

Viable Inc. ("Company")

Website Privacy Policy

Revised as of January 13, 2009

The website located at www.viable.net is operated by Viable, Inc., (hereinafter referred to as "Viable," "Company," "us," "we," and "our"). Viable has created this privacy policy to demonstrate our firm commitment to the privacy of our visitors and customers. Viable is committed to respecting your privacy and recognizing your need for appropriate protection and management of personally identifiable information you share with us (the phrases "personally identifiable information" and "personal information" mean any information by which you, individually, can be identified, such as your name, address, email address, telephone number, etc.). The purpose of this privacy policy is to inform you when you visit our Website how we use such information, and the choices you have regarding our use of, and your ability to review and correct, your information.

General

In general you may visit many pages of the Website without telling us who you are or revealing any personal information about yourself. We may track the Internet domain address from which people visit the Website and analyze this data for trends and statistics, but individual users will remain anonymous unless they voluntarily tell us who they are.

You also may create an account through viable.net at any time by providing your email address and designating a unique access password. You do not need to create an account in order to visit our site or to place an order through viable.net. Creating an account allows you to save certain billing information so that you can track the status of your orders and set your ordering preferences. For your privacy and security, we do not store credit card or Gift Card numbers in your account. You may change saved account information at anytime. Simply go to the page, log in with your email address and password, then click "Edit or View Your Account."

Collection and Use of Personal Information

If you choose to provide information to us through our online registration, you may be asked to provide us with personal information, including your name, address, postal address and telephone number, your e-mail address, a password, and other identifying information. We may also ask you for personal information when you ask us for information, subscribe to a Viable service or publication, purchase a product, or download information. If you do not provide the requested data with respect to a particular activity, you will not be able to engage in that activity. You may not post or transmit any information anonymously or under a false name.

Sometimes (such as when you subscribe to a service, purchase a product, register with to receive news and announcement, or participate in contests, sweepstakes, or promotions) we will ask you to provide personal information about yourself, such as your name, shipping/billing addresses, telephone number, e-mail address credit card information, birth date, gender,

occupation, or personal interests. If your order is to be shipped, we also need the name, address and phone number of the intended recipient(s). Occasionally we conduct surveys and contests on viable.net. If you choose to participate in an online contest, we may request information from you that will permit us to administer the contest and notify the winner(s). Whether or not you choose to provide the information we request is entirely up to you. But if you choose not to provide the information we request, you may be unable to access certain services, offers and content on the Website.

From time to time, Viable may contact you through your personal information to provide you with educational materials related to our services; inform you of product and service enhancements; or ask you to participate in surveys to better understand your needs in order to improve our service. Viable always provides an automated opt out option at the end of any emails should you choose not to receive any subsequent communications from us.

Your personal information enables us to provide you with the information you have requested and provide you with information regarding future products and services that may suit your particular interests. We also use your personal information to help identify you if you lose your password and to help you quickly find information or receive technical support on the website.

If you believe that any of your personal information is incorrect, or has been changed since your registration at the Website, please send an e-mail message to support@viable.net explaining the correction or change and provide any relevant confirmation or reference number.

How will my information be used?

Information collected on viable.net may be used in the following ways:

- Schedule deliveries of merchandise that you purchase online
- Create an online account for you at viable.net
- Bill your credit card for your purchases
- Confirm and track your orders
- Respond to your customer service inquiries
- Provide promotional communication and other information to you, if you choose to receive them
- Offer the products you want
- Customize your shopping experience
- Improve our website design

Disclosure of Personal Information

Viable may disclose your personal information to comply with a court order, subpoena, search warrant, or other legal process; to comply with legal, regulatory, or administrative requirements of any governmental authorities; to protect and defend Company, its subsidiaries and affiliates, and their officers, directors, employees, attorneys, agents, contractors, and partners, in connection with any legal action, claim, or dispute; to enforce the Terms and Conditions of Use of the Website; to prevent imminent physical harm; and in the event that we

find that your actions on the Website violate any laws, our Terms and Conditions of Use, or any of our usage guidelines for specific products or services.

We do not rent, sell or exchange your name or other personally-identifiable information to third-party companies for their marketing purposes. We do provide your personal information to reputable organizations that help us to fulfill your order. For example, we use companies to verify and process credit card transactions, to deliver packages, to schedule and perform product installations and to administer service programs. We may share your information with others who help us analyze sales data, maintain our records, and provide other services for Viable such as collect site navigation information. We also may share your information with companies that act on our behalf and at our direction to notify you of additional Viable products and services. These companies may also conduct customer satisfaction surveys and manage other customer services and benefits for us. In any case, these third parties are **not authorized** to use your information for any reason other than to perform their contractually assigned functions. We reserve the right to transfer your personal information to a third party in the event of a transfer of all or substantially all of the Company's assets, provided that the third party agrees to adhere to the terms of this privacy policy.

Cookies

The Website uses cookie technology to improve the quality of your experience. A cookie is a small file that contains information sent by a website that is saved on your hard disk by your computer's browser. Cookies store information that a website may need in order to personalize your experience and gather website statistical data. Any time you visit the Website to browse or to read or download information, we collect and store the name of the domain and host from which you access the Internet (for example, msn.com, aol.com, etc.); the Internet protocol (IP) address of the computer you are using; the browser software you use and your operating system; the date and time you access the Website; and the Internet address of the website from which you linked directly to the Website. We use this information to measure the number of visitors to areas of the Website, and to help us make the Website more useful and interesting to our visitors. We use information from the cookies in the aggregate to analyze for trends and statistics and then discard it – we do not track individuals, only instances of entry onto the website.

Accessing and updating my information

You can access and correct information you have shared with us online if you have established an account with viable.net. Simply go to your MyViable page, log in with your email address and password, then click the Account tab and edit or delete whatever information you wish. Do not share your MyViable password with anyone. If you have not established an account with Viable, click [here](#).

How can I decide what promotional communications I will receive?

The personal information you supply us will be added to our customer database. We may send you promotional emails about Viable products, services or contests that we hope will be of interest. At any time, you can choose to discontinue receiving such promotional email by clicking on the “unsubscribe” link at the bottom of the e-mail. Each promotional email we send contains a link allowing you to discontinue future emails from us. You may also call or write us as provided in this Privacy Policy in the section below titled “Opt Out”. Please allow us a reasonable period of time in order to satisfy your request, as some promotions may already be in process.

Notice about Children

Children (under the age of 18) are not eligible to use the Website unsupervised, and we ask that children do not submit any personal information to us. If you are under the age of 18, you may use this Website in conjunction with, and under the supervision of, your parents or guardians.

Opt Out

You may opt out of having your personal information shared for purposes of receiving product offers via e-mail and from receiving product offers directly from us via e-mail by calling, writing or sending your request to unsubscribe at any time from the e-mail address you wish to unsubscribe.

You may send any correspondence to:

Viable, Inc.
Customer Relations
5320 Marinelli Road
Rockville, Maryland 20850

Please remember to include your postal address, e-mail address and Viable Number with your correspondence.

Links to Other Materials

The Website contains links to other sites. These links are an accommodation to the respective third-party site owners and for your convenience. Sites linked to and from the Website are not necessarily under the control of Viable, and Viable shall have no responsibility or liability whatsoever for the content or privacy practices of any linked sites, or any link or linking program at any time. You should read and understand Company’s policies with respect to such third-party links, as stated in the Terms and Conditions of Use of the Website.

Effective Date and Changes

The privacy policy is effective as of January 7, 2009. Viable reserves the right to modify the terms of this privacy policy at any time and in its sole discretion, by posting a change notice on

this page. **YOUR CONTINUED USE OF THE WEBSITE FOLLOWING OUR POSTING OF A CHANGE NOTICE WILL CONSTITUTE BINDING ACCEPTANCE OF THOSE CHANGES.**