

Privacy Policy

Last Updated: September 11, 2017

Your privacy is a top priority to intelliseq. We recognize how important it is to keep your information secure and confidential.

Your Personal Information will only be used as described in our MyTraits Sport [Product Consent](#). You agree to these uses when you agree to our MyTraits Sport [Product Consent](#). This Policy also describes how we use, maintain, protect, and the specific circumstances in which we would disclose your data that we collect from Helix.

We are committed to protecting your information through our compliance with this Privacy Policy. By accessing or using MyTraits Sport, you accept our practices described in this Privacy Policy. If you do not agree with our practices and policies, you can choose not to use the MyTraits Sport DNA Product and the mytrait.com web page.

Important terms

- **Account Information:** You must provide certain information when you create an account (“Account Information”) to use MyTraits Sport application. This information includes your name and email address. Your account information also includes records and copies of any correspondence with you.
- **DNA Product:** Products and services that use portions of your DNA. They are featured on the Helix Platform. While Helix may make some of them, most of them are made by Helix’s Partners, like intelliseq.
- **Genetic Information:** Your sequenced DNA. To use MyTraits Sport, you must allow Helix to share portions of your Genetic Information with intelliseq.
- **intelliseq:** When you see the words “we,” “us,” or “our,” we’re talking about intelliseq.
- **Personal Information:** All of the data you have shared with us. These data combine your Account and Genetic information

What information do we collect?

By purchasing MyTraits Sport and accepting the [Product Consent](#), you consent to allow Helix to provide intelliseq with the portion of your Genetic Information that intelliseq needs to run MyTraits Sport DNA product. Your Genetic Information will be shared with intelliseq to allow intelliseq to perform the genetic interpretation and assessment for MyTraits Sport DNA product. intelliseq is responsible for maintaining the privacy and confidentiality of any Genetic Information you authorize Helix to share with intelliseq once intelliseq receives it.

As you interact with MyTrait Sports, intelliseq may automatically collect certain information about your equipment, browsing actions, and usage patterns. These data may include details about your visits to the MyTrait Sport DNA Product or the web page mytraits.com, which could include:

- the resources that you access and use on our mytraits.com web page;
- the external sites that referred you to our MyTraits Sport DNA Product or web page;
- the external sites that you visited just after visiting our MyTraits Sport web page.

How Do We Use Your Information?

Besides our use for MyTrait Sport, we may use your information in a few ways. The information we collect can help intelliseq to improve our current and future DNA Products. It can also help intelliseq to deliver better and more personalized features to you, including by enabling us to recognize you when you return to our DNA Products, store information about your preferences and customize intelliseq's DNA Products according to your individual interests, administer a survey or provide targeted advertising, estimate our audience size and usage patterns, and monitor the success of our marketing activities.

If intelliseq uses your information in any of these ways, we will take steps to protect your privacy. We will de-identify your information. To do so, we will take out any details that could identify you with ease. These details include your name and email address.

When Do We Share Your Information?

intelliseq may need to share details about you with regulators and law enforcement. These details may include your Genetic Information. We will only share these details if we are compelled by law to do so. When we are allowed to do so, we will let you know when we must share your information. Reasons that we may share the details about you may include:

- To comply with a valid court order, law or legal process, provided that we will not disclose your Genetic Information without a valid subpoena or search warrant specific to your Genetic Information. If we are required to disclose your information, we will do our best to provide you with notice in advance, unless we are prohibited by law from doing so.

- To enforce or apply our [Terms of Service](#) and other agreements.

Other than as described above, we will never provide your information to anyone for any purpose under any circumstances.

It is your choice to decide whether and with whom to share your Genetic Information. This **Privacy Policy** focuses on how intelliseq handles your Genetic Information to protect your privacy. However, you may also choose to share your Genetic Information with others yourself. You should be careful about doing so. Genetic Information you share with others could be used against your interests. The Genetic Information Nondiscrimination Act (“GINA”) protects your Genetic Information from use by group health insurance providers and employers. However, GINA does not apply to disability insurance, life insurance or long-term care insurance providers. Some states have protections for those types of insurance, so you should be aware of the laws in your state. If you choose to share your Genetic Information with these insurance providers, you do so at your own risk.

How Do You Delete Your Information?

If you close your Helix Account, information (including your Genetic Information) that has been shared by Helix with intelliseq to provide you with the MyTraits Sport DNA product will be removed, de-identified or deleted from our database. You may also remove only your MyTraits Sport Account through your in app account settings. When you do so your Helix Account will remain intact while intelliseq will remove, de-identify or delete all your personal data associated with MyTraits Sport DNA product from our database.

How Do We Keep Your Information Secure?

intelliseq will limit the access to your information to intelliseq's employees. In addition, intelliseq puts in place industry standard physical, technical, and procedural safeguards designed to secure your Account Information, Genetic Information and any other Personal Information from accidental loss and from unauthorized access, use, alteration and disclosure.

When you send data over the internet, it is not always 100% secure. When using MyTraits Sport, there is a risk of a security event. In such an event, someone could access any information we have about you. This could include your name and email address. intelliseq continues to evaluate and identify improved security techniques to protect your personal information. However, intelliseq cannot guarantee that your information will not be accessed, altered or lost through a breach of any of our physical and electronic safeguards.

Questions or Comments

To ask questions or comment about this Privacy Policy and our privacy practices, you may contact intelliseq's [Customer](#) [Care](#) at helpdesk@mytraits.com