

# Privacy Policy

Effective Date May 20, 2026

Vita 180 LLC (referred to herein as “Vita 180”, “our”, “us” or “we”) is committed to respecting the privacy rights of those visiting our websites (including this website) as well as the Vita 180-branded replicated websites of our Independent Ambassadors (hereafter collectively referred to as the “Site”). We created this Privacy Policy to give you confidence as you visit and use the Site, and to demonstrate our commitment to fair information practices and to the protection of privacy.

This Privacy Policy is only applicable to the Site and not to any Third-Party websites that may link to or from this Site, which may have data collection, storage and use practices and policies that differ materially from this Privacy Policy. For additional information, see the section concerning Third-Party Websites, below.

The Site is located in United States and is subject to U.S. laws. If you are outside of the United States, your use of the Site constitutes consent to the transmission of personal information to the United States. If your use of the Site is against the laws of your jurisdiction, it is your responsibility to refrain from the use of the Site.

BY USING THE SITE, YOU REPRESENT AND WARRANT THAT YOU HAVE READ AND UNDERSTOOD, AND AGREE TO THE TERMS OF THIS PRIVACY POLICY. IF YOU DO NOT UNDERSTAND OR DO NOT AGREE TO BE BOUND BY THIS PRIVACY POLICY, YOU MUST IMMEDIATELY LEAVE THE SITE.

Each time you use the Site, the then-current version of this Privacy Policy will apply. Accordingly, each time you use the Site you should check the date of this Privacy Policy (which appears at the beginning) and review any changes since the last time you visited the Site. For additional information, see the section concerning Updates and Changes to Privacy Policy, below.

## 1. Children’s Privacy

Vita 180 is committed to the safety of our children. The Site is intended for a general audience and is not designed or intended for use by or targeted to children younger than the age of 13. We do not knowingly collect personal information from children younger than the age of 13. However, in all cases, if you are younger than the age of 18, you may use the Site (and any related services or features) only with the consent and supervision of a parent or guardian. Persons under the age of 18 may not enroll as Vita 180 Independent Ambassadors, subscribe to our services, or register as customers. If we become aware that we are collecting or processing personal information from a user under the age of 13, we will require verifiable parental consent before collecting, using, or disclosing any personal information from such user. The process for obtaining parental consent will include contacting the parent or guardian directly and requiring affirmative authorization before any data is collected or processed. Persons under the age of 18 may not enroll as Vita 180 Ambassadors or register as customers. We do not solicit or knowingly collect personally identifiable information from children under the age of 13. If we obtain actual knowledge that we have collected personally identifiable information from a child under the age of 13 without the required parental consent, we will immediately delete such information from our database. Because we do not collect personally identifiable information from children under the age of 13, we have

no such information to use or disclose to third parties.

## 2. Information Collection

Vita 180 is the sole owner of the Site. We collect information from Ambassadors, customers, and visitors to the Site at different points on the Site.

- **Traffic Data.** Like most website operators, Vita 180 automatically gathers device and usage information of the sort that browsers automatically make available, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use the Site, and other technical information (collectively “Traffic Data”). Traffic Data is anonymous information that does not personally identify you and is primarily needed to maintain the security and operation of the Site, and for our internal analytics and reporting purposes.
- **Cookies.** Cookies are small pieces of information that a website stores on a user's hard drive, and that the user's browser provides to the website each time the user submits a query to the website. The purpose of a Cookie is to identify the user as a unique user of the Site. The Site uses Cookies to customize your experience on the Site to your interests, to ensure that you do not see the same informational messages repeatedly, and to store your username so you do not have to re-enter it each time you visit the Site. For information on our uses of Cookies, see our [Cookies Policy](#).
- **Personal Information.** 'Personal Information' means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to a particular individual or household. This includes, but is not limited to, information that can be used to uniquely identify, contact, or locate a single person. The Personal Information that we collect depends on the context of your interactions with the Site, the choices you make, and the products and features you use. The Personal Information we collect may include the following:
  - Names
  - Mailing Addresses
  - Email Addresses
  - Telephone Numbers
  - Usernames
  - Account Passwords
  - Contact Preferences
  - Contact or Authentication Data
  - Geolocation Information
  - Billing Addresses
  - Credit/Debit Card Information
  - Billing Information
  - Bank Account Information
  - Information associated with other accounts belonging to a user
  - Sensitive Information, as defined below

All Personal Information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such Personal Information. You are under no obligation to provide Personal Information to us, with the caveat that your refusal to do so may prevent you from using certain of the features and services available on the Site or from purchasing some or

all of our products or enrolling as an Ambassador or customer.

- **Sensitive Information.** 'Sensitive Information' means a subset of Personal Information that, if lost, compromised, or disclosed, could result in substantial harm, embarrassment, inconvenience, or unfairness to an individual. When necessary, with your consent or as otherwise permitted by applicable law, we may process the following categories of Sensitive Information:
  - Social Security Numbers and Tax Identification Numbers
  - Driver's License, State Identification Card, or Passport Number
  - Account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account
  - A consumer's precise geolocation
- **Credit/Debit Card and Payment Information.** Payment information (including Credit/Debit card information) collected at registration or for shopping cart orders is used only to process payment for purchases and authorized fees. We do not collect or store any of your credit or debit card information. That information is provided directly to our third-party payment processors, whose use of your Personal Information is governed by their privacy policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information. To learn more about our third party payment processor's privacy policy.

### 3. Information Obtained from Third Party Sources

We may supplement the Personal Information that a user provides to us with additional Personal Information gathered from public sources or from third parties (e.g., consumer reporting agencies) who may lawfully provide such information to us. We may receive information about you such as contact information and demographics information from other sources. In addition, we may combine information you give us with information from these sources. The types of information and sources of such information include without limitation the following categories:

- **Vendors.** We may receive contact information and demographic information that you provide to or through our vendors, such as through our email and text message campaigns.
- **Your Vita 180 Ambassador (if applicable).** Information such as account or demographic information that is submitted by your Vita 180 Ambassador on your behalf.
- **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.** Information that you publicly post on our and your social media pages (e.g., our Facebook®, Instagram®, and X® pages), such as your contact and demographic information, such as likes, interests, preferences, comments, suggestions, and opinions, general feedback, and content.
- **Other Third-Party Sources (Including Data Aggregators and Public Databases).** Transactional data from third party purchases; contact information, demographics information, including

profile data; information about products or services purchased from other companies.

#### **4. Information that you make Public.**

The Site may contain features (e.g., public profiles, forums, and message boards) that permit you to upload, post, transmit, display, perform or distribute content, information or other material, including some of your Personal Information. Any information that you choose to disclose by means of such features becomes public information over which Vita 180 is unable to exercise control. You should exercise caution when deciding to disclose your Personal Information by means of such features, and you agree to assume all responsibility for doing so.

#### **5. Information Use and Disclosure Practices**

- **Traffic Data and Information Gathered Using Cookies.** We analyze Traffic Data and information gathered using Cookies to help us better understand who is using the Site and how they are using it. By identifying patterns and trends in usage, we are able to better design the Site to improve your experience, and to serve you more relevant and interesting content. From time to time, we may release Traffic Data and information gathered using Cookies in the aggregate, such as by publishing a report on trends in the usage of the Site. We do not attempt to link information gathered using Cookies to Personal Information. For additional information, see our [Cookies Policy](#).
- **Personal Information.** Personal Information is used and disclosed as described in this Privacy Policy. In general, we use your Personal Information to:
  - Process your orders.
  - Communicate with you regarding your orders, your account, the use of our products or services, or otherwise provide customer service.
  - Maintain your account and keep track of any purchases made by you.
  - Authenticate your account credentials and identify you to log in to the Site.
  - Personalize your experience on the Site.
  - Send you marketing communications about services and products offered by us and our affiliated companies, as permitted by law, provided that any such communications will only be sent in accordance with applicable law and only to the extent you have provided consent where required. We will not share your Personal Information with third parties for their own marketing purposes unless you have provided explicit consent, and any third party receiving your Personal Information for marketing purposes must agree in writing to use such information solely for the intended purpose and to maintain its confidentiality.
  - Improve the Site – your Personal Information may be analyzed to search for patterns which may help improve the overall Site experience.
  - Improve the customer service we provide – your Personal Information may be used for review and quality control purposes.
  - Authenticate your credit or debit card account information.
  - Create de-identified Personal Information to be used by us.
  - Use for any other reason you consent to.

Except as specifically set forth in this Privacy Policy, we disclose Personal Information only as described in this Privacy Policy, including to service providers and, where described below, to advertising and analytics partners. We may share aggregated information from time to time with our partners, vendors or other third parties. When such aggregate information is shared by us, it

is deidentified and no Personal Information is shared.

- **Disclosure Practices.** Except under the following circumstances and otherwise as set forth in this Privacy Policy, we will keep your Personal Information private and will not sell it to or share it with third parties.
  - **Disclosure in Connection with Services.** We disclose Personal Information to those who help us provide Services, including those who perform technical, administrative and data processing tasks such as hosting, billing, fulfillment, and data storage and security.
  - **Affiliated Companies.** We may disclose your Personal Information to our affiliated companies (e.g., parent company, sister company, subsidiary, etc.), provided that such affiliates are required to use your Personal Information solely for the purposes for which it was provided, to maintain its confidentiality, and to implement appropriate safeguards to protect your Personal Information from unauthorized use or disclosure.
  - **By Law or to Protect Rights.** We disclose Personal Information when required to do so by law, or in response to a subpoena or court order, or when we believe in our sole discretion that disclosure is reasonably necessary to protect our property or rights of the property or rights of third parties or the public at large.
  - **Legally Required Law Enforcement, Judicial and Administrative Agency Disclosures.** We will provide confidential and Personal Information as necessary to comply with judicial and administrative orders, subpoenas, Civil or Criminal Investigative Demands, Administrative and Regulatory Demands and other legal obligations. In order for us to conduct business in certain jurisdictions, we must disclose certain personally identifiable and confidential information to regulatory authorities in such jurisdictions. Such information may include, but is not limited to, income information and Personal Information.
  - **Business Transfers; Bankruptcy.** We reserve the right to transfer all Personal Information in our possession to a successor organization in the event of a merger, acquisition, or bankruptcy or other sale of all or a portion of our assets. Other than to the extent ordered by a bankruptcy or other court, the use and disclosure of all transferred Personal Information will be subject to this Privacy Policy, or to a new privacy policy if you are given notice of that new privacy policy and an opportunity to affirmatively opt-out of it. Personal Information submitted or collected after a transfer, however, may be subject to a new privacy policy adopted by a successor organization.
  - **Unpaid Accounts.** If you fail to pay any balance owed to us, we may, as permitted by law, report your Personal Information, including without limitation your unpaid balance, to consumer credit reporting services, collection agencies and others.
  - **Invite a Friend.** When you invite family or friends to participate in the Vita 180 network or to attend a Vita 180 home party or Vita 180 event, we may send an email on your behalf to the indicated recipient. Your name and email address may appear in the "From" line of such email.
  - **Lead Assignment and Ambassador Locator Features.** We occasionally will assign prospective sales and prospective customer and Ambassador leads to current Vita 180 Ambassadors. In these cases, we will provide the prospective customer or Ambassador with the appropriate Ambassador's name and contact information and/or provide an Ambassador with the prospective customer's or Ambassador's name and contact information. Any participant receiving such Personal Information must agree to use it solely for the purpose of following up on the assigned lead, to maintain its confidentiality, and not to disclose it to any other party except as required by law or with the express consent of the individual whose

- information is shared.
- o **Downline Activity/Genealogy Reports.** As a network marketing company, we provide certain information to Ambassadors regarding other Ambassadors and customers enrolled in an Ambassador's downline marketing organization (sales team). To help Ambassador in Vita 180's network marketing program manage their independent businesses, we provide our Ambassadors with some of the Personal Information of the other Ambassadors and customers whom they have personally sponsored/enrolled as well as other Ambassadors who are on their sales teams. If you enroll as an Ambassador or register as a Vita 180 customer, your name, address, telephone number, and email address, as well as data relating to your sales, purchases, and recruitment activity will be disclosed to the Ambassador who enrolled you and to other Ambassadors who are upline to you and your enrolling Ambassador. No other Personal Information will be shared with Ambassadors. Such information is shared via the Ambassador Back-Office. Information relating to downline Ambassadors and customers is made available to Ambassadors subject to a confidentiality and non-solicitation covenant in the agreement that each Ambassador enters into with us. All participants who receive such Personal Information are required to use it solely for the purposes of the Vita 180 program, to maintain its confidentiality, and not to disclose it to any other party except as required by law or with the express consent of the individual whose information is shared. We will take reasonable steps to enforce these confidentiality obligations and address any violations accordingly. If you participate in the Vita 180 program as an Ambassador or customer, you consent to the disclosure of your Personal Information as described in this paragraph.
  - o **Surveys.** Should we deem it necessary to conduct a survey of Vita 180 Ambassadors or customers, we may outsource the survey to a third party. In connection with such a survey, we may provide the third-party survey company with your Personal Information as is necessary for the third-party survey company to conduct the survey and to those third parties whom we engage to review and analyze the results of the survey. We will not provide your social security number, credit/debit card, banking, payment, or other sensitive information to the survey provider.

## **6. Third Party Data Sharing**

When we share Personal Information with third parties, including vendors, advertising partners, or social media platforms, we do so only as necessary and require that such third parties are contractually obligated to protect the confidentiality and security of your Personal Information and to use it solely for the purposes for which it was disclosed. We restrict such disclosures to what is necessary and require that appropriate contractual protections are in place to ensure compliance with applicable privacy laws and this Privacy Policy.

## **7. Retention of Personal Information**

Unless there is something in this Privacy Policy to the contrary, we retain your Personal Information for as long as your account is active. After account termination, we will retain your Personal Information for as long as reasonably necessary for the purposes described in this Privacy Policy, including to comply with legal requirements and obligations, defend our rights, resolve conflicts, improve the Site, address complaints, or enforce contracts. After the applicable retention period, your Personal Information will be securely deleted or anonymized in accordance with our data retention and deletion procedures. If you request deletion of your account, we will delete or anonymize your Personal Information from our active

systems within a reasonable period, where feasible, unless retention is required for the purposes stated above; copies of your Personal Information may remain in backups and will be deleted when those backups are rotated or otherwise overwritten in accordance with our backup retention practices.

## **8. Data Breach Notifications**

Data Breach Notification. In the event of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, Personal Information, we will promptly assess the risk to your rights and freedoms and, where required by applicable law, investigate promptly and notify affected individuals and any applicable regulators without unreasonable delay and within any statutory timeframes. Such notification will include, to the extent possible, a description of the nature of the breach, the likely consequences, and the measures taken or proposed to address the breach and mitigate its possible adverse effects.

## **9. Electronic Communications**

Consistent with this Privacy Policy and as is permitted by applicable law, we may communicate with you via electronic messages, including email. We receive notice when you open an email or click a link within a marketing email.

## **10. Online Advertising**

We may display advertising on the Site and partner with third parties to manage advertising on other websites for our products and services. We may also use third-party pixels, SDKs, cookies, and similar technologies and partner with third parties, including business partners, advertising networks, social media platforms, analytics and measurement providers, and other advertising service providers, who gather information about you on the Site and other websites to provide you with advertisements on the Site and elsewhere online based on your browsing history and tailored to your interests, preferences, and characteristics. These technologies may result in the disclosure of identifiers and online activity information, such as device identifiers, IP address, cookie IDs, and event data (such as page views, clicks, and purchases), to these partners for cross-context behavioral advertising and related analytics and measurement. Under California law, this disclosure may constitute “sharing” of personal information. California residents may opt out of such sharing by using the “Do Not Sell or Share My Personal Information” link in the footer. We are not responsible for the privacy practices of these third parties, and the information practices of these third parties are not covered by this Policy.

Some third parties collect information about users of the Site to provide interest-based advertising on the Site and elsewhere, including across browsers and devices, including through pixels, SDKs, cookies, and similar technologies. These third parties may use the information they collect on the Site, such as device identifiers, IP address, cookie IDs, and event data (such as page views, clicks, and purchases), to make predictions about your interests in order to provide you with ads (from us and other companies) across the Internet. Some of these third parties may participate in industry-developed programs designed to provide consumers with choices about whether to receive targeted advertising. Due to differences between using apps and websites on mobile devices, you may need to take additional steps to disable targeted ad technologies in mobile apps. Many mobile devices allow you to opt out of targeted advertising for mobile apps using the settings within the mobile app or your mobile device. For more information, please check your mobile settings. You also may uninstall our apps using the standard uninstall process available on your mobile device or app marketplace.

To opt out of interest-based advertising across browsers and devices from companies that participate in the Digital Advertising Alliance or Network Advertising Initiative opt-out programs, please visit the websites operated by the Network Advertising Initiative (<http://www.networkadvertising.org/choices/>) and the Digital Advertising Alliance (<http://www.aboutads.info/choices/>). California residents may also opt out of the “sharing” of personal information for cross-context behavioral advertising by using the “Do Not Sell or Share My Personal Information” link in the footer. You may also be able to opt out of interest-based advertising through the settings within the mobile app or your mobile device, but your opt-out choice may apply only to the browser or device you are using when you opt out, so you should opt out on each of your browsers and devices if you want to disable all cross-device linking for interest-based advertising. Please note that even if you use an industry-based opt-out for interest-based advertising, you will continue to receive generic advertisements and your experience on the Site may be degraded.

## 11. Miscellaneous

- **Links.** The Site may contain links to other websites. Please be aware that we are not responsible for the privacy practices of such other websites. We encourage users to be aware when they leave the Site and to read the privacy statements of each and every website that collects Personal Information. This privacy statement applies solely to information collected by the Site.
- **Security.** We have implemented and maintain reasonable security procedures and practices to protect against the unauthorized access, use, modification, destruction, or disclosure of your Personal Information.
- **Lost or Stolen Information.** You must promptly notify us if your credit, banking, other financial information, username, or password is lost, stolen, or used without permission. In such an event, we will remove that credit card number, bank account information, other financial institution information, username, or password from your account.
- **Promotional Activities.** From time to time, we may conduct contests, giveaways, and other promotions (collectively, “Promotional Activities”). Any information submitted via the Site in connection with Promotional Activities will be treated in accordance with this Privacy Policy. From time to time, we may also ask you to participate in surveys designed to help us improve the Site, our products, services, or the Vita 180 network marketing program. Any Personal Information provided to us via the Site in connection with any survey will be used only in relation to that survey and will be disclosed to third parties not bound by this Privacy Policy only in aggregated form.
- **Changes to this Privacy Policy.** We reserve the right to amend or change this Privacy Policy at any time at our sole discretion. However, if we make material changes or amendments to this Privacy Policy, we will provide prior notification to users via email or other direct communication, where possible, and will post a prominent notice on our home page. Material changes will not take effect until at least 30 days after such notification has been provided. It is your responsibility to periodically access this Privacy Policy by clicking on the Privacy Policy link at our home page. You can determine the date this Privacy Policy was last updated by referring to the effective date found at the beginning and end of the policy.
- **Making Changes to Your Personal Information.** Ambassadors and Registered Customers may update their Personal Information as necessary by logging into their Vita 180 online Back Offices or accounts, which allows them to access and edit their registration account information. In addition, Ambassadors and Registered Customers may contact us at [info@vita180.com](mailto:info@vita180.com) to update

their profiles.

- **Online Privacy Policy Only.** Except as may otherwise be provided herein, this Privacy Policy applies only to information collected through the Site. It does not apply to information collected offline.
- **Questions.** Questions regarding this Privacy Policy should be directed to [info@vita180.com](mailto:info@vita180.com).

**Supplemental Privacy Notice for California Residents. The following applies solely to California residents.**

- **Shine the Light.**

Residents of the State of California (under California Civil Code Section 1798.83) have the right to request and obtain from us once per calendar year information, if any, regarding their Personal Information as defined in California Civil Code Section 1798.83 that we have shared with third parties during the preceding year for such third parties' direct marketing purposes. The information will include (1) a list of the categories of Personal Information described in California Civil Code section 1798.83(e)(6) that were disclosed in during the preceding calendar year, if any, and (2) the names and addresses of all third parties with whom we shared any such Personal Information about you during the preceding calendar year (if the nature of such a third party's business cannot reasonably be determined from the third party's name, a description of the nature of the third party's business or examples of products and services that the third party marketed). To make such a request, please email us at [info@vita180.com](mailto:info@vita180.com). You must include the name of this Site and "California Resident" as the subject line, and your full name, email address, and postal address in your message. Please note that any request under this paragraph will be limited to our use and disclosure of your Personal Information.

We further offer California residents the ability to tell us not to share their Personal Information with third parties for their direct marketing purposes. To make such a request, please email us at [info@vita180.com](mailto:info@vita180.com) and include "Do Not Share" in the subject line and your full name, email address, postal address, and, if applicable, your Ambassador or Customer ID Number in the email message.

- **California Consumer Privacy Rights (CCPA/CPRA) Notice.**

If you are a California resident, the California Consumer Privacy Act as amended by the California Privacy Rights Act ("CCPA/CPRA") provides you with certain rights regarding your Personal Information. Our Privacy Policy describes the categories of Personal Information we collect, the sources from which we collect it, the business or commercial purposes for collection, use, and disclosure, and the categories of third parties to whom we disclose Personal Information.

- **Right to Know/Access.**

You have the right to request that we disclose to you: (i) the categories of Personal Information we collected about you; (ii) the categories of sources from which the Personal Information was collected; (iii) the business or commercial purpose for collecting, selling, or sharing Personal Information; (iv) the categories of third parties to whom we disclose Personal Information; and (v) the specific pieces of Personal Information we collected about you. We will provide responses to access requests through a secure method appropriate to the sensitivity of the information and will take reasonable steps to help protect your information from unauthorized access or interception.

- **Right to Delete.**

You have the right to request deletion of Personal Information we collected from you, subject to certain exceptions permitted by law.

- **Right to Correct.**

You have the right to request that we correct inaccurate Personal Information we maintain about you.

- **Right to Opt-Out of Sale/Sharing.**

You have the right to opt out of the “sale” or “sharing” of your Personal Information (as those terms are defined under CCPA/CPRA), including sharing for cross-context behavioral advertising. You may exercise this right by clicking the link in the footer titled “Do Not Sell or Share My Personal Information” and following the instructions.

We process recognized opt-out preference signals (such as the Global Privacy Control) as a request to opt out of the sale or sharing of Personal Information (as those terms are defined under CCPA/CPRA) for the browser or device where the signal is received. If you use multiple browsers or devices, you will need to enable the signal on each browser or device; if you have an account with us, you may also submit an opt-out request through our webform to apply your preference to your account.

- **Right to Limit Use and Disclosure of Sensitive Personal Information.**

To the extent we use or disclose “sensitive Personal Information” as defined by CCPA/CPRA beyond purposes permitted by law, you have the right to limit such use and disclosure. You may exercise this right by clicking the link titled “Limit the Use of My Sensitive Personal Information” (if available) or by contacting us at: <https://forms.gle/TRIjJp5ecvMuXLDA> or by email at [info@vita180.com](mailto:info@vita180.com).

- **Non-Discrimination.**

We will not discriminate against you for exercising any of your CCPA/CPRA rights.

- **Submitting Requests / Authorized Agents / Verification.**

You (or your authorized agent) may submit requests to know, delete, correct, or limit by contacting us at: [add webform URL], [add toll-free number], or by email at [info@vita180.com](mailto:info@vita180.com). We will take steps to verify your request consistent with applicable law. Verification will depend on the nature of the request and the sensitivity of the information, and we will not require you to create an account solely to submit a request unless permitted by law for security and fraud-prevention purposes. Authorized agents may be required to provide proof of authorization, and we may require the consumer to verify their identity directly with us.

- **Timing.**

We will respond to verifiable consumer requests to know/access, delete, correct, and limit within the timeframes required under applicable law. Where permitted by law, we may take an extension of time to respond, and we will notify you if we use an extension.

- **Appeals.**

If we deny your request, you may appeal our decision by submitting an appeal through the same methods listed above for submitting requests. Please include sufficient information for us to identify your prior request and the basis for your appeal. We will review your appeal and respond within the timeframe required by applicable law.

## **U.S. Specific State Privacy Rights Supplemental Notice.**

These disclosures apply to residents of certain U.S. states with consumer privacy laws. Rights and definitions vary by state and may change over time. Where required by applicable law, we will provide the rights described below.

If you are a user residing in a state with consumer privacy laws (as defined in each state's respective law) and would like to exercise your applicable rights, please email us at [info@vita180.com](mailto:info@vita180.com). Additional information about each of these rights can be found below.

- **Verification of Requests.**

We will take reasonable steps to verify your identity before responding to your request to access, correct, delete, or obtain a copy of your Personal Information. Where you have an account with us, we may verify your identity by asking you to sign in or by using other account authentication methods. If we cannot verify your identity using the information we already have, we may request additional information solely for verification purposes, and only to the extent necessary to help prevent fraud or unauthorized access to your Personal Information. We will not require you to create an account solely to submit a request, where prohibited by applicable law.

We will respond within 45 days of receiving your request. Where permitted by law, we may extend our response by an additional 45 days when reasonably necessary and will notify you of the reason for the extension.

- **Authorized Agents.**

If you use an authorized agent to submit a request on your behalf, we may require proof that the agent is authorized to act for you and may also require you to verify your identity directly with us. We may deny a request if we cannot reasonably verify your identity or the agent's authority.

- **Right to Access/Data Portability.**

Where required by applicable law, you may request that we confirm whether we are processing your Personal Information and provide access to such data. Where required by law, this includes the ability to obtain a copy of the Personal Information we hold about you and, where applicable and feasible for our systems, provided in a portable and, to the extent required by applicable law, readily usable format that allows you to transmit the data to another entity, where technically feasible. Where required by applicable law, we will provide (i) the categories of third parties to whom we disclose Personal Information and (ii) for Oregon residents, additional information required by law, to the extent reasonably available from our records.

- **Right to Correct.**

Where required by law, you may request that we correct inaccurate Personal Information we hold about you.

- **Right to Delete.**

Where required by law, you may request that we delete (or deidentify) the Personal Information we hold about you from our active systems, subject to exceptions permitted by law (e.g., legal obligations,

security, fraud prevention, and to exercise or defend legal claims). Information stored in backups will be removed when backups are rotated in accordance with our retention practices.

- **Right to Opt-Out of Sales and Targeted Advertising.**

Where required by law, you may have the right to opt-out of “sales” or “targeted advertising” of your Personal Information. We may disclose certain identifiers to advertising and analytics partners to deliver interest-based advertising, which may be considered “targeted advertising” or a “sale” under some state laws. To disable sharing through cookies set by 3rd parties that may be considered targeted advertising under these states, click the link in the footer of the Site titled “Do Not Sell or Share My Personal Information”. To exercise your opt-out rights, click “Do Not Sell or Share My Personal Information” in the footer of the Site and follow the instructions. You may also email us at [info@vita180.com](mailto:info@vita180.com). These options apply to opt-outs that may not be fully effectuated through cookie controls alone.

- **Right to Opt-Out of Profiling.**

Where required by applicable law, you may have the right to opt out of certain profiling in furtherance of decisions that produce legal or similarly significant effects concerning you. To exercise this right, please email us at [info@vita180.com](mailto:info@vita180.com).

- **Right to Appeal.**

Where required by law, you may have the right to submit an appeal and can do so by emailing [info@vita180.com](mailto:info@vita180.com). In your email submission, please include your full name, the basis for your appeal, and any additional information to consider. We will respond to appeals within 45 days of receipt (or within the period required by applicable law) and will notify you in writing of our decision and the reason(s) for it. If we deny your appeal, where required by applicable law we will provide you with information on how to submit a complaint to your state Attorney General or other applicable regulator.

- **Sensitive Data.**

Where required by applicable state law, we will obtain your consent before processing any Sensitive Data (as defined by the applicable state law) we collect. Where consent is not required, we will provide any required notices and choices under applicable state law, including notice at or before the time of collection where required. Where required by applicable state law, you may have the right to opt out of, or limit, certain processing of Sensitive Data. To exercise applicable choices, please email us at [info@vita180.com](mailto:info@vita180.com).

- **Non-Discrimination.**

We will not unlawfully discriminate against you for exercising your privacy rights.

### **Supplemental Privacy Notice for Nevada Residents. The following applies solely to Nevada Residents.**

Residents of Nevada have certain rights with respect to your Personal Information.

- You have the right to know that we do not sell any of your Personal Information to any third party or parties.
- You have the right to request that we not sell any of your Personal Information. Although we do not sell your Personal Information to any third parties, you have the right to submit a request to us directing us not to sell any of your Personal Information that we have collected from you or

will collect from you in the future to any third party or parties. You may make such a request by sending an email to us at [info@vita180.com](mailto:info@vita180.com). Please include the following information in your request: Your name, your email address, and, if applicable, your Ambassador ID Number or Customer ID Number. Upon our receipt and verification of your identity, we will not sell your Personal Information. Within 60 days of our receipt of your request, we will respond to you.

- We collect the following types of Personal Information (“Covered Information”) from visitors who purchase products from us or enroll as Ambassadors or customers through our Site:
  - First name, middle name or middle initial, and last name;
  - Home or other physical mailing address;
  - Credit card or other payment information;
  - Email address;
  - Telephone number; and
  - Social Security Number (Ambassadors Only).
- We share Covered Information only as specified in our Privacy Policy.
- If you wish to review, update or otherwise make changes or request that changes be made to the Covered Information you have provided to us, you may do so as specified in “Making Changes to Your Personal Information” above.
- If we ever change the types of Covered Information that we collect from you, with whom we share it, or the process by which you may review and request or make changes to your Covered Information that is collected and maintained by us, we will notify you as described in the “Changes to this Privacy Policy” above.
- No third party or third parties may collect Covered Information about your online activities over time when you use any of our websites.