

Privacy Policy

Bravenly Global, LLC (referred to herein as “Bravenly Global”, “our”, “us”, or “we”) is committed to respecting the privacy rights of those visiting our websites, including our Partners’ Replicated Websites. We created this Privacy Policy to give you confidence as you visit and use the websites and to demonstrate our commitment to fair information practices and to the protection of privacy.

As we continue to improve our site and as we take advantage of developments in technology, this policy may change from time to time so please check this policy on an ongoing basis for revisions and updates.

This Privacy Policy is only applicable to our Websites and not to any Third-Party Websites that may link to or from this Website, 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.

BY USING THE WEBSITE, 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 WEBSITE.

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

Children’s Privacy

We are committed to the safety of our children. Persons under the age of 18 may not enroll as Brand Partners or register as Customers. Children under the age of 13 may not purchase products through the Site. Bravenly Global does not solicit or knowingly collect personally identifiable information from children under the age of 13.

Information Collection and Use

Bravenly Global is the sole owner of the Website, including Replicated Websites. We collect information from Brand Partners, customers, and visitors to the websites at different points on the websites. We also collect information from individuals in offline contacts that we have with them or that is provided to us by third parties.

- **Traffic Data.**

Like most website operators, Bravenly Global automatically gathers information of the sort that browsers automatically make available, including (i) IP addresses; (ii) domain servers; (iii) types of devices accessing the Website, and (iv) types of Web browsers accessing the Website (collectively "Traffic Data"). Traffic Data is anonymous information that does not personally identify you.

- **Cookies.**

A "Cookie" is a string of information that a website stores on a user's computer, 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 Website. Bravenly Global uses Cookies to customize your experience on the Website 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 Website. For additional information on Bravenly Global's uses of Cookies, see the section concerning Information Use and Disclosure Practices/Traffic Data and Information Gathered Using Cookies, below. IF YOU DO NOT WISH TO HAVE COOKIES PLACED ON YOUR COMPUTER, YOU SHOULD SET YOUR BROWSERS TO REFUSE COOKIES BEFORE ACCESSING THE WEBSITE, WITH THE UNDERSTANDING THAT CERTAIN OF THE SERVICES AND CERTAIN FEATURES OF THE WEBSITE MAY NOT FUNCTION PROPERLY WITHOUT THE AID OF COOKIES. IF YOU REFUSE COOKIES, YOU ASSUME ALL RESPONSIBILITY FOR ANY RESULTING LOSS OF FUNCTIONALITY.

- **Personal Information.**

Through your use of or visits to our websites, you may be required or requested to provide personally identifiable information (hereafter "Personal Information") to us. Personal Information is any piece of information which can potentially be used to uniquely identify, contact, or locate a single person. Such information includes, without limitation: (1) "Contact Data" (such as your name, mailing address, phone number and email address); (2) "Demographic Data" (such as your age, gender, country, state, and city,); (3) "Financial Data" (such as your credit/debit card number, CVV, expiration date and billing address); and (4) your IP Address. We do not collect Personal Information from you through this Website without first asking you to provide it. The Website does not gather Personal Information from you without your knowledge. We may supplement the Personal Information you provide 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. 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 Website or from purchasing some or all of our products.

- **Credit Card Information.**

Credit card information collected at registration or for shopping cart orders is used only to process payment for the transaction and, generally, is not retained by us. You may, however, voluntarily elect to securely store your credit card information for your convenience in order to pay for future orders. In addition, if you register with us as a Brand Partner or participate in an easy-ship program, your credit card information will be securely stored in order to pay for easy-ship or standing orders and to pay any renewal fees that you have agreed in advance to pay as they become due. You may add, edit, and delete your stored card information.

- **Credit Card Usage.**

For the security and protection of our Brand Partners, Affiliates, and customers, all credit cards used to place orders must be in the same name as the account holder. This ensures that payments are authorized and properly aligned with the account. Failure to adhere to this policy may result in delays in processing orders, potential account review, or cancellation of orders.

- **Brand Partner and Affiliate Registration.**

In order to become a Brand Partner, an applicant must provide Personal Information to us. We also may require an applicant's taxpayer identification number (Social Security Number or Federal Tax ID Number) so that we may prepare and file necessary non-employee compensation forms for the IRS. Affiliates are required to register in order to purchase products directly from us. Affiliates will be required to provide Personal Information. We use this information to maintain contact with Brand Partners and Affiliates and to process Brand Partner and Affiliate orders.

- **Product or Service Purchases.**

When a customer or Brand Partner purchases products or services from us through any of our websites, the purchaser must provide us with Personal Information. This information is used for billing and payment purposes and to fill orders.

- **Information that you make public.**

The Website may contain features (e.g. public profiles 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 Bravenly Global is unable to exercise control.

Information Disclosure

- **Personal Information.**

Personal Information that is collected from Affiliate and Brand Partners through Brand Partner and Affiliate Registration, Product or Services Purchases is used and disclosed as described in this Privacy Policy. Except as specifically set forth in this Privacy Policy, Bravenly Global DOES NOT share Personal Information. Bravenly Global will not disclose any of your personally identifiable information except when we have your express permission or under special circumstances, such as when we believe in good faith that the law requires it.

Disclosure Practices.

Except under the following circumstances and otherwise as set forth in this Privacy Policy, Bravenly Global will keep your Personal Information private and will not sell it to or share it with third parties.

- **Disclosure in Connection with Services.**

Bravenly Global discloses Personal Information to those who help it provide Services, including those who perform technical, administrative, and data processing tasks such as hosting, billing, fulfillment, and data storage and security.

- **By Law or to Protect Rights.**

Bravenly Global will not disclose any of your personally identifiable information except when we have your express permission or under special circumstances, such as when we believe in good faith that the law requires it.

- **Legally Required Law Enforcement, Judicial, and Administrative Agency Disclosures.**

Bravenly Global may also disclose Personal 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 causing injury to or interference with (either intentionally or unintentionally) Bravenly Global's rights or property, other Bravenly Global users, or anyone else that such activities could harm.

- **Business Transfers; Bankruptcy.**

Bravenly Global reserves the right to transfer all Personal Information in its possession to a successor organization in the event of a merger, acquisition, or bankruptcy or other sale of all or a portion of Bravenly Global 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 Bravenly Global's successor organization.

- **Unpaid Accounts.**

If you fail to pay any balance owed to Bravenly Global, 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.

- **Downline Activity/Genealogy Reports.**

As a social marketing company, provides certain information to Brand Partners regarding other Brand Partners and customers enrolled in a Partner's downline marketing organization (sales team). To help Brand Partners in Bravenly Global's social marketing program manage their independent businesses, we provide our Partners with some of the Personal Information of the other Partners whom they have personally sponsored/enrolled as well as other Partners who are on their marketing teams. If you enroll as a Bravenly Global Brand Partner or register as an Affiliate, your name, address, telephone number, and email address, birthday, as well as data relating to your sales, purchases, and recruitment activity will be disclosed to the Bravenly Global Brand Partner who sponsored you and to other Bellame Beauty Partners who are upline to you and your sponsoring Partner. No other Personal Information will be shared with Bravenly Global Brand Partners. Such information is shared via the Brand Partners Back-Office. Information relating to downline Partners is made available to Bravenly Brand Partners subject to a confidentiality and non-solicitation covenant in the agreement that each Brand Partner enters into with Bravenly Global. However, Bravenly

Global does not warrant that other Partners will adhere to the confidentiality and non-solicitation covenants, and Bravenly Global shall not be responsible for Brand Partners' violation of these covenants. By enrolling as a Bravenly Brand Partner or registering as a Bravenly Global Affiliate, you consent to the disclosure of your Personal Information as described in this paragraph.

Changes to this Privacy Policy.

Bravenly Global reserves the right to amend or change this Privacy Policy at any time at its sole discretion. 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 end of the policy. When material changes or amendments are made to the Privacy Policy, we will announce the same at our home page for a period of 60 days following the implementation of the amended Privacy Policy. Questions.

Questions regarding this Privacy Policy should be directed to **compliance@bravenlyglobal.com**.

Effective Date.

The effective date of this Privacy Policy is October 1, 2020. **Revised September 17, 2024**