

HelpingYouCare.com™ and CaregiversLikeUs.com™ --- Privacy Policy

Last Updated December 10, 2010

Care-Help LLC ("Care-Help LLC"), which owns and operates the websites HelpingYouCare.com™ and CaregiversLikeUs.com™ (the "Websites"), understands and respects your concerns about privacy. This notice describes Care-Help LLC's privacy policy (the "Privacy Policy") as it pertains to the Websites. We may from time-to-time revise this Privacy Policy, and the date of last revision will be available at the top of this page, so please be sure to check back periodically. **By visiting the Websites, you are acknowledging and accepting this Privacy Policy. Your continued use of the Websites after changes have been posted to the Privacy Policy will constitute your acceptance of such changes.** As used in this Privacy Policy, the term "Websites" means and shall be construed to mean "either or both of the Websites."

What information we collect & from what sources:

1. Personal Information you provide. Care-Help LLC may ask for and collect from you information, including Personal Information (as defined below), at certain points throughout the Websites. If you register and create an account in order to access certain features and services of the Websites, such as the ability to submit comments, post questions, replies or new topics in our Forums, submit articles, posts, or potential columns for consideration and potential publication (in Care-Help LLC's discretion), the ability to advertise on the Websites (subject to our Advertising Service Agreement); or to access other features or services that we may offer in the future, you will be required to submit to us the information called for in the online registration form. This will include certain Personal Information such as your name, email address, a username and password, and other information. However, all payment transactions relating to the Websites or any advertisements or other services that may apply in the future, will be conducted exclusively via PayPal, and Care-Help LLC will not receive, view, review, collect, maintain, have access to, or be responsible for any credit card or other financial data of users or advertisers, nor will Care-Help LLC process or be responsible for the processing of any payments or financial transactions with or for users or advertisers. Once you provide your Personal Information, you are not anonymous to Care-Help LLC. "**Personal Information**" is information about you that is personally identifiable to you like your name, address, email address, telephone number, or birth date, as well as other non-public information that is associated with you. Any capitalized terms used in this Privacy Policy and not defined herein have the meanings defined in our Terms of Use and/or Advertising Service Agreement, Editorial Policy or Code of Conduct, as the case may be.

2. Information in Correspondence, Emails, Comments, or Feedback you send or provide to Care-Help LLC. If you email us directly or via a contact form or email hyperlink to provide us comments or feedback or to ask us a question regarding the Websites or our business, we will collect any information contained in such email, and we will treat any such information in accordance with this Privacy Policy. If you provide any such feedback to us, we may use such feedback for any purpose, provided we will not publicly associate such feedback with your Personal Information, except to the extent you may specifically consent for us to do so or as stated on the Websites. If you contact Care-Help LLC by telephone or correspondence, we may keep a record of that correspondence or information discussed in that telephone call, including any Personal Information you supply.

3. Public Information posted on the Websites. If you post content of any kind on the Websites, including without limitation in the publicly available portions of your profile, all such content is information which you are voluntarily making public. It will be visible and available to the public, including all users of the Websites whether registered or not. In addition, if publicly available information about you or your business or service appears on other websites in connection with content to which we may link in posts or other content on the Websites, then such information may be accessed via such links on the Websites, without any action taken by you.

4. Email Addresses You Provide To Us Of A Third Party or Information Revealed via Your Use of Bookmarks, Social Media Tools or other "Third Party Software." If you decide to email content to another person through the Websites, we may collect that person's email address in order to send your email. We will also collect your name, email address, and any personal message you decide to include in the email. We will not send additional emails to this individual, unless you specifically request us to do so. In the event you use the bookmarks, AddToAny, share this, link to, save this, e-mail, other social media or similar tools or widgets, or other Third Party Technology, or Third Party Tools which may be used on the Websites, or similar tools or technologies in your browser (collectively "Third Party Software"), with respect to any content on the Websites, you acknowledge and agree that in so doing, you may be revealing to Care-Help LLC and/or to third parties information that may include, without limitation, your e-mail address, domain name (URL), Internet Protocol (IP) address, and/or other identifying information. Care-Help LLC has no control over any such information so

revealed to third parties; Care-Help LLC specifically disclaims all responsibility or liability of any kind with respect to any such information so revealed to third parties; and you hereby release and indemnify Care-Help LLC from and against any and all claims or liability of any kind arising out of or in connection with your use of Third Party Software, disclosure of any information to any person or entity thereby, or use of such information by any person or entity.

5. Information you submit in response to surveys. Care-Help LLC occasionally asks users to complete surveys that we use to provide interesting or useful information in the form of anonymous survey results to our Community, for research purposes, and to make the Websites better. If the survey is being done for a third party we will inform you prior to your submitting any data.

6. Information collected as you browse the Websites. In addition to the information you knowingly provide, Care-Help LLC, through use of Third Party Software which may be used on the Websites, including without limitation certain open source software, plugins, widgets, analytics tools measuring website traffic and other statistics, and other code and tools, and/ or through our third party contractors or technical advisors or consultants to whom Care-Help LLC may outsource certain functions associated with the Websites or its administration, may collect the domain names and IP addresses of visitors to the Websites, along with usage statistics (e.g., types of web browsers and operating systems used, email and IP addresses, dates of clicks, number of clicks per date, click through rates, and parts or specific links clicked) and browsing history. This data is used to more efficiently operate Care-Help LLC's business, promote our services, and administer and improve the Websites. Certain such information and usage statistics may be made available, in the aggregate, to advertisers and potential advertisers on the Websites, and at some future time, in the form of "Traffic Reports" or similar reports, to those who have subscribed to advertise on the Websites or to other services on the Websites. Such information is collected and provided through use of Third Party Software or by our third party contractors and providers, and Care-Help LLC makes no, and specifically disclaims any, representation, warranty, or guarantee of any kind (i) as to the quality, security, functionality or accuracy of any Third Party Software, including without limitation any open source software, code, plugins, widgets or tools, (ii) as to the handling of such data by or through such Third Party Software or by our third party suppliers, advisors, consultants, or others, or (iii) as to the security, accuracy, reliability, or completeness of any such information, statistics, or data. Care-Help LLC may combine this information with the Personal Information it collects, however your Personal Information will not be disclosed to unaffiliated third parties except as stated under "Disclosure of Personal Information" below. (See the further discussion of "Use of Cookies & Targeted Advertising" below).

How we use your information:

Care-Help LLC may use your information and/or keep it or disclose it to third parties:

- For the purposes for which you provided the information.
- To contact you regarding your registration or any content you have posted or submitted for placement on the Websites, or to contact you for any other purpose.
- To carry out transactions that you may request or authorize, such as placement or renewal of advertisements on the Websites.
- To provide you with personalized content.
- To process and respond to inquiries.
- To operate and administer the Websites and to improve the content, organization, and navigability of the Websites.
- To notify you via email of approvals, disapprovals, or expirations of content postings, comments, or advertisements, or to communicate with you regarding renewals, advertisement placement or status, suspensions, terminations, cancellations or removals of content or advertisements, verifications of information that may be required, or other matters;
- To alert you via email to new Websites features, special events, products and services; or to notify you, in Care-Help LLC's discretion, of certain policy changes regarding the Websites (however, Care-Help LLC will not notify you by email of any changes to our Terms of Use, Privacy Policy, Code of Conduct, Editorial Policy, Advertising Service Agreement, or other legal terms, and all such changes to or revised

versions of any of such legal documents or any of our legal terms and conditions, will be posted on the Websites, which posting will constitute notice to you, and you will be bound to the revised version of each such legal document, legal disclaimer, term, condition, or legal notice, in accordance with its terms, upon its posting on the Websites);

- To deliver newsletters or email updates, alerts, announcements, or communications for marketing or promotional purposes, from which you may opt out; or otherwise to communicate with you by email.
- To enforce the [Terms of Use](#), [Code of Conduct](#), [Editorial Policy](#) [Advertising Service Agreement](#), and/or this [Privacy Policy](#) for the Websites.
- In the future, we may sell or transfer some or all of Care-Help LLC's assets or business, or enter into a merger, business combination, partnership, joint venture or other business transaction with another party. In such transactions, customer information generally is one of the transferred business assets and may also be subject to due diligence review by the other party to such proposed transaction. In the event Care-Help LLC enters into or contemplates such a transaction, assets including our database and customer information, including your Personal Information and other information which we have collected, may be transferred to, and/or made available for due diligence review by such other party. In such case, we will condition any due diligence review upon such other party's signing a confidentiality agreement containing appropriate terms, in Care-Help LLC's judgment, and we will require any acquirer of our assets or business to agree to honor a privacy policy substantially consistent, in Care-Help LLC's judgment, with our Privacy Policy.
- As provided and allowed by our Terms of Use, Code of Conduct, Editorial Policy, Advertising Service Agreement, and/or Privacy Policy.

Use of “Cookies” and Similar Technologies & Targeted Advertising:

Cookies and Similar Technologies. In addition to the methods described above, we, through Third Party Software or our third party service providers, may also collect information using cookies, web beacons, java script, or other tools or technologies. These methods permit the collection of various types of information, including which pages or portions of the Websites you visit, which of our email messages you read, and other information.

As you navigate our Websites, such information will be collected passively by Care-Help LLC, through use of Third Party Software and/or third party service providers, and may include, without limitation, Internet Protocol addresses, search criteria, cookies, navigational data, and other information. This type of information will be used in the aggregate for the purposes of gathering data to improve our Websites, and to improve the quality of your experience when interacting with our Websites.

"Cookies" are small pieces of information that a web site sends to your computer's hard drive while you are viewing a web site. Care-Help LLC or such Third Party Software or third party service providers may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them) to improve the Websites based upon information of browsing habits or to provide you with a more personal and interactive experience on the Websites. You can refuse or remove persistent cookies, in most cases, by following your Internet browser's help file directions. If you choose to disable cookies, java script, or other tools, some areas of the Websites may not work properly.

We may (i) use Third Party Software and/ or contract with third party service providers to help gather and measure traffic flow and other statistics pertaining to the Websites and to help design, update, manage and optimize the Websites, (ii) contract with third party suppliers of listings and other data and content that may be used, included or posted on or in connection with the Websites, and (iii) use Third Party Software and/or contract with third parties to serve advertisements or other services on the Websites. Such Third Party Software and/or third party service providers may use cookies, web beacons, java script, and other technologies in connection with the services, data or content it or they provide, or the advertisements it or they place. Information so collected for us by our Third Party Software and/or third party service providers will be used in the aggregate to help us improve the Websites and our services by learning about the use of the Websites, which pages and portions are most attractive or useful to our visitors, which of our content, services, and products are of most interest to our visitors, and what types of offers our visitors like to see. In addition, such information may be provided, without warranty of any kind, to advertisers and potential advertisers on the Websites, and potentially in the future, in the form of “Traffic Reports” without warranty of any kind, to those who place advertisements on the

Websites. Care-Help LLC does not control and shall not be responsible for how any third parties to whom such information, data or statistics are provided, including without limitation its advertisers, other users, or other third parties may use or disclose such data, statistics and information provided to them.

As referenced above, most browsers permit you to disallow cookies from being saved on the hard drive of your computer, if you so choose. However, disabling cookies, java script, or other tools may deprive you of full functionality of certain areas of the Websites.

Targeted Advertising. As referenced, we may use third-party advertising companies to serve ads when you visit the Websites. Some of these companies may use information (not including your Personal Information) about your visits to the Websites and other websites in order to provide advertisements about goods and services that may be of interest to you.

Disclosure of Personal Information:

Except as set forth, and for the purposes referenced, below or with your prior consent, Care-Help LLC will not sell, rent, share, trade or give away your Personal Information to unaffiliated third parties. We do not sell or provide your Personal Information to unaffiliated third parties for direct marketing purposes.

1. Information Sharing with Certain Unaffiliated Third Parties: Care-Help LLC may disclose your Personal Information to another entity (i) for purposes of outsourcing one or more of the functions of Care-Help LLC's business, including without limitation those described in the previous section; (ii) to Care-Help LLC's third party vendors, consultants, advisors, service providers and prospective contractors in connection with conducting its business, providing and maintaining the Websites and related services and functions, and improving our content, products, and services, including without limitation to third party service providers like website hosts, website developers and designers, technical advisors, software vendors and consultants, companies serving advertisements on or for the Websites, marketing companies, PayPal or credit card processors, auditors, attorneys, consultants and other contractors supporting Care-Help LLC's operations; (iii) to confirm or update information provided by you; (iv) to inform you of important information; and/or (v) as a part of a sale or transfer of some or all of our assets, membership interests, or business or entry into a business combination or other transaction as described above under the heading, "How We Use Your Information." We may also share your information with any other persons or entities in response to a subpoena, legal order or official request, or in Care-Help LLC's good faith belief that such disclosure is reasonably necessary to (a) comply with any law, rule, regulation, court order, or legal process; (b) enforce the Websites' [Terms of Use](#), [Code of Conduct](#), [Editorial Policy](#), [Privacy Policy](#) or [Advertising Service Agreement](#), or any other legal documents or terms of the Websites or of Care-Help LLC; or (c) protect the rights, interests or safety of Care-Help LLC, its Affiliates, or any other user of the Websites.

2. Information Sharing with Affiliates: Care-Help LLC may share your Personal Information with its Affiliates. "Affiliate" or "Affiliates" with respect to Care-Help LLC, means any or all of Care-Help LLC's members, managers, subsidiaries, affiliates, officers, directors, board of advisors, employees, editors, staff, contributing authors, contributing editors, advisors, consultants, agents, representatives, counsel, independent contractors, service providers, co-branders, and other partners and/or associates, and all persons or entities which control, are controlled by or are under common control with Care-Help LLC.

3. Sharing and use of de-identified information: Information that is de-identified (stripped of any information that could be used to identify you) may be used by Care-Help LLC for any reason and shared freely with Affiliates, partners and other third parties. This information is usually aggregated (combined with information from many other users), and may include information such as traffic patterns, trends in connection with various types of inquiries, and other information.

Security Precautions to protect your Personal Information:

Care-Help LLC values the privacy and integrity of your Personal Information, however, your data, Personal Information, User Content, and all information you submit to Care-Help LLC or post on the Websites ("your data") will be stored and hosted on the servers of one or more third party provider(s). Care-Help LLC cannot guarantee the privacy or security of your data on third party servers, and we specifically disclaim any responsibility for the privacy or security of your data.

Your user profile(s) or account(s) through which you login to post content or access your content on the Websites, to the extent such access is permitted and provided, is password-protected so that only you should have access to your Personal Information in such account which you have not posted on the Websites, placed in publicly disclosed segments or fields of your profile, or otherwise divulged to the public. You understand and agree that by submitting any content for posting or publication on the Websites, you are making it public and granting and licensing to Care-Help LLC and others all the rights to it set forth in the Terms of Use and, if applicable, the Advertising Service Agreement, for the Websites. In addition, as provided in the Terms of Use, by posting content of any kind you are granting Care-Help LLC perpetual electronic publishing rights, and all content posted by you, including without limitation your username, may, in Care-Help LLC's discretion, remain on the Websites or otherwise be used by Care-Help LLC in accordance with the Terms of Use, perpetually, even if you elect no longer to use or participate on the Websites.

If you have elected to activate the "remember me" feature at the Websites sign in page, you will have selected a password that together with your username will give you access to your Personal Information, as well as to the ability to post additional comments, or posts or new topics in our forums, or, if applicable and you have also entered into the Advertising Service Agreement, to submit advertisements for potential placement on the Websites, subject to the terms of the Advertising Service Agreement.

We recommend that you do not divulge your password to anyone else. Care-Help LLC will never ask you for your password in an unsolicited phone call or email. If you forget your password there is a mechanism on the password entry screen to have an email sent to you, either providing a new password and/or providing a link to a page where you can re-set your password. You are solely responsible for the privacy and security of your username, password, and account, and for any use or misuse of them or activity conducted from them, whether authorized or unauthorized by you. Please read our Terms of Use, Code of Conduct, Editorial Policy and Advertising Service Agreement carefully.

In order to reduce the chances of security breaches, it is important that you practice safe computing and remember to sign out of your Websites account and close your browser when you have finished your work on the site. Never give your user name and password to anyone else and avoid accessing your Personal Information residing in your account from a computer you share with someone else or are using at a public place like a library or internet cafe.

We value your privacy and the privacy of your information, however, your data will reside on the servers of our third party hosting service, and we do not control our third party hosting service or any other third parties on whose servers your data may reside, nor do we control any Third Party Software or other third parties who may gain access to your information in the manners permitted under this Privacy Policy. Therefore, we disclaim all responsibility (i) for the security, privacy, functionality, reliability, or accuracy of any Third Party Software used on or in connection with the Websites, (ii) for the level of security provided by, or for any acts or omissions of, our hosting companies or any third parties on whose servers the Websites or any of their content, including your Personal Information, Registration Information, and User Content will reside, and (iii) for the acts or omissions of any service or content providers or any other third parties. Neither we nor any such third parties or Third Party Software can fully eliminate security risks associated with Personal Information. Unfortunately, no data transmission over the Internet or any network can be guaranteed to be 100% secure, nor can any data residing or stored in any database. As a result, while we strive to request and urge such third party hosting service and other third parties to protect your Personal Information, Care-Help LLC cannot ensure or warrant the security or privacy of any information or content you transmit to us or through us or post on the Websites, and you do so at your own risk.

You hereby acknowledge that Care-Help LLC is not responsible for any intercepted information sent via the Internet or for any security breaches of data in databases residing on our servers or the servers of our hosting companies, service providers, or other third parties, and you hereby release and indemnify Care-Help LLC and its Affiliates from and against any and all claims or liabilities of any kind arising out of or related to any such interception or stealth of information by any person or entity or its use in any authorized or unauthorized manner.

Your Choices regarding information about you or your business.

Care-Help LLC respects your privacy preferences and offers the following ways through which you may control your Personal Information or information about you or your business on the Websites, and how we contact you and disclose your information. We will honor your requests accordingly.

1. View or update your Personal Information associated with your account: To ensure that you have as much control over your Personal Information as possible, you may update your information by signing in to your account on the Websites using your username and password, and accessing and amending your profile or password. When signed in to your account, you may use the functions provided to amend or update your Personal Information that is associated with your account (except that your username cannot be changed, and no delete function is provided). After submitting an advertisement, you may or may not be permitted to modify your advertisement prior to or after it is displayed on the Websites, subject to the terms stated our Advertising Service Agreement and in the advertising terms, rules, and policies posted on the Websites regarding advertising terms, provided that Care-Help LLC reserves ultimate discretion to approve or decline any advertising, without providing a reason, and to determine the placement of all advertising on the Websites. You may request deletion of any User Content you have posted on the Websites by contacting us at Admin@HelpingYouCare.com. (Please place the words "Request for Deletion of Content" in the subject line of your e-mail.) However, pursuant to our Terms of Use, you have granted to Care-Help LLC a perpetual license in any content you post on the Websites, and Care-Help LLC has no obligation to delete any content you post on the Websites, including without limitation your username. Care-Help LLC, at its option, may or may not elect to delete certain content, subject to Care-Help LLC's discretion, its internal reporting and retention policies, and all applicable legal obligations.

2. Receive or opt out of Care-Help LLC email marketing. In the event Care-Help LLC determines to send emails or newsletters about content posted on the Websites, new features of the Websites or Care-Help LLC's content, products and services, or any other communications for marketing or promotional purposes, we will provide users with the opportunity to opt out of receiving such marketing or promotional emails or newsletters, by responding to any such e-mail you receive with the word "UNSUBSCRIBE" placed in the subject line of your e-mail or by other means. We nevertheless may continue to send you transactional or service-related emails, such as communications regarding your account or subscription service, regarding content you have posted on the Websites, or relating to terms of use or other terms for the Websites, despite any desire you may have indicated not to receive promotional or marketing email messages.

3. Receive or opt out of third party marketing, if any. Care-Help LLC will not sell, license or disclose registered user's Personal Information to unaffiliated third parties for their marketing purposes without the registered user's consent. If Care-Help LLC at any time elects to send third party promotional email messages to registered users on behalf of third party businesses, Care-Help LLC will not disclose the registered user's Personal Information to the third party businesses on whose behalf such emails are sent, and Registered users would be provided an opportunity to opt out of receiving such third party commercial email communications.

4. Via your web browser, allow or disable cookies which collect Website use information. You may have additional choices, via your web browser, regarding Website use information that we or our Third Party Software, third party service providers, or advertisers may collect or receive through the employment of cookies, web beacons, or similar media, tools or technologies. Your web browser may allow you to disallow cookies or java script, or to delete your browsing history. Please see the "Use of Cookies and Similar Technologies & Targeted Advertising" section above for more information.

5. Choose which information you voluntarily post on the Websites and thereby make public. You should be aware that any information you include in your comments, questions, answers, forum posts or new topics, ratings, reviews, articles, columns, any advertisements, or other content you post on the Websites will be publicly available. When you voluntarily disclose Personal Information (e.g., username, email address, telephone number) in your advertisements, comments, questions, answers, forum posts or new topics, articles, columns or any other content you post on the Websites, that information, along with any substantive information disclosed in your posted content or communication, can be collected, correlated and used by third parties and may result in unsolicited messages from other users or third parties. Such activities are beyond the control of Care-Help LLC. Please do not post any Personal Information on the Websites or in other public areas that you expect to keep private.

Children:

This Websites is not directed toward children under 18 years of age nor does Care-Help LLC knowingly collect information from children under 18. If you are under 18, please do not submit any Personal Information or other content to the Websites or to Care-Help LLC.

Links to other websites:

The Websites may contain links to third-party websites. Please be aware that advertisers, businesses, persons and websites that have content or advertisements, third parties that serve ads on the Websites, and other users who have content or links on the Websites may use cookies or similar technologies to collect information about your browsing habits or preferences if you click on their links, or may collect Personal Information about you if you go to their websites. The information practices of these advertisers, users and other websites are not covered by this Privacy Policy. Care-Help LLC is not responsible for the privacy practices or the content of such other parties or websites.

Contact Us:

If you have any questions, concerns, or suggestions regarding this Privacy Policy, please contact us at Admin@HelpingYouCare.com. Please place the words, "Privacy Policy Question" in the subject line of your e-mail.

HYC V2