

## **Website Privacy Notice**

Effective Date: July 31, 2025

Please click [here](#) for a printable PDF version of this notice.

This Website Privacy Notice (this “Notice”) describes how Life Line Screening of America, Ltd. and its affiliates (“we” or “Life Line”) collects, uses, and discloses personal information as a data controller when you interact with our website (“Website”), through email correspondence, calls to our call center, or through an online chat feature.

For our collection of personal information in connection with our screening services, including through the appointment process (online or at the screening) or the customer portal, please see our Consumer Health Data Privacy Notice. Note that, as reflected in that notice, residents of certain states (including Connecticut, Washington and Nevada) have special rights regarding their consumer health data.

Residents of states with a general privacy law (including California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia) should refer to the body of this Notice as well as the “Privacy Rights Under State General Privacy Laws” section below for additional information that may be applicable to them.

As used in this Notice, “personal information” means information relating to an identified or reasonably identifiable individual, including information falling within the definition of “personal information” or “personal data” under an applicable privacy law.

### **I. Personal Information We Collect**

Life Line collects personal information directly from you if you make an appointment with us, purchase something from us online, contact us using our online inquiry system, or sign up to receive news or other information using Website features that may be available from time to time. The information we collect may include your name, mailing address, e-mail address, phone number, payment information and/or appointment or purchase history. More specifically (including with respect to categories recognized under certain state general privacy laws):

- a. When you register for an account, we collect your identifiers (such as name and email address, and selected access credentials). Note that account log-in access credentials may be considered sensitive personal information under certain state general privacy laws.
- b. As addressed in our Consumer Health Data Privacy Notice, when you make an appointment with us, we collect your identifiers (such as name, email address, phone number and physical address), financial information (such as payment information), and commercial information (such as appointment details).

- c. In connection with your screening, we also collect relevant information about your health (such as your current health condition and medical history), and we also obtain the screening results for you. The screening test itself involves the collection and analysis of your relevant health information, in order to provide the results.
- d. When you fill out our contact form, call us, send us an email, use our live chat, or otherwise communicate with us, we collect your identifiers (such as name, email address, phone number and physical address), capacity in which you are contacting us (e.g., screening participant, health care provider, other), and the content of your message.
- e. When you sign up for an e-newsletter or other general information, we collect your identifiers (such as name and email address), and communication preferences.
- f. We collect your signature when you sign electronic or physical documents.
- g. When you visit our Website, Life Line and certain third parties automatically collect information about your visit through cookies, web beacons, and other tracking technologies. For example, we use Google Analytics to collect and analyze Website usage details, and Google collects data using cookie technology in connection with that service. You can learn more about privacy and Google Analytics by visiting <https://support.google.com/analytics/answer/6004245>, and opt out of collection of your data by using the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout>. These technologies collect information such as identifiers (IP address) and internet or other similar network activity (such as browser type and language, access times, referring web site addresses, and which pages you visit). We also may collect approximate geolocation data, such as through your IP address.

You may be able to opt out of tracking by cookies or control how information collected by cookies is used via a number of means, as described in the “Marketing Preferences” section below.

Your browser or device may include “Do Not Track” functionality; please note that we do not respond to such signals. However, our Website is designed to honor Global Privacy Control signals.

## **II. How Your Personal Information Is Used**

Life Line may use your personal information to:

- a. Provide the information you requested, or otherwise fulfill or address the reason you provided information to us.
- b. Process your requests, purchases, transactions, and payments.
- c. Confirm or remind you of a scheduled appointment or the anniversary of an appointment, or notify you of upcoming screenings in your area.

- d. Provide, support, personalize, market, and develop our Website, products, and services.
- e. Create, maintain, and secure your account with us.
- f. Provide targeted offers and ads via our Website, third-party sites, and email or text message (with your consent where required by law).
- g. Manage, operate, and improve the Website and grow our business, including monitoring the performance of our Website; understanding our customer base and the effectiveness of our marketing, events, promotional campaigns, and publications; and diagnosing or fixing technology problems.
- h. Send you informational updates.
- i. Provide you with support and respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- j. Help maintain the safety, security, and integrity of our Website and services, databases and other technology assets, and business.
- k. Comply with legal requirements; detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal; and protect the rights of Life Line, you, or others.

### **III. How Your Personal Information Is Disclosed**

- a. *Service Providers.* We may share your information with service providers who provide technology, business, or other services for us such as billing and collection, maintenance and hosting of our Website, payment processing, marketing, accounting, auditing, and tax services.
- b. *Analytics Partners.* We partner with analytics providers, who collect information via cookies or other tracking technologies on our Website, to assist us with measuring visits and traffic on our Website so we can measure and improve the performance of our Website.
- c. *Advertising Partners.* We partner with third parties who assist us in serving advertising regarding our services to individuals who may be interested in such services. These third parties may use tracking technologies to collect or receive information from the Website and elsewhere on the internet and use that information to provide measurement services and target ads.
- d. *Social Media Platforms.* If you interact with our presence on a social media platform, the platform may be able to collect information about you and your interaction with us. If you interact with social media objects on our Website (for example, by clicking on a Facebook “like” button), both the platform and your connections on the platform may be able to

view that activity. Please remember that the handling of your personal information on a social media platform is subject to the privacy policy of that platform.

- e. *Affiliates.* We share information with other entities in our corporate family, including Life Line Community Healthcare LLC, for purposes consistent with this Notice.
- f. *Corporate Event.* We reserve the right to transfer to another entity or its affiliates or service providers some or all of your personal information in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction. In such event, we would require the acquiring party or the merged entity to handle your information in accordance with applicable law.
- g. *Legal.* We may release your personal information if compelled by legal subpoenas or court order, or when we reasonably believe the law otherwise requires us to do so.

#### **IV. Marketing Preferences**

You may have certain choices regarding how we collect and use your personal information:

- *Email Marketing.* If at any time you no longer wish to receive marketing communications by email from us, you can click the unsubscribe link at the bottom of any email message, or you can email us at [privacyofficer@llsa.com](mailto:privacyofficer@llsa.com).
- *Paper Marketing.* To opt out of Life Line Screening's mailing list, please write to:  
  
Life Line Screening  
Attn: Marketing Department  
6111 Oak Tree Blvd., Suite 301  
Independence, OH 44131
- *Online Activity Tracking and Interest-Based Advertising.* You have several options to either restrict collection of information regarding your online activity, or restrict third parties from using such information from being used for interest-based (i.e., targeted) advertisements:
  - You can opt out or set preferences regarding cookies and similar technologies when you visit the Website by using our cookie management tool. Please note that you must set preferences separately for each device you use to visit the Website.
  - If your browser offers you the ability to use Global Privacy Control (GPC) to communicate your privacy preferences to us, we honor such signals by opting you out of or restricting cookie technology that may otherwise constitute "sharing" for targeted advertising or a "sale" under state privacy laws.

- You may be able to modify your browser settings to disable or reject cookies across the internet; however, if you do so, some features of our Website may not function properly. If you are visiting the Website from a mobile device, the operating system of the device may offer you options regarding how the device collects and uses your information for targeted advertising. Please visit <https://thenai.org/opt-out/mobile-opt-out/> for more information.
- You may be able to prevent certain third parties from using your information for interest-based advertisements across the internet by using functionality available at <http://www.networkadvertising.org> or <http://www.aboutads.info>. Please note that this functionality does not opt you out of being served ads, nor will it prevent interest-based advertising from other companies that do not participate in the underlying self-regulatory programs.
- *SMS Text Messages.* Consent to receive automated marketing text messages is not a condition of any purchase. You can opt-out of receiving text messages by responding to any of our text messages with any of the following replies: STOP, END, CANCEL, UNSUBSCRIBE, REVOKE, OPT-OUT, or QUIT. Following a request to opt-out of receiving text messages, you may receive a message from us confirming your opt-out. Please note that if, after opting out, you subsequently consent to receiving text messages, we will start sending you text messages again until and unless you opt-out again. In addition, we may text you about your appointment (or membership), the availability of results, and clinical trial opportunities if you provide your mobile number for that purpose.

## **V. Privacy Rights Under State General Privacy Laws**

The laws of certain US states provide residents with specific rights regarding their personal information. For purposes of this Section, “you” refers only to consumers who are residents of a state with an applicable state general privacy law. This Section describes the rights that you may have and explains how to exercise those rights. California residents should review the information in this Section and in the next Section (below).

### *Access to Certain Information*

You may have the right to request that we disclose certain information to you about our collection and use of your personal information. If we are able to confirm your request, we will disclose to you, with respect to such twelve-month period:

- The categories of Covered Personal Information governed by an applicable state general privacy law that we have collected about you and the categories of sources from which we collected such personal information.
- The business or commercial purposes for collecting such personal information.

- The categories of such personal information about you that we have disclosed to third parties, shared for targeted advertising purposes, or sold to third parties, the business purpose for such disclosure, and the categories of third parties to whom we have disclosed such personal information.
- The specific personal information we have collected about you.
- The specific pieces of personal information we have collected about you (note that this may be considered to be a data portability request).

#### *Deletion and Correction Request Rights*

You may have the right to request that we correct inaccurate personal information and, in certain circumstances, delete the personal information that we collected from you and retained, subject to certain exceptions. When applicable, if we are able to confirm your request, we will delete or correct your personal information in our records, unless an exception applies. For example, we may deny your deletion request if retaining the information is necessary for us or our service provider(s) to provide a service that you requested, detect security incidents, engage in public or peer-reviewed research in the public interest, or comply with a legal obligation.

#### *Personal Information Sale and Sharing Opt-Out and Opt-In Rights*

You may have the right to direct us not to share your personal information (for purposes of targeted advertising) and not to sell your personal information. To the extent that any cookies or related technologies on the Website may constitute such sharing or sale, you may opt-out using our cookie management tool.

#### *Right to Limit Use of Sensitive Personal Information*

You may have the right to request that we limit use of your sensitive personal information to certain purposes allowed by law. This right may be “opt-in” or “opt-out” depending on your state of residence.

#### *Right to Opt Out of Automated Decision-making*

You may have the right to opt-out of automated decision-making for profiling purposes in certain instances where such processing would produce legal or other similarly significant effects. At this time, we do not use personal information to make automated decisions about individuals in any situations which would give rise to a legal right to opt out.

#### *Exercising Your Rights*

To exercise the rights described above, please submit a request to us by either filling out our web form, using our cookie management tool (for cookies and related technologies), or calling (800) 323-8297.

Only you, or someone legally authorized to act on your behalf, may make a request related to your personal information. Your request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or their authorized representative; and
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. We will only use personal information provided in your request to verify your identity or authority to make the request and as otherwise necessary for our compliance with applicable law.

Making a request to exercise the above privacy rights does not require you to create an account with us.

#### *Response Timing and Format*

We endeavor to respond to requests within forty-five days of receipt. If we require more time (up to ninety days), we will inform you of the reason and extension period in writing.

We will deliver our written response by mail or electronically, at your option. If data portability is a legal requirement, we will endeavor to select a format that is technically feasible and readily useable.

Our response will explain any reasons we cannot fully comply with a request, if applicable.

#### *Right to Request Further Review*

You may have the right to appeal our decision if we deny your request. Send an email to [privacyofficer@llsa.com](mailto:privacyofficer@llsa.com) if you would like to request further review.

#### *Non-Discrimination*

We will not discriminate against you for exercising any of your rights under state privacy laws.

### **VI. Supplement California Rights Privacy Notice**

This Section further describes our processing of personal information of California residents as contemplated under California law. Please also refer to the preceding Section (above) for a description of rights that California residents have and how to exercise those rights.

Category	Required Information
Identifiers	<ul style="list-style-type: none"> <li>• <u>Source</u>: Directly from you and automatically collected through our Website</li> <li>• <u>Purpose of collection and use</u>: See Sections I.a-I.d, I.f, and Sections II.a-II.j</li> <li>• <u>Categories of parties with whom information is sold or shared</u>: We only sell or “share” information in connection with certain third-party providers of cookies or similar technologies as further set forth above and in the cookie management tool accessible through the “Your Privacy Choices” link in the footer of the Website</li> <li>• <u>Categories of parties with whom information is disclosed</u>: See Sections III.a and III.e-III.g</li> </ul>
Commercial Information	<ul style="list-style-type: none"> <li>• <u>Source</u>: Directly from you</li> <li>• <u>Purpose of collection and use</u>: See Section I.b and as addressed in our Consumer Health Data Privacy Notice</li> <li>• <u>Categories of parties with whom information is sold or shared</u>: N/A</li> <li>• <u>Categories of parties with whom information is disclosed</u>: Addressed in our Consumer Health Data Privacy Notice</li> </ul>
Internet or other similar network activity	<ul style="list-style-type: none"> <li>• <u>Source</u>: Automatically collected from our Website</li> <li>• <u>Purpose of collection and use</u>: See Section I.f and Sections II.c-II.j</li> <li>• <u>Categories of parties with whom information is sold or shared</u>: We only sell or “share” information in connection with certain third-party providers of cookies or similar technologies as further set forth above and in the cookie management tool accessible through the “Your Privacy Choices” link in the footer of the Website</li> <li>• <u>Categories of parties with whom information is disclosed</u>: See Sections III.a and III.e-III.g</li> </ul>
Signature data	<ul style="list-style-type: none"> <li>• <u>Source</u>: Directly from you</li> <li>• <u>Purpose of collection and use</u>: See Section I.e and Sections II.a-II.b and II.j</li> <li>• <u>Categories of parties with whom information is sold or shared</u>: N/A</li> <li>• <u>Categories of parties with whom information is disclosed</u>: See Sections III.a and III.e-III.g</li> </ul>



Category	Required Information
Financial information	<ul style="list-style-type: none"> <li>• <u>Source</u>: Directly from you</li> <li>• <u>Purpose of collection and use</u>: See Section I.b and as addressed in our Consumer Health Data Privacy Notice</li> <li>• <u>Categories of parties with whom information is sold or shared</u>: N/A</li> <li>• <u>Categories of parties with whom information is disclosed</u>: Addressed in our Consumer Health Data Privacy Notice</li> </ul>
Geolocation data	<ul style="list-style-type: none"> <li>• <u>Source</u>: Automatically collected from our Website</li> <li>• <u>Purpose of collection and use</u>: See Section I.f and Sections II.c-II.j</li> <li>• <u>Categories of parties with whom information is sold or shared</u>: We only sell or “share” information in connection with certain third-party providers of cookies or similar technologies as further set forth above and in the cookie management tool accessible through the “Your Privacy Choices” link in the footer of the Website</li> <li>• <u>Categories of parties with whom information is disclosed</u>: See Sections III.a and III.e-III.g</li> </ul>
Sensitive personal information	<ul style="list-style-type: none"> <li>• <u>Source</u>: Directly from you</li> <li>• <u>Purpose of collection and use</u>: See Section I.a and Sections II.a, II.d, and II.j</li> <li>• <u>Categories of parties with whom information is sold or shared</u>: N/A</li> <li>• <u>Categories of parties with whom information is disclosed</u>: See Sections III.a and III.e-III.g and our Consumer Health Data Privacy Notice</li> </ul>

### *California “Shine the Light” law*

California’s “Shine the Light” law (Civil Code Section § 1798.83) permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, you may contact us at:

Life Line Screening, Attn: Privacy Officer  
6111 Oak Tree Blvd., Suite 301  
Independence, OH 44131

## **VII. Retention of Your Personal Information**

We will retain your personal information for as long as is necessary to complete the purposes for which it was collected, or as may be required by law.

Individual pieces of personal information may exist in different systems that are used for different business or legal purposes. A different maximum retention period may apply to each use case of the information. Certain individual pieces of information may also be stored in combination with other individual pieces of information, and the maximum retention period may be determined by the purpose for which that information set is used.

#### **VIII. Security of Your Personal Information**

We employ reasonable and appropriate security technologies and procedures to safeguard your personal information from unauthorized access or use. However, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf.

If you use our Website from outside of the United States, please note that we may collect, store, and otherwise process your personal information in the United States and other countries.

#### **IX. Children's Information**

We do not knowingly gather personal information about children on our Website. If we have inadvertently collected the personal information of a child under 16, or equivalent minimum age depending on jurisdiction, a parent or guardian of that child may contact us at [privacyofficer@llsa.com](mailto:privacyofficer@llsa.com) to request that we delete the information from our records or otherwise cease the use of that information.

#### **X. Changes to this Privacy Notice**

Life Line reserves the right to amend this Notice at our discretion and at any time. When we make changes to this Notice, we will post the updated notice on the Website and update the notice's effective date. Your continued use of our Website following the posting of changes constitutes your acceptance of such changes. We recommend that you revisit the Notice from time to time.

#### **XI. Contact Us**

If you have any questions or comments about this Notice, the ways in which Life Line collects and uses your information, or your choices and rights regarding such use, please contact us via email at [privacyofficer@llsa.com](mailto:privacyofficer@llsa.com) or mail at:

Life Line Screening, Attn: Privacy Officer  
6111 Oak Tree Blvd., Suite 301  
Independence, OH 44131