

The Female Health Company dba Veru Healthcare Online Privacy Policy

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Introduction

The Female Health Company d/b/a Veru Healthcare ("Veru", "we" or "us") is strongly committed to protecting the privacy of its customers and visitors. This privacy policy describes what information Veru collects from its customers and visitors; and how Veru uses that information once it is collected.

What Websites Does This Policy Apply To?

This privacy policy applies to information we collect on any website owned by Veru, including the websites located at www.fc2.us.com and www.veruhealthcare.com (collectively, the "Website"), and on Veru social media pages, such as Facebook, Twitter and Google+. This privacy policy does not apply to any other website owned or operated by any third party retailer, supplier, service provider or affiliate, even if such third party websites link to a website owned by Veru or a website owned by Veru contains links to a third party website. Accordingly, this privacy policy does not apply to the practices of any third party, affiliate, or business partner that Veru does not own or control. Additionally, the owners of social media services may have additional online privacy terms and conditions that supersede this privacy policy depending on a user's own personal preferences with that social media provider.

Collection of Information

If you browse the Website without creating a user account or purchasing any services, you do so anonymously. We do not collect your e-mail address or other personal information. We do log your IP address (the internet address of your computer) to tell us which parts of the Website you visit and how long you spend there. We do not link your IP address to anything personally identifiable; however, we do track the state and/or country you are accessing the internet from, the date and time you visited and the type of computer, operating system and Web browser you are using. Your browser supplies us with this information. We use this information from our server logs to learn more about our visitors as a group, not about you as an individual. The information helps us identify overall usage patterns and trends on the site.

You may be asked to provide personally identifiable information on the Website, which may include your name, postal address, telephone number, credit card number and e-mail address. This information can be gathered when feedback or e-mails are sent to Veru, when you register for services, or when you make purchases via the Website. You may also provide us with other information, including information you provide by filling out forms on the Website, records and copies of your correspondence (including e-mail addresses) if you contact us, details of transactions you carry out through the Website and

of the fulfillment of your orders, and your search queries on the Website.

Use and Disclosure of Information

If you submit personal and/or business information to Veru, we may use this information to respond to your inquiries or provide various products, information and/or services to you. Veru will not sell your name, address, e-mail address or other personally identifiable information to any other organization unless you expressly agree at the time you submit information to Veru (typically by checking a box indicating your consent).

We may disclose your personal information to our subsidiaries and affiliates; to contractors, service providers and other third parties we use to support our business such as a credit card processing service provider; and to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of Veru's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by Veru about our Website users is among the assets transferred.

We may also disclose your personal information if required to do so by law or in the good-faith belief that such action is necessary or appropriate to: (a) satisfy a legal order or comply with legal process; (b) enforce or apply our terms of use, terms of sale or other agreements, including for billing and collection purposes; (c) otherwise defend the rights of Veru or its affiliates or business partners; or (d) protect the rights, property or personal safety of Veru employees, agents, affiliates, business partners, customers or Website users.

Aggregated Data

Veru may take personal and business information and aggregate data so that it is no longer identifiable. Veru may use this information to enhance the features of the Website and its services; and Veru may sell or license this aggregated information to third parties or publish the information. Veru will take reasonable precautions to ensure that such aggregated information does not contain any confidential or otherwise identifiable data that could be used to identify its source.

Removing or Updating Personal Information

If you believe your personal information is not accurate, or if you would like us to delete personal information collected by Veru through the Website, please contact us at info@fc2.us.com.

Third-Party Services

The Website may offer features and services that are administered or provided by third parties hired by Veru. To receive these services, you may be required to provide these third parties with personal information. All such services are subject to separate terms

and conditions established by our third-party providers, including separate privacy policies, which may be different than this privacy policy.

Security

The Website has reasonable technical and organizational security measures in place to protect against the loss, misuse or alteration of information under our control. We cannot guarantee that unauthorized third parties will never be able to defeat those security measures. Although we cannot guarantee that our systems are 100% secure 100% of the time, we periodically update our technology in order to improve the protection of customer information. The Website does not use a secure server to transmit sensitive data to and from our site. However, if you place an order online, our third-party service providers that collect or process credit card information for online orders do use secure servers. Be sure not to transmit any credit card or other financial or sensitive data through the Website unless you have first verified that the data is being submitted to our third-party service provider's secure server.

Governing Law and Jurisdiction

All matters relating to this privacy policy, Veru's collection and use of customer information and any dispute or claim arising therefrom or related thereto (in each case, including non-contractual disputes or claims), shall be governed by and construed in accordance with the internal laws of the State of Florida without giving effect to any choice or conflict of law provision or rule (whether of the State of Florida or any other jurisdiction).

Any legal suit, action or proceeding arising out of, or related to, this privacy policy or the Website shall be instituted exclusively in the federal courts of the United States or the courts of the State of Florida in each case located in Miami-Dade County, Florida. You waive any and all objections to the exercise of jurisdiction over you by such courts and to venue in such courts.

Governing Language

Any translation of this privacy policy is done for local requirements and in the event of a dispute between the English and any non-English versions, the English version of this privacy policy shall govern.

Privacy Policy Changes

Veru reserves the right to change this privacy policy at any time without prior notice. Any changes to this privacy policy will be posted on this page and will be effective immediately upon posting.