service Provider, referring/exit pages, operating system, and/or date/time stamp (i.e., a list of pages or URLs visited). We use this information, which is not designed to identify individual users, to analyze trends, administer the site, track users' movements around the site, and gather demographic information about our user base as a whole. We may, in some circumstances, need to review this automatically collected data in combination with specific Account Information to identify and resolve issues for individual users.

Cookies

The Brain State Technologies website also uses cookies. A cookie is a small text file that is stored on a user's computer when you visit our website or any other website through your computer. We use both session cookies and persistent cookies to make it easier for you to navigate our site, improve the security of your personal information, enhance the functionality of certain features, and improve performance. The cookies we employ are used to enable secure access to your account when you are logged in and are only applicable within the confines of our website.

Brain State

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A session cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's "help" file. However, if you set your browser to reject cookies, your ability to use our site will be significantly impaired. In particular, you will not be able to access any part of our site that requires a log in, such as your personal account or shopping cart.

Security

Brain State Technologies takes seriously the trust you place in us. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of information, BST uses a range of physical, technical and administrative procedures to safeguard the information we collect.

While there is always some risk of a security compromise, we tightly control access to personal information through the following technical, physical, and administrative security measures.

Technical:

- We protect our network perimeters with redundant firewalls.
- Our databases are designed to keep Brain State Information separate from Account Information.
- We encrypt storage of certain personal information, including Account Information and Brain State Information.
- We encrypt all connections to and from our website.
- We conduct internal and external audits of perimeter and software code security.
- We monitor our employees' use of our databases and maintain records of all access to personal information.

Physical:

- Physical access to internal servers is restricted to authorized personnel.
- We restrict data center access to approved personnel via password authentication, locked doors, and other security protocols.

Administrative:

- We prohibit personal information from being extracted from our systems and loaded onto laptops or other mobile devices, or from being sent out electronically.
- We limit access to personal information to certain employees for limited, approved purposes based on their specific responsibilities.
- We require annual privacy and security training for employees with access to personal information.



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Please recognize that protecting your personal information is also your responsibility. We ask you to be responsible for safeguarding your password, secret questions and answers, and other authentication information you use to access our services. You should not disclose your authentication information to any third party and should immediately notify Brain State Technologies of any unauthorized use of your password. Brain State Technologies cannot secure personal information that you release on your own or that you request us to release.

Despite the efforts of Brain State Technologies to protect your personal information, there is always some risk that an unauthorized third party may find a way around our security systems or that transmissions of your information over the Internet will be intercepted.

Changes to this Privacy Statement

This Privacy Statement was last updated March 12, 2008. A notice will be posted as part of this Privacy Statement and on our customer accounts' login pages for 30 days whenever this Privacy Statement is changed in a material way, highlighting both the old and new content in a way that makes the changes easy to understand. In addition, all customers will receive an email with notification of the changes.

Contact Information

If you have questions about this statement, please send an e-mail to Brain State Technologies Privacy Administrator at Compliance@BrainStateTech.com. You can also contact us at this address if you have a question about our handling of your information:

Privacy Officer
Brain State Technologies LLC
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Ste. 106
Scottsdale, AZ 85013