

ProPhase Labs, Inc. Privacy Policy

ProPhase Labs, Inc., ("PRPH") respects the privacy of visitors to its websites, and we recognize your need for appropriate protection and management of personally identifiable information you share with us (any information by which you can be identified, including but not limited to, name, address, e-mail address, and telephone number). That is why we have established this Privacy Policy, so that you are informed about how we treat any personally identifiable information that you provide to us in the course of using this website. This Privacy Policy will inform you of:

1. How you will be informed of updates to this Privacy Policy
2. What personally identifiable information of yours we may collect from you through our website
3. How we may use your personally identifiable information
4. Limits on how we would share and disclose your personally identifiable information
5. Our policy regarding links to third party websites
6. Security of our website
7. How you can correct and update your personally identifiable information

Please note that PRPH websites are directed towards users who reside in the United States of America. It is not our intent to gather personally identifiable information from individuals residing outside the U.S.

Privacy Policy Updates

Due to the Internet's rapidly evolving nature, PRPH may need to update this Privacy Policy from time to time. If so, PRPH will post its updated Privacy Policy on its website located at www.ProPhaseLabs.com so users are always aware of what personally identifiable information we may collect and how we may use this information. PRPH encourages you to review this Privacy Policy regularly for any changes. Your continued use of this website will be subject to the then-current Privacy Policy.

Information Collection and Use

You can generally visit our website without revealing any personally identifiable information about yourself. However, to access certain options and services we may ask you to provide certain personally identifiable information and without providing such personally identifiable information, you may be unable to access certain options and services. We (along with our third party partners engaged to provide marketing and advertising on our behalf) collect personally identifiable information about you only if you voluntarily provide it to us and you have the option not to provide any personally identifiable information to us. The following is personally identifiable information that you may voluntarily provide to us and how we use it:

PRPH is the owner of all information collected on this website.

Minors

You must be 18 years of age or older to submit registration or survey information. If you are under the age of 18 and wish to register to obtain further information or be included in a survey, then your parent or legal guardian must register to obtain the information or to participate in the survey.

Cookies and GIF files

Our website may use cookie technology to identify users who have previously visited so the user is recognized upon return, thereby saving them time while on our website. A cookie is a piece of data stored on the user's hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our website. If a user rejects the cookie, they may still use our website. A cookie may be placed by us, or by vendors or service agencies who work with us or with our partners.

This website may use pixels, or transparent GIF files, to help manage online advertising. These GIF files are provided by our ad management partners. These files enable these partners to recognize a unique file on your web browser, which in turn enables us to learn which advertisements bring users to our website. The information contained in GIF files that we collect and share with our ad management partners is anonymous and is not personally identifiable.

Log Files and Aggregate Information

We may track the total number of visitors to our website, the number of visitors to each page of our website, IP addresses, and the domain names of our users' Internet Service Providers, and we may analyze these data for trends and statistics in the aggregate, but such information will be in aggregate form only and it will not contain personally identifiable data. Such aggregate information is not linked to any personally identifiable information that can identify any individual person.

We may use such aggregate information to analyze trends, administer the website, track user's movement, and gather broad demographic information for aggregate use. We may share this aggregate information with our corporate partners and contracted vendors to assist us in operating the website and to enable them to better understand PRPH's business.

Sharing and Disclosure

We may provide your personally identifiable information that we collect and the data generated by cookies to a parent, subsidiary or affiliate entity within the PRPH's corporate family, partner entities, and the vendors and service agencies that we may engage to assist us. For example, we may provide your personally identifiable information to an organization in order to complete a service (e.g., send out newsletter e-

mails you have requested), to assist us in reviewing the data or to provide marketing or advertising on our behalf. Any organization to which we provide such personally identifiable information is also required to keep your personally identifiable information confidential in accordance with this Privacy Policy. We will also disclose your personally identifiable information if we reasonably believe we are required to do so by law, regulation or other government authority (such as reporting safety information to the Food and Drug Administration). **We will not sell your personally identifiable information to any other company or organization** except we may transfer your personally identifiable information to a successor entity upon a merger, consolidation or other corporate reorganization in which PRPH participates or to a purchaser of all or substantially all of PRPH's assets. Such successor entity shall be bound by the terms and conditions of this Privacy Policy.

Links to Third Party Sites

Our website may contain links to other websites on the Internet that are not under the control of or maintained by PRPH. Such links do not constitute an endorsement by PRPH of those other websites, the content displayed therein, or the persons or entities associated therewith. You acknowledge that PRPH is providing these links to you only as a convenience, and you agree that PRPH is not responsible for the content of such websites. Your use of these other linked websites is subject to the respective terms of use and privacy policies located on the linked websites.

Security

PRPH and its third party providers may employ procedural and technological security measures, consistent with industry practice. Such measures are reasonably designed to protect your personally identifiable information from loss, unauthorized access, disclosure, alteration or destruction. PRPH may use encryption, password protection, secure socket layers, internal restrictions and other security measures to help prevent unauthorized access to your personally identifiable information.

Correction/Updating Personally Identifiable Information

PRPH provides you with the ability to review and correct any of the personally identifiable information that you have provided to us. If you wish to correct any information provided to us, you may update your contact information by contacting PRPH. You may also "opt-out" of receiving e-mails and other communications from us by using the unsubscribe feature included in the e-mails we send.

Privacy Policy Last Updated: August 2010