

# Exhibit A

Home > Privacy Policy

## Privacy Policy

Any personal information which is provided voluntarily by our visitors is used internally in responding to inquiries only. Cord Blood Registry does not sell, trade, or rent personal information provided by our visitors to others. CBR is committed to safeguarding your privacy online. Please read the following policy to understand how your personal information will be treated as you make full use of our many offerings. This policy may change from time to time so please check back periodically.

This policy will let you know:

What personally identifiable information is collected from you

What cookies are and how they are used

How your information is used

Who is collecting your information

With whom your information may be shared

How CBR treats your personal, financial and health-related information

The kind of security precautions that are in place to protect the loss, misuse, or alteration of your information

What else you should know about your online privacy

What personally identifiable information does CBR collect from me?

CBR collects information in several ways from our Web site.

Some personal information is gathered when you enroll. During enrollment, CBR asks for your name, address, e-mail, zip code, credit card, and phone. Once you enroll, you are no longer anonymous to CBR - you are given a CBR ID and are able to take full advantage of CBR's offerings.

In addition to when you enroll, we may ask you for personal information at other times, including (but not limited to) when you answer a survey, when you enter a sweepstakes, contest or promotion sponsored by CBR, and when you report a problem with one of our sites or services. If you contact CBR we may keep a record of that correspondence. CBR also occasionally asks users to complete surveys that we use for research purposes. Wherever CBR collects personal information we make an effort to include a link to this Privacy Policy on that page.

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What are cookies and how does CBR use them?

As part of offering and providing customizable and personalized services, CBR uses cookies to store and sometimes track information about you. A cookie is a small amount of data that is sent to your browser from a Web server and stored on your computer's hard drive. All areas on CBR where you are prompted to log-in or that are customizable require that you accept cookies.

Generally, we use cookies to:

(1) Remind us of who you are and to access your account information (stored on our computers) in order to deliver to you a better and more personalized service. This cookie is set when you register or "Sign In" and is modified when you "Sign Out" of our services. CBR also uses cookies to store your zip code for other services.

(2) Measure certain traffic patterns, which areas of CBR's network of web sites you have visited, and your visiting patterns in the aggregate. We use this research to understand how our users' habits are similar or different from one another so that we can make each new experience on CBR a better one. We may use this information to better personalize the content, banners, and promotions that you and other users will see on our sites.

CBR mail includes IP addresses in outgoing mail message headers.

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[How does CBR use my information?](#)

CBR's primary goal in collecting personal information is to provide you, the user, with a valuable experience on our sites.

CBR does research on our users' demographics, interests, and behavior based on the information provided to us upon registration, during a promotion, from our server log files or from surveys. We do this to better understand and serve our users. This research is compiled and analyzed on an aggregated basis. CBR may share this aggregated data with advertisers or business partners.

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[Who is collecting information?](#)

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Please be aware that CBR advertisers or web sites that have links on our site may collect personally identifiable information about you. The information practices of those web sites linked to CBR are not covered by this privacy policy.

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With whom does CBR share my information?

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**Business Partners and Sponsors:** CBR may disclose your personal information to business partners or sponsors, but this is specifically described to you prior to data collection or prior to transferring the data. Some or all data collected during a CBR promotion may be shared with a sponsor. If personally identifying data about you will be shared, we will tell you before we collect or transfer the data.

Many promotions offer opportunities to request additional information from sponsors. By requesting more information, you give CBR permission to transfer your personal information to the sponsor so they can fulfill your request. In many instances, only your e-mail address will be shared. If more information will be shared with the sponsor, you will be notified prior to the transfer.

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How does CBR protect my personal, financial, and health-related information?

Keeping your personal, financial, and health-related information private is vitally important to us. As with all information, CBR will never rent or sell your personal, financial or health-related information.

Knowing that you use certain services or features may help us to offer you better and more relevant content. But as with all personally identifiable information, we do not make this available to any third parties without your permission. Any user statistics that we may provide to prospective advertisers or partners regarding product or service usage on CBR are provided in the aggregate only and do not include any personally identifiable information about any individual user.

Please note that there are several places on the CBR site where you can transmit credit card information in order to complete a purchase transaction or for verification purposes. Anytime we ask for a credit card number we transmit that number in an encrypted format. We use industry-standard, SSL (secure socket layer) encryption.

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What security precautions are in place to protect the loss, misuse, or alteration of my information?

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Unfortunately, no data transmission over the Internet can be guaranteed to be 100 percent secure. As a result, while we strive to protect your personal information, CBR cannot ensure or warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we make our best effort to ensure its security on our systems.

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What else should I know about my privacy?

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In short, if you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return.

Ultimately, you are solely responsible for maintaining the secrecy of your passwords and/or any account information.

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9. What else you should know about your online privacy

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**Editing, Updating, Correcting and Deleting Information About You**

We want to communicate with you only if you want to hear from us. If you prefer not to receive information from us please let us know by calling us at 1.800.932-6568 option 4 or by sending us an [email](#). Please be sure to include your email address, mailing address, full name, and specifically what information you do not want to receive. If you would like to update or correct your email address, mailing address or other personal information with us please contact us the same way. If you no longer wish to receive email communications from us simply click [unsubscribe](#) and we will remove you from our email list.

Please note that any requests to remove or update your personal information may take up to ten days for your email request and 6-8 weeks to process your postal mail request.

Mailing address: Cord Blood Registry, 1200 Bayhill Drive, San Bruno, CA 94066

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# Exhibit C

healthcare providers - baby and doctor

Privacy Policy

### Learn more about your once in a lifetime opportunity

- As a resource for your baby
- Use by other family members
- 70+ diseases currently treated
- Exciting medical advances
- CellAdvantage® system w/AXP™ -saving the most cells for your family
- Why CBR is Most Recommended

### Payment plans as low as \$48 per month\*

View our: [Payment Plans](#) | [Pricing](#)

**Our Pricing**

**\$1875** One time fee includes:

- CBR's proprietary CellAdvantage® technology for collection, cell processing and storage
- Collection kit
- 24/7 customer service
- Quality Service Guarantee
- Certificate of Deposit

**\$150 One Step Shipping**

**\$125** 1st year Annual Storage Fee\*\* or save \$400 when you prepay the first 18 years of annual fees.

**\$2150 Total Initial Fee**  
 <% if showimage then %>  
 <% if showimage then %>  
 Call Now & Save:  
 - \$155 1-888-932-6568  
 Use Promo Code C277

**Total After Discount**

**\$1995** <% end if %>  
 <% end if %>

\* \$48 per month for 60 months.

\*\* Annual storage fees are \$125. This fee is guaranteed not to change for 18 years. Save \$400 when you prepay the first 18 years of annual fees.

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to receive. If you would like to update or correct your email address, mailing address or other personal information with us please contact us the same way. If you no longer wish to receive email communications from us simply click [unsubscribe](#) and we will remove you from our email list.

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# Exhibit D



Keep it, donate it, just don't throw it away.  
Learn more about your cord blood banking options.



Call Now to Learn More  
**1-888-932-6568**  
From one of our Cord Blood Education Specialists



## Privacy Policy

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#### How does CBR use my information?

#### The Leader in Cord Blood Banking

The Largest, Most Experienced Cord Blood Bank  
CBR is the #1 choice of Ob/Gyns and expectant families, having already saved cord blood for more than 350,000 newborns.

#### The CBR Difference

Thousands of families choose CBR based on our long history of success, superior technology, and unparalleled experience.  
[Watch Now](#)



#### Girl's Own Cord Blood Used in an Experimental Treatment for Her Brain Injury

"You want to have your own cord blood," said Dr. Manny Alvarez, FOX News medical correspondent and health editor.  
[View Story](#)



#### Using Cord Blood in Regenerative Medicine

Leading pediatric neurosurgeon Dr. Baumgartner talks about cord blood research and brain injury.  
[Watch Now](#)



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**Other:** CBR may also disclose account information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact, or bring legal action against someone who may be violating CBR's Terms of Service or may be causing injury to or interference with (either intentionally or unintentionally) CBR's rights or property, other CBR users, or anyone else that could be harmed by such activities. CBR may disclose or access account information when we believe in good faith that the law requires it and for administrative and other purposes that we deem necessary to maintain, service, and improve our products and services.

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#### How does CBR protect my personal, financial, and health-related information?

Keeping your personal, financial, and health-related information private is vitally important to us. As with all information, CBR will never rent or sell your personal, financial or health-related information.

Knowing that you use certain services or features may help us to offer you better and more relevant content. But as with all personally identifiable information, we do not make this available to any third parties without your permission. Any user statistics that we may provide to prospective advertisers or partners regarding product or service usage on CBR are provided in the aggregate only and do not include any personally identifiable information about any individual user.

Please note that there are several places on the CBR site where you can transmit credit card information in order to complete a purchase transaction or for verification purposes. Anytime we ask for a credit card number we transmit that number in an encrypted format. We use industry-standard, SSL (secure socket layer) encryption.

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#### What security precautions are in place to protect the loss, misuse, or alteration of my information?

Whenever CBR handles personal information, regardless of where this occurs, CBR takes steps to ensure that your information is treated securely and in accordance with the relevant Terms of Service and this Privacy Policy.

Unfortunately, no data transmission over the Internet can be guaranteed to be 100 percent secure. As a result, while we strive to protect your personal information, CBR cannot ensure or warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we make our best effort to ensure its security on our systems.

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**Editing, Updating, Correcting and Deleting Information About You**

We want to communicate with you only if you want to hear from us. If you prefer not to receive information from us please let us know by calling us at 1.800.932-6568 option 4 or by sending us an email. Please be sure to include your email address, mailing address, full name, and specifically what information you do not want to receive. If you would like to update or correct your email address, mailing address or other personal information with us please contact us the same way. If you no longer wish to receive email communications from us simply click unsubscribe and we will remove you from our email list.

Please note that any requests to remove or update your personal information may take up to ten days for your email request and 6-8 weeks to process your postal mail request.

Mailing address: Cord Blood Registry, 1200 Bayhill Drive, San Bruno, CA 94066

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**What else should I know about my privacy?**

Please keep in mind that whenever you voluntarily disclose personal information online - for example on message boards, through e-mail, or in chat areas - that information can be collected and used by others. In short, if you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return.

Ultimately, you are solely responsible for maintaining the secrecy of your passwords and/or any account information.

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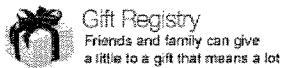


**Call now to learn more:**  
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Banking cord blood does not guarantee that the cells will provide a cure or be applicable for every situation. For inherited genetic conditions, the child will not be able to use his or her own stem cells. A matched sibling's stem cells would be the first choice. Ultimate use will be determined by the treating physician. Treatment for brain injury and juvenile diabetes is experimental and currently requires the use of your own cord blood. Medical treatments using family banked cord tissue are in early research and are not available today; there is no guarantee that therapies will be developed in the future.

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