

**Centricity, Inc. &
TheRealCashFlowCEO.com
NOTICE OF PRIVACY POLICY**

Welcome to Centricity, Inc.'s TheRealCashFlowCEO.com Web site ("Web Site"). Please carefully read our privacy policy to understand how we will treat the information you provide while visiting this web site. This policy may change from time to time. Please check this policy each time you use our Web Site for the most current information. This policy explains our collection, use, retention and security of consumer information and applies to DFPL products and services offered within the United States.

Collection and Use of Information Internet Information –

When you visit this Web Site, we may collect general Internet data, including your domain name (e.g. AOL, Comcast, etc.), the web page from which you entered our site, which of our web pages you visited, and how long you spend on each page. To collect this information, when you visit our Web Site, a "cookie" may be set on your computer. Cookies contain a small amount of information that allows our web servers to recognize you whenever you visit. We use the information we collect to study how this Web Site is used, so that we may improve and enhance your experience on our Web Site. We do not provide this information to outside parties other than for such reasons. No personal information is stored in cookies.

Information You Provide - When you provide information through this Web Site, we may use it for various reasons, such as market research, our educational tools, and other businesses. Based on the nature of your transaction with us, you may provide to us certain personally identifiable consumer information, such as first and last name; home address, billing address, or other physical address; an email address (so we may contact you); a telephone number; a social security number; or certain other information, such as date of birth, employment information, and certain credit card and loan account information (collectively, "Personally Identifiable Consumer Information"). In general, we will use the information collected from you for the purpose for which you provided such information. We will not release your Personally Identifiable Consumer Information to third parties except: (1) as necessary for us to process your transaction; (2) with your consent; or (3) as permitted by law. These third parties are not allowed to use Personally Identifiable Consumer Information except for the purpose of providing these services. In addition, in connection with

providing services to you, we may also share your Personally Identifiable Consumer Information with our affiliates. Although we may analyze and aggregate your nonpublic personal information internally for the purposes of compiling statistics, evaluating trends in the marketplace, and evaluating the overall effectiveness of our services, no nonpublic personal information will be shared with third parties, except as provided herein, or used in any promotional materials.

Market Research - Your participation in market research activities is optional. Should you choose to participate, we may use information you provide to improve your experience with our products and services. We may engage third parties to assist us with our market research efforts who may retain non-personalized aggregated information. However, all Personally Identifiable Consumer Information you provide will only be used for our research purposes. We may disclose all of the personal information we collect about users of this Web Site as described above to companies that perform services and functions, including marketing services, on our behalf, such as communications management firms or call centers.

Communicates from out Web Site

We may send users of our Web Site information on products, services and special deals. If you do not wish to receive this marketing you opt-out by emailing us at info@therealcashflowceo.com and giving us your name and email address. Sometimes we will send service and confirmation announcements. You may not opt-out of these announcements. Further, for our current customers who have completed registrations processes, our Web Site verifies online users by collecting Personally Identifiable Consumer Information prior to allowing access to certain portions of our Web Site.

Promotional Uses

We may disclose only your name, address, and telephone number to companies that perform marketing services on our behalf or to other financial institutions with whom we have joint marketing agreements. If you prefer that we not disclose this information about you to such parties, you may opt out of those disclosures, that is, you may direct us not to make those disclosures (other than disclosures permitted by law). If you wish to opt out of disclosures to nonaffiliated third parties, please contact one of our technical support specialists at 608-237-7125 who will be able to assist you.

Security Measures

Safeguarding our clients' nonpublic personal information is a primary concern of TheRealCashFlowCEO.com, and we have taken a number of steps to ensure that your nonpublic personal information is secure. First, all areas of our site that collect sensitive information utilize encryption to protect your data. This system ensures that your data is going to our servers, and ONLY our servers, by encrypting all network traffic between machines.

Participation in Online Services

In the event a user of our Web Site chooses to use or purchase a service available online, this privacy statement is incorporated by reference into and subject to the terms and conditions of the service's terms of use, if any, and the terms of use constitutes the entire agreement between Centricity, Inc. and the user. This privacy statement is not a substitute for the terms of use and should in no way be confused with the terms of use. Information that is shared with third parties is subject to the terms of use.

Other Web Sites

Our Web Site may contain links to other web sites not owned or operated by us (for example, if you "click" on a service provider link, you may be taken off our Web Site). We will try to make it obvious to you when you leave our Web Site and enter these web sites. We are not responsible for the privacy practices of other web sites, and you should read the privacy policies or statements of other web sites. This privacy policy applies only to personal information collected by the Web Site.

Mergers, etc.

If we merge or sell our assets, your information may be transferred. If, as a result of the transfer, your information will be used in a manner substantially different from that stated at the time of collection, you will be given notice.

Amendment Policy

Centricity, Inc. reserves the right to change this privacy statement in its sole and absolute discretion. Any changes to this Privacy Statement will apply only to that nonpublic personal information collected from you after the date of implementation.

Questions Regarding Privacy

If you have any questions regarding this Privacy Statement or the Web Site, please write or call:

Privacy Department

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(608) 237-7125