

Anovité, Inc.

Global Privacy Policy

United States & International Markets

Corporate Site • Associate Replicated Sites • Online Store & Apps

Effective Date: August 14, 2026

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ANOVITÉ GLOBAL PRIVACY POLICY

This Privacy Policy explains how Anovité collects, uses, shares, and protects personal information, and the rights and choices you have. It applies to individuals in every market where we operate. Please read it together with our **Website Terms & Conditions**. If you have questions, contact us using the details in Section 20.

1. Who We Are & Scope of This Policy

Anovité, Inc., and its applicable local affiliates, with a principal place of business at 14512 S. Center Point Way, Suite 100, Bluffdale, Utah 84065 (“**Anovité**,” “**we**,” “**us**,” “**our**”), is the controller responsible for your personal information, except where a local affiliate or an Independent Associate is identified as a separate controller. This Policy covers personal information we handle through **www.anovite.com**, our online store, our mobile and back-office applications, the replicated personal websites we host for Associates, and our offline interactions with you (together, the “**Services**”).

2. Definitions

- “**Personal Information**” / “**Personal Data**” – information that identifies, relates to, or could reasonably be linked to an identifiable individual.
- “**Sensitive / Special-Category Information**” – data such as health information, precise geolocation, government identifiers, or other categories given special protection by law.
- “**Processing**” – any operation performed on personal information (collection, use, storage, sharing, deletion).
- “**Controller**” / “**Processor**” – the party that determines the purposes and means of processing, and the party that processes on the controller's behalf, respectively.
- “**Associate**” – an Independent Associate who markets Anovité products and the opportunity.

3. Personal Information We Collect

The categories we may collect, and typical examples and purposes, are summarized below.

Category	Examples	Primary purposes
Identifiers & contact	name, address, email, phone, account/Associate ID	account creation, orders, support, communications
Order & transaction	products purchased, order history, SmartShip settings	fulfillment, customer service, returns
Payment	payment-card or account details (via processors), billing address	processing payments, fraud prevention
Tax & commission (Associates)	tax ID/SSN-equivalent, payout details, genealogy/volume	paying commissions, tax reporting, plan administration

4. How We Collect Personal Information

- **Directly from you** — when you create an account, place an order, enroll as an Associate, contact us, or submit content.
- **Automatically** — through cookies and similar technologies when you use the Services (see Section 7).
- **From others** — from your sponsoring Associate or referrer, payment processors, shipping carriers, analytics and advertising partners, and public sources, consistent with law.

5. How and Why We Use Personal Information

We use personal information to: create and manage your account; process and deliver orders and SmartShip; process payments and prevent fraud; provide customer service; administer the compensation plan and pay and report commissions to Associates; operate, secure, and improve the Services; personalize content; send transactional and (with consent where required) marketing communications; run promotions; comply with legal, tax, and regulatory obligations; and establish, exercise, or defend legal claims.

6. Legal Bases for Processing (EU/UK)

Where the GDPR or UK GDPR (or a similar law) applies, we rely on one or more of these legal bases:

- (a) **Contract** — to provide the Services, fulfill orders, and administer Associate agreements.
- (b) **Consent** — for certain marketing, cookies, and any processing of special-category (e.g., health) data; you may withdraw consent at any time.
- (c) **Legitimate interests** — to secure and improve the Services, prevent fraud, and conduct ordinary business administration, balanced against your rights.
- (d) **Legal obligation** — to meet tax, accounting, consumer-protection, and other legal requirements.

7. Cookies & Similar Technologies

We and our partners use cookies, pixels, SDKs, and similar technologies to operate the Services, remember preferences, measure performance, and (with consent where required) deliver and measure advertising. Where the law requires, we ask for your consent through a cookie banner. You can change your choices at any time using the "Cookie Settings" link on our website, through your browser controls, and — where supported — through opt-out preference signals such as Global Privacy Control (GPC).

8. How We Share Personal Information

We share personal information with: **service providers/processors** (hosting, payment, shipping, email, analytics, customer support) under contract; **your sponsoring and upline Associates** to the limited extent needed to support your account and the compensation plan (see Section 9); **advertising and analytics partners** (subject to your choices); **professional advisors and authorities** where required by law or to protect rights, safety, and property; and **acquirers** in a merger, financing, or sale of assets. We do **not** sell personal information for money; certain data sharing for cross-context advertising may be considered a “sale” or “share” under U.S. state laws, and you may opt out (see Sections 13–14).

9. Associates & Line-of-Sponsorship Data

Anovité is a direct-selling company. If you are an Associate, limited information (such as your name, general location, enrollment date, and program activity/volume) may be visible to your upline as part of genealogy/line-of-sponsorship reporting so they can support and service their organization. This information is provided in confidence and is subject to the confidentiality and trade-secret restrictions in the Associate Agreement & Policies; Associates may not use it for any purpose other than supporting their Anovité business, and must comply with applicable privacy and anti-spam laws when contacting prospects, customers, or other Associates.

10. International Data Transfers

We operate globally and may transfer personal information to countries other than your own, including the United States, whose laws may differ from yours. Where we transfer personal information out of the EEA, the UK, or another market that restricts transfers, we use a lawful transfer mechanism — such as the European Commission's **Standard Contractual Clauses**, the **UK International Data Transfer Addendum**, an adequacy decision, or another approved safeguard — and apply supplementary measures where needed. You may contact us for more information or a copy of the relevant safeguards.

11. Data Retention

We keep personal information only as long as necessary for the purposes described in this Policy, including to provide the Services, comply with legal, tax, and accounting obligations (which for transaction and commission records may be several years), resolve disputes, and enforce our agreements. When no longer needed, we delete or de-identify it. A more detailed retention schedule is maintained internally and summarized on request.

12. Data Security

We maintain administrative, technical, and physical safeguards designed to protect personal information appropriate to its sensitivity, including access controls, encryption in transit, and vendor due diligence. No system is perfectly secure, so we cannot guarantee absolute security. If a breach affecting your personal information occurs, we will notify you and the authorities as required by law.

13. Your Privacy Rights & Choices

Depending on where you live, you may have rights to: **access** the personal information we hold; **correct** inaccurate information; **delete** your information; **port** your information; **restrict** or **object** to certain processing; **withdraw consent**; and **opt out** of marketing and of “sale”/“share” or targeted advertising. We will not discriminate against you for exercising these rights. To make a request, use the contact details in Section 20 or compliance@anovite.com. We will verify your identity before responding and will reply within the time the law requires. You may use an **authorized agent** where permitted. If you are in the EEA or UK, you may also lodge a complaint with your local data protection authority; if in another market, with your local regulator.

14. Region-Specific Disclosures

Additional rights and disclosures apply depending on your location. The summary below may be supplemented by a market-specific entries in an Addendum.

Region	Key rights / disclosures	Notes
EU / EEA & UK (GDPR)	access, rectification, erasure, restriction, portability, objection, withdraw consent, complain to a DPA; legal bases in Section 6	EU & UK representatives named in Section 20 if applicable
California (CCPA/CPRA)	know, delete, correct, opt out of sale/share, limit use of sensitive PI, non-discrimination; honor GPC	“Do Not Sell or Share My Personal Information” link required if applicable
Canada (PIPEDA/ Québec)	access, correction, withdraw consent; complain to the OPC/CAI	French-language requirements in Québec
Brazil (LGPD)	confirmation, access, correction, anonymization, portability, deletion	ANPD oversight; DPO/ representative may be required
Australia (Privacy Act)	access, correction; complain to the OAIC	APP-compliant handling

15. Marketing Communications & Your Choices

With your consent where required, we may send you marketing by email, text, or other channels. You can opt out at any time using the unsubscribe link, your account settings, or by contacting us; we will still send necessary transactional messages (e.g., order confirmations). We comply with applicable marketing laws, including the U.S. CAN-SPAM Act, Canada’s CASL, and EU/UK ePrivacy rules.

16. Children's Privacy

The Services are intended for adults. You must be at least **18** to enroll as an Associate or register as a Customer. We do not knowingly collect personal information from children below the age of consent in their jurisdiction (for example, under **13** in the United States under the Children's Online Privacy Protection Act (**COPPA**), or the applicable age of digital consent – generally **13 to 16** – in the EU/UK). If we learn we have collected such information without required consent, we will delete it. If you believe a child has provided us information, contact us using Section 20.

17. Third-Party Links & Services

The Services may link to or integrate third-party websites and services that we do not control. Their privacy practices are governed by their own policies, and we are not responsible for them. Please review those policies before providing personal information.

18. Automated Decision-Making

We do not make decisions producing legal or similarly significant effects about you based solely on automated processing without a lawful basis and appropriate safeguards. Where we use analytics or fraud-prevention tools that involve profiling, you may have rights to information and human review as provided by law.

19. Changes to This Policy

We may update this Policy from time to time. We will post the updated version with a new effective date and, where required, provide additional notice. Material changes will be communicated as the law requires. Your continued use of the Services after the effective date indicates acceptance of the updated Policy.

20. How to Contact Us

Anovité, Inc. • 14512 S. Center Point Way, Suite 100, Bluffdale, Utah 84065

Privacy contact: info@anovite.com • +1-877-295-1269