

## IT WORKS! PRIVACY POLICY US AND CANADA

**LAST UPDATED: June 1, 2023**

This Privacy Policy (the "Policy") explains how It Works Marketing, Inc., (applicable to our US audience) and IW Marketing International Canada ULC (applicable to our Canadian audience) (collectively "It Works!", "we", "us", or "our") handles the personal information we collect when you use our website located at [www.itworks.com](http://www.itworks.com) and [www.itworksca.com](http://www.itworksca.com) as well as affiliated domains controlled by It Works!, including our mobile applications, social media sites and handles, email, content, products, goods, equipment, software, technology, and any other materials (collectively, the "Services"), or when you attend an It Works! event or contact us in any manner, and your choices about the collection and use of your information. We also include specific disclosures for residents of the states of California and Nevada. Your use of our Services is subject to this Policy as well our Terms of Use and Cookie Policy, which are available on the It Works! Websites.

Please review this Policy carefully. By using the Services we provide, you agree to the personal data practices explained herein. This Policy applies to all visitors, users, and others ("Users") who access the Services. If you do not agree with these practices, please do not use the Services or otherwise provide us with your personal information.

We may modify this Policy from time to time. We will notify you of material changes to this Policy by announcing the revised Policy on our website for a period of thirty (30) days. If you do not agree with the revised Policy, you should discontinue your use of the Service. Your continued use of the Service after the new Policy takes effect will mean that you accept those changes.

For privacy related issues, please contact us at [privacy@itworks.com](mailto:privacy@itworks.com).

### TYPES OF INFORMATION WE COLLECT AND HOW WE COLLECT IT

#### **Information You Provide:**

We receive, store, and process certain personal information you provide to us when you purchase or use our Services, set up an account, enter information on our websites or message boards, communicate with us over phone, tickets, email, or otherwise use our applications on mobile or connected devices, use our streaming services, take our surveys, participate in any promotion, attend an It Works! Event, interact with our social media presence, or in any other way.

In general, we collect the following personal information you provide (collectively Personal Customer Information ("PCI")): (1) Contact information (name, shipping and billing and/or business addresses, telephone number, email address; tax identification number); (2) Log-in information (username and password); (3) Payment information (credit card or other payment information); (4) Demographics information (gender, date of birth, preferences, profile data, survey response data); (5) Purchase history; (6) General feedback and content (content you post on our message boards, photos you upload, or information you submit about our products).

**Automatically Collected Information:**

Some non-personal information is automatically received and sometimes collected from you when you use our Services. 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. 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.

- a. **Information Collected via Cookies.** We use cookies to recognize your device and enhance the browsing and shopping experience with the It Works! Service. "Cookies" are small files or records that we place on your computer's hard drive to collect information about your activities while using the It Works! Service. Google Analytics, a web analysis service of Google Inc. ("Google") is also used on this website. Google Analytics uses cookies allowing an analysis of your use of the website. For more information on cookies and other tracking by us and others, please refer to our Cookies Policy at <https://itworks.com/cookies>.
- b. **Information Collected Using Pixel Tags or Clear GIFs.** To help us understand the effectiveness of our email marketing efforts, we 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.
- c. **Mobile Identifiers.** When you download, install, first launch, or use our applications through mobile or connected devices, we may receive information about your device and may access your camera, microphone, or other device services or hardware. Examples of mobile and connected device information we collect includes, but is not limited to, mobile device IDs and mobile device, system, and usage data including precise geolocation information (if you enabled this feature), mobile carrier provider, the types of mobile devices and mobile operating systems accessing the application, and information that we may obtain from device features you allow us to access such as photos and voice data. Some devices may allow you to opt-out of this collection or access, and in those cases, you may be able to subsequently stop the collection or access. Please review your device settings for more information.

**Information We Obtain from Third-Party Sources:**

**Our vendors:** contact information and demographics that you provide to or through our vendors, such as through our email and text message campaigns.

**Payment service providers:** payment information such as updated credit card number and expiration dates from your bank or credit card company which we use to keep our records current and service you better.

**Delivery service providers:** delivery details such as updated delivery, contact information, and address information from our carriers or other third parties which we use to keep our records current, process orders, deliver your next purchase, and service you better.

**Social media services:** information that you publicly post on our and your social media pages (e.g., our Facebook<sup>®</sup>, Instagram<sup>®</sup>, and Twitter<sup>®</sup> pages), such as your contact and demographic information, such as likes, interests, preferences, comments, suggestions, and opinions, general feedback, and content.

## 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 PCI, 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 unauthorized 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. **PCI Compliance** - We maintain physical, electronic and procedural safeguards that comply with federal regulations 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 are committed to protecting consumer credit card data in compliance with the Payment Card Industry Data Security Standard (PCI DSS). Our alignment with this standard is reflected in the people, technologies and processes we employ. We conduct regular vulnerability scans and penetration tests in accordance with the PCI DSS requirements for our business model. We attest to our PCI compliance quarterly. In addition, our PCI compliance is attested to annually by a PCI Qualified Security Assessor (QSA).

We value the security of your information and have implemented reasonable protections to help keep your personal information secure. But please be advised that no mobile application, website, or system is impenetrable. As a result, we cannot warrant the security or confidentiality of your information on the Services.

## HOW WE USE AND SHARE YOUR INFORMATION

It Works! does not sell your personal information for payment or other monetary consideration. We will not share your personal information with other people or nonaffiliated companies except to provide products or services that you have requested, or unless we have your permission as agreed in this Policy. We value the trust our customers place in us to safeguard their personal information. We share personal information we collect as described below:

- a. Third Party Service Providers.** We use third parties to help us make our products and services available to you, fulfill orders you may have placed, process credit card payments, allow customers to search for you as a distributor, allow distributors to review transaction history for distributors and customers, provide customer service, ship postal mail, deliver your packages, conduct market research or information analysis, manage promotions, and contact you in connection with various It Works! Services. In these instances, we may need to provide your information to these third parties for such purposes. These third parties do not have the right to use your information beyond what is necessary to assist us. They are contractually obligated to maintain the confidentiality and security of your Information and are restricted from using such information in any way not expressly authorized by us. They are not permitted to forward information to a third party.
- b. Protection of It Works! and Others.** We may share your information, including personally identifiable information, in order to: (i) protect or defend our legal rights or property, or the legal rights of our customers, employees, agents, and contractors; (ii) protect the safety and security of our customers, or members of the public, including acting in urgent circumstances; (iii) detect and protect against fraud and identity theft or to conduct risk management; (iv) comply with laws, legal process, or legal requests from any governmental or regulatory body; or (v) to enforce or apply our website Terms and Conditions and/or other agreements.
- c. Distributors and It Works! Teams.** Individuals who join It Works! as a distributor may have access to certain information of customers and other distributors to help them engage and collaborate with other distributors and grow their business. This includes information such as name, address, phone number, e-mail address, transaction history and order information, and distributor-related sales, performance, and team information.
- d. De-identified Data Disclosures.** We may also disclose non-identifying transaction information to third parties for accounting, record keeping, and other purposes. We may also disclose aggregated, de-identified user data or non-personal information with business partners, advertisers, and others.
- e. Cross-Border Transfers.** Your personal data may be transferred to 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.
- f. Distributorship Sales.** It Works! distributors may sell or transfer their It Works! business to another distributor. In such case, certain information pertaining to their customers and distributors in their organization, such as name, phone number, e-mail address and transaction history, may be transferred to the distributor purchasing the business.

- g. Communications from It Works!.** As a customer or distributor, 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 Service policies and account management procedures.
- h. External Web-Use.** Our Service 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.
- i. Social media services.** We also like to interact with you on third-party sites where we post content or invite your feedback, including sites such as [Instagram®](#), [Facebook®](#), and [Twitter®](#), ("Third-Party Sites"). Please read the privacy policies of those social platforms, because your posts published on those platforms will no longer be governed by this Privacy Policy, except to the extent you provide or disclose your personal information via a private messaging function. In addition, if you access third party websites or applications and share your personal information with such third parties, please read the privacy policies of such third party to learn more about their collection, use, and sharing of your personal information.
- j. Improving Our Services.** It Works! is continuously looking for ways to better serve our Users, Customers, and distributors and improve our Services. To that end, It Works! utilizes data collected from you to conduct research and development activities, such as testing new services, products, and features; evaluating current services, products, and features; conducting audits; or troubleshooting the Services. We also use your data to generate insights that do not identify you, such as analyses of Service usage or industry trends.

## USERS BASED OUTSIDE OF THE US

It Works!' websites may be accessed by an international audience. By visiting our websites, using our applications, and/or providing us with any data, you agree we may collect, process, use, and store your personal information as discussed herein, outside your resident jurisdiction (such as the U.S. or Canada). Our third-party service providers may also be located outside of your jurisdiction. As a result, this information may be subject to access requests from governments, courts, or law enforcement in those jurisdictions according to laws in those jurisdictions. Please note that the data protection laws in the U.S. and those of other countries where your information may be stored and processed may not be equivalent to or adequate under the laws in your country of residence or from which you access this site. We will take all reasonable steps to ensure that such personal information is treated securely and in accordance with this Privacy Policy.

## CHILDREN'S POLICY

Our site is not directed to or intended for, and we do not knowingly collect personally identifiable information from, children under the age of 18. If you are under the age of 18, please do not submit any personal information through our website. If we learn that we have collected personal information from a child, we will delete that

information as quickly as possible. If you believe that a child under the age of 18 may have provided us personal information, please contact us at [privacy@itworks.com](mailto:privacy@itworks.com).

## **EMAIL MARKETING**

By creating an account or purchasing our products, you may be opted into receiving email messages. You can also sign up to receive email messages from the It Works! websites. These messages could include changes to features of our service and additional email messages about our products, services, and promotions that we feel may be of interest to you. It Works! may use information you provide and automatically collected information to tailor the email messages, marketing, and promotional materials presented to you, such as presenting you with promotional pricing for products you have purchased before. If you no longer wish to receive these types of promotional communications from us, you may (i) select the unsubscribe link which is present in each email, (ii) update your email preferences in account settings, or (iii) contact customer service at any time. Opting out may prevent you from receiving email messages regarding special offers, promotions, or other updates from It Works!.

## **NOTICES TO CALIFORNIA RESIDENTS - Your California Privacy Rights**

### **California Consumer Privacy Act (“CCPA”)**

If you are a California resident and the processing of personal information about you is subject to the California Consumer Privacy Act (“CCPA”), beginning January 2020 you have certain rights with respect to that information. Specifically, you have a right to request that we provide you with the following information:

1. The categories and specific pieces of personal information we have collected about you within the past 12 months.
2. The categories of sources from which we collect personal information in the past 12 months.
3. The purposes for collecting, using, disclosing, or selling personal information.
4. The categories of third parties with which we share or disclose personal information.
5. The categories of personal information disclosed about you for a business purpose in the past 12 months.
6. The categories of personal information sold about you and the categories of third parties to which the personal information was sold, by category or categories of personal information for the categories of third parties to which the personal information was sold and the business or commercial purpose for selling personal information.

You also have a right to:

- a. receive explicit notice of further sale of personal information about a consumer that has been sold to a third party by a business and an opportunity to exercise the right to opt-out of such further sale;
- b. opt-out from the sale of personal information, exercise your right under the CCPA using the form at <https://itworks.com/consumer-privacy-rights>;
- c. request that we delete personal information under certain circumstances, subject to a number of exceptions;
- d. not be discriminated against for exercising rights set out in the CCPA.

You can exercise any of these rights by submitting a request to [privacy@itworks.com](mailto:privacy@itworks.com).

## Shine the Light

A California resident who has provided Personal Data, as defined under California Civil Code section 1798.83, to a business with whom he/she has established a business relationship for personal, family, or household purposes (a “**California Customer**”) may request information about whether the business has disclosed personal information to any third parties for the third parties’ direct marketing purposes. California Customers may request further information about our compliance with this law by emailing [privacy@itworks.com](mailto:privacy@itworks.com). Please note that we are required to respond to one request per California Customer each year, and we are not required to respond to requests made by means other than through this email address.

Pursuant to California Civil Code section 1798.83(c)(2) we do not engage in the selling of your personal information with companies or other third parties for those parties’ direct marketing use. We use and share the personal information we collect about you with third parties only for the purposes set forth in this Policy.

## NEVADA RESIDENT RIGHTS

If you are a resident of Nevada, you have the right to opt-out of the sale of certain personal information to third parties who intend to license or sell that personal information. You can exercise this right by using the following web form <https://itworks.com/consumer-privacy-rights>. Please note that we do not currently sell your personal information as sales are defined in Nevada Revised Statutes Chapter 603A.

## DO NOT TRACK NOTICE

Do Not Track (“DNT”) is a preference available in many web browsers which allows you to inform websites you visit that you do not want them collecting information about you. It Works! does not current respond to DNT signals, which means that we may collect information about your online activity both while you are using the Services and after you leave or Services. For further details regarding DNT, visit <https://allaboutdnt.com/>.

## DATA RETENTION

We will retain your information for as long as your account is active, as needed to provide you Services. In some cases we retain your personal information for longer, if doing so is necessary to comply with our legal obligations, resolve disputes, or is otherwise permitted or required by applicable law, rule, or regulation. Afterwards, we retain some information in a depersonalized or aggregated form but not in a way that would personally identify you.

## EMAIL AND OPT-OUT POLICY

**Digital and Electronic Communications:** We only send you promotional mobile or email messages if you ask to receive these from us. You can stop receiving promotional mobile and email messages from us at any time. Follow the opt out or unsubscribe instructions provided in any such message you receive from us.

**PLEASE NOTE:** If you choose to stop receiving promotional messages from us, we will honor your request. However, we will continue to send you service-related communications as authorized by law. We may need to keep the information we have collected about you for record keeping, analysis or other reasons, to the extent permitted by law.

## QUESTIONS OR COMMENTS

If you have any questions regarding your data or want to have any data deleted or changed, please email us at [privacy@itworks.com](mailto:privacy@itworks.com). You are entitled to receive any information about your data we have stored.