

## IW MARKETING INTERNATIONAL AUSTRALIA PTY. LTD. CONFIDENTIALITY AND PRIVACY POLICY

Australia/New Zealand

### (1) Privacy and Confidentiality

#### **IW Marketing International Australia Pty. Ltd. Website Privacy Policy**

This Web site is driven by It Works Marketing, Inc., Palmetto, FL USA and is operated under license by IW Marketing International Australia Pty. Ltd. (hereafter "It Works!"). This Privacy Policy governs the manner in which It Works! collects, uses, maintains and discloses information collected from Customers (each, a "Customer") of the [www.itworksglobal.com](http://www.itworksglobal.com) website ("Site"). This privacy policy applies to the Site and all products and services offered by It Works!, its affiliates and subsidiaries within the jurisdiction of Australia.

- (b) **Information You Actively Submit to It Works!.** For most of the browsing services we provide, we neither require nor collect "Personal Customer Information" -- your name, email address, billing address, shipping address, phone number and credit card information. You can browse the It Works! Site and take as much time as you want to view our products and services without having to submit such Personal Customer Information. Even when you use our shopping cart as you browse, there is no need to submit Personal Customer Information.
- (c) We collect Customers' Personal Information where a Customer visits our website, makes a purchase or order, requests a service, asks a question or enters It Works! surveys or contests. **The information that we receive and collect depends on what you do when you visit It Works! In general we collect the following personal data: name, address, telephone number, e-mail address, username, credit card information.** Any Personal Information It Works! collects from Customers, whether by electronic means or otherwise will be treated as confidential and used in accordance with this Privacy Policy. By providing us with the requested information you agree that collection of such information is reasonably necessary for business purposes.
- (d) **We use this data** to allow Customers' to receive confirmation emails, to answer questions, provide product information, access It Works! Back Office, and receive exclusive newsletters, offers and other direct marketing and promotional material, by email or otherwise. Personal information may also be required or used by It Works! for identification and verification, and for ordering and billing purposes. In addition, you may receive the following communications from It Works!: Communications related to transaction and account maintenance activities. These communications include without limitation: surveys, enrollment confirmations, order confirmations; order update

notices; order problem notices; and notices regarding material changes to site policies and account management procedures.

- (e) Failure to provide Personal Information to us may result in us being unable to fulfil an order or request for service, or may delay fulfillment of an order or request for service. Customers unwilling to provide requested information will further be unable to receive exclusive offers and promotional material and/or enter competitions.
- (f) It Works! may automatically collect Customers' non-personal information for tracking information, statistics, for marketing research purposes. This information will allow It Works! to review activity and be used to help improve It Works! Media.

**Automatically Collected Information** is non-personal information that is automatically received and sometimes collected from you when you visit the It Works! Site. We receive and collect the name of the domain and host from which you access the Internet; 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 our Site; and the Internet address of the web site from which you linked directly to our Site. We use this information to monitor the usage of our Site. Also, when we send emails to you, we may be able to identify information about your email address, such as whether you can read graphic-rich HTML emails. All of the information we automatically capture provides us with the ability to enhance our customers' search and shopping experiences and to determine aggregate information about our user base and usage patterns.

- (g) **Information Collected via Cookies.** We use cookies to enhance the browsing and shopping experience on the It Works! Site. "Cookies" are small files or records that we place on your computer's hard drive to collect information about your activities on the It Works! Site. The cookies transmit this information back to the computers at It Works! or our third-party distributors of banners and newsletters; these computers are, generally speaking, the only computers which are authorised to read such information. The information captured makes it possible for us (i) to speed navigation, keep track of items in your shopping cart, and provide you with custom tailored content; (ii) to remember information you gave to us so you don't have to reenter it each time you visit the It Works! Site; (iii) to monitor the effectiveness of certain of our marketing campaigns; and (iv) to monitor total number of visitors, pages viewed, and the total number of banners served. Most people do not know that cookies are being placed on their computers when they visit the It Works! Site or most web sites because browsers are typically set to accept cookies. You can choose to have your browser warn you every time a cookie is being sent to you or you can turn off cookie placement. If you refuse cookies, you will not be able to

open an It Works! Shopping Cart and therefore will not be able to complete an order with us online. Also, by not using cookies, your overall Internet browsing experience will be affected.

- (h) **Information Collected Using Pixel Tags or Clear GIFs.** To help us understand the effectiveness of certain of our email marketing efforts, It Works! may use "message format" and "message open" sensing technologies. Both technologies require the use of pixel tags or clear GIFs (also called web beacons). The "message format" sensing technology allows us to recognize whether you have enabled your email program to receive HTML emails; if so, this information is then associated with your email address so that subsequent messages can be sent to you in HTML format. The "message open" sensing technology allows us to recognize whether you have opened our email message. We can only detect this if you have enabled your email program to receive HTML emails.
- (i) **Web Analytics.** Google Analytics, a web analysis service of Google Inc. ("Google") is used on this website. Google Analytics uses so-called "Cookies" allowing an analysis of your use of the website. The information about your use of the website created by a Cookie (including your IP address) is then transferred to a server of Google Inc. in the USA and stored there. Google will use this information to evaluate your use of the website, compile reports on website activities for the website operator and provide further data relating to website and Internet use. Google will transfer this information to third parties if prescribed by law or to the extent those third parties are commissioned by Google Inc. to process the data. Google will in no case link your IP address with other data of Google Inc. You may block the installation of Cookies by certain settings provided by your browser software; we would like to inform you however that in this case you may not be able to have full access to all website functions. Furthermore, you can prevent the compilation of data (including your IP address) through cookies and website use by downloading and installing the browser plug-in available through the following link: <http://tools.google.com/dlpage/gaoptout?hl=de> By using this website you agree to the processing of the data gathered about you by Google in the way described above and for the aforementioned purposes. Further Information about Google Analytics and data protection is available through the following link <http://www.google.com/intl/de/analytics/privacyoverview.html>.
- (j) **External Web-Use** Our websites may contain links to websites operated by other companies. If you use such links, you will leave the website of It Works!. It Works! is not responsible for such third-party websites. The It Works! Privacy Policy does not apply to websites of third parties. Please check directly on such websites how such protected personal data are used.

## (2) How your Information is Protected

- (a) **Encryption Technology.** The Personal Customer Information you provide -- including your credit card information -- to establish an account with us and to make purchases from us is secured using Secure Sockets Layer (SSL) encryption technology. We use this SSL technology to prevent such information from being intercepted and read as it is transmitted over the Internet. The encrypted data goes to a secure site where your information is stored on restricted-access computers located at restricted-access sites.
- (b) **Password Security.** To further secure your Personal Customer Information, we require you to create a customer password when you establish an account with us. We encourage you to use a password that is not easily guessed (i.e., don't use your name or street name). Keep your password secret; do not share it with anyone. If you forget your password, you can contact It Works! Customer Service and they will send you your password. It will be sent to the email address under which your It Works! Account is assigned. If you want to change your password or other account information, simply log in to your eSuite and click on "Update Profile".
- (c) **Remember to Sign Out.** To further prevent unauthorised access to your account, remember that, after you sign in, you should sign out once you have (i) completed your transaction, (ii) completed managing your account, or (iii) decided to step away from your computer. Anyone who accesses your computer after you have signed in but before you have signed out can access your account. This is especially true if you have Express Checkout enabled on your account.
- (d) **Alternative Customer Purchasing Options.** If you do not feel comfortable sending your credit card information to us over the Internet, you still can shop with us. We welcome you to call us through your local number and a Customer Service Representative will assist you with your order.
- (e) **Security Measures.** We maintain physical, electronic and procedural safeguards to guard nonpublic personal information and any other information, to ensure all Customers that their privacy is a major part of our commitment to provide the finest service possible. We adopt appropriate security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our site.

## (3) How we Use and Share Personal Customer Information

Except as provided for in this Policy, It Works! will never sell, barter, share, or rent

Customers' Personal Information that it may hold from time to time to any third party without a Customers' express written consent.

It Works! shares Personal Customer Information that we collect as follows:

- (a) **Subcontractors.** We send Personal Customer Information anonymously to third-party subcontractors and agents that work on our behalf to provide certain services. These third parties do not have the right to use the Personal Customer Information beyond what is necessary to assist us or fulfill your order. They are contractually obligated to maintain the confidentiality and security of the Personal Customer Information and are restricted from using such information in any way not expressly authorized by It Works!
- (b) **Service Providers.** We send Personal Customer Information to third party providers of goods and services that you may purchase from time to time on our Site (e.g., ISPs). Like subcontractors, these third parties do not have the right to use the Personal Customer Information beyond what is necessary to assist us. They are contractually obligated to maintain the confidentiality and security of the Personal Customer Information and are restricted from using such information in any way not expressly authorized by It Works! They are not permitted to forward information to a third party.
- (c) **Credit Card Companies.** Credit card transactions are handled by a third-party financial institution and their vendors, which receive the credit card number and other personal identifying information only to verify the credit card numbers and process transactions.
- (d) **Law Enforcement Investigations.** It Works! may release Personal Customer Information where its legal representatives consider disclosure necessary to comply with a current judicial proceeding, a court order or legal process served on It Works!, its associates or subsidiaries, or where disclosure is required by law.
- (e) **Internal Investigations:** To investigate and prevent any fraudulent activity that may be unlawful or potentially harmful to the integrity of It Works!, but only to the extent reasonably necessary in the circumstances;
- (f) **Cross-Border Transfer.** Your personal data may be transferred to a subsidiary, or another group company affiliated with It Works! if this is necessary for the implementation of the object of the respective contract and/or for the execution of your orders or for the provision of a service.
- (g) **Business Transitions:** Where It Works! goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, Customers' Personal Information will, in most instances, be part of the assets transferred.

(h) Occasionally, in an anonymous manner, It Works! uses Personal Customer Information to market products and services.

#### **(4) Access to Personal Information and Complaints**

- (a) Customers have the right to request to see and obtain copies of their Personal Information, provided that they give It Works! reasonable notice of such request and the access does not have an unreasonable impact upon the privacy of other individuals or non-disclosure is otherwise permitted or required by law. It Works! will endeavor to give access to Customer's Personal Information within a reasonable time after and in the manner, provided that it is reasonable and practicable to do so. It Works! reserves the right to charge for any expenses incurred in the delivery of the same.
- (b) In the event Customers Personal Information is inaccurate, incomplete or requires updating, the Customer agrees to notify It Works! of the same by logging into their online account and submitting a ticket or by calling 1-(800) 750-398 (Australia) or 0-(800)-466-182 (New Zealand). A Customer may also change their Personal Details by contacting It Works! Customer Support by submitting a ticket or calling 1-(800) 750-398 (Australia) or 0-(800)-466-182 (New Zealand). It Works! will destroy a Customers Personal Information upon request where otherwise required by law.
- (c) Customers may request a copy of It Works! Privacy Policy and contact It Works! to discuss what kind of Personal Information it holds about Customers, for what purpose, how we collect, hold, use and disclose Personal Information. It Works! Privacy Policy is downloadable free of charge from our website [www.itworksglobal.com](http://www.itworksglobal.com) or you may contact Customer Support to arrange an alternative method of delivery.
- (d) Any complaints about how It Works! has collected, handled or used Personal Information will be handled in accordance with our compliance protocols.
- (e) It Works! stores Customer's Personal Information electronically on the AWS infrastructure and applications services in the U.S.A.
- (f) If It Works! is unable to resolve a complaint, a Customer may contact the Office of the Australian Information Commissioner, details of which can be found at [www.oaic.gov.au](http://www.oaic.gov.au).
- (g) You may contact It Works! by phone at 1-(800) 750-398 (Australia) or 0-(800)-466-182 (New Zealand) or via submitting a ticket through your online account.

#### **(5) Copyright and Intellectual Property**

- (a) It Works! shall be entitled to the full and unlimited use of any or all names,

photographs, likenesses, images, voice recordings, video recordings, or printed statements from any individual Customer or group of Customers during their association with It Works!. Additionally, any images, reproductions or photographs of houses, automobiles, gatherings or events shall also be obtainable and optioned for use by It Works! at their sole discretion. No remuneration, payment or permission shall be required of It Works! or from the Customers to use such images, recordings, photos or statements.

- (b) Except as otherwise expressly provided for, It Works! reserves all intellectual property rights to materials and images contained on this website, except that belonging to third parties and expressly prohibits use of such material without its express written consent.

### **(6) Changes to Privacy Policy**

It Works! reserves the right to amend this policy from time to time and without notice. It Works! will post any amendments to this Privacy Policy on its homepage, and other places It Works! deems appropriate. Where amendments mean It Works! will use Customers' Personally Identifiable Information in a manner different from that stated at the time of collection, It Works! will notify Customers by posting a notice on It Works! Media for 30 days prior to the date the amended policy will come into force.

### **(7) Interpretation**

- (a) In this document:

“Customer”	includes Retail Customer and Loyal Customers and Distributors who purchase for personal use.
“It Works!”	means IW Marketing International Australia Pty. Ltd. [ACN 167 607 070], its parent company, subsidiaries and its Authorised Associates.
“Media”	includes but is not limited to, It Works! websites, It Works! emails, It Works! home portals, and Enrollment Portals;
“Personal Information”	includes but is not limited to a Customer's User Profile, name and contact details, user name, email address, Customer ID, drivers license number, credit card and account details;
“User Profile”	means stored information, whether electronic or otherwise, It Works! retains about individual Customers and which details their viewing preferences.