

## **PRIVACY POLICY - UPDATED OCTOBER 10, 2013**

This policy describes the ways we collect, store, use and protect your personal information. You accept this policy when you use services or any other features, technologies or functionalities offered by us on our website or through any other means. We may amend this policy at any time by posting a revised version on our website. The revised version will be effective at the time we post it. If any changes are made, Keep Me Safe IDs will reflect the date on which any such changes are made and posted by updating the "last updated" date at the top of the page. Please be sure to check this page periodically for changes. This Privacy Policy was last changed and posted on our Website on October 10, 2013.

### **How we collect information about you**

When you visit Keep Me Safe IDs' website or use Keep Me Safe IDs' services, we may collect your IP address and standard web log information, such as your browser type and the pages you accessed on our website. We may collect the following types of information:

- Your contact information - your name, address, phone, email, and other similar information.
- Personal information – information entered into your SafeID Profile by you that contains emergency contact information
- Medical information – information entered into your SafeID Profile by you or a Password Partner

Before permitting you to use Keep Me Safe IDs' services, we may require you to provide additional information we can use to set up an account for you, such as your email address, or other information.

When you are using the Keep Me Safe IDs' services, we may collect information about your SafeID Profile's history and who has viewed it or accessed it as well as your other activities on our website. We may also collect information about your computer or other access device.

### **How we protect and store personal information**

We store and process your personal information by using a third party hosting site, and we protect it by maintaining physical, electronic and procedural safeguards in compliance with applicable US federal and state regulations. We authorize access to personal information only for those employees who require it to fulfill their job responsibilities.

### **How we use the personal information we collect**

Our primary purpose in collecting personal information is to provide you with a secure, smooth, efficient, and customized experience. We may use your personal information to:

- provide the Keep Me Safe IDs' services and customer support you request;
- resolve disputes, and troubleshoot problems;
- prevent potentially prohibited or illegal activities;
- customize, measure, and improve the Keep Me Safe IDs' services and the content and layout of our website and applications.

When using Keep Me Safe IDs' service, you agree to receive emails and phone calls pertaining to your use of Keep Me Safe IDs' service.

### **How you can contact us about privacy questions**

If you have questions or concerns regarding this policy, you should contact us by writing to us at Keep Me Safe IDs, LLC, Attn: Privacy Department, P.O. Box 119, Fergus Falls, MN 56538.