

Unicity Privacy and Cookie Policy

General

Privacy notice for customers and preferred customers

Privacy notice for distributors (franchise partners)

Cookie Policy

I. General

We are committed to protecting and respecting your privacy. As good corporate citizens we act in accordance with the requirements of the EU General Data Protection Regulation 2016/ 679 (the "GDPR"), the Swiss data protection law as well as other local privacy laws applicable in the markets where we operate.

In the following, we explain how Unicity collects, uses, share or otherwise process personal data in relation to its (i.) customers and preferred customers ([Privacy notice for customers and preferred customers](#)) as well its (ii.) franchise partners ([Privacy notice for distributors \(franchise partners\)](#)). Both policies also cover the processing of personal data when using our Website.

1. Name and address of the controller:

Unicity Europe B.V.
Celsiusweg 60,
5928 PR Venlo
Netherlands

You can notify us of any data protection related concerns using the following contact details: privacyEU@Unicity.com

You can reach our data protection officer under the following contact details: DPO@Unicity.com

2. Joint controllers

With respect to personal data of franchise partners and customers, Unicity Europe B.V. and Unicity International Inc. (1201 North 800 East Orem, UT 84097, USA) are joint controllers, which means that both group companies decide about the purposes and means of processing. The principle contents of the Joint Controller Agreement are available to you on request (privacyEU@Unicity.com).

3. TLS ENCRYPTION

This site uses TLS encryption for security reasons and for the protection of the transmission of confidential content, such as the inquiries you send to us as the site operator. You can recognize an encrypted connection in your browser's address line when it changes from "http://" to "https://" and the lock icon is displayed in your browser's address bar.

If TLS encryption is activated, the data you transfer to us cannot be read by third parties.

4. ENCRYPTED PAYMENTS ON THIS WEBSITE

If you enter into a contract which requires you to send us your payment information (e.g. account number for direct debits), we will require this data to process your payment.

Payment transactions using common means of payment (Visa/MasterCard, direct debit) are only made via encrypted TLS connections. You can recognize an encrypted connection in your browser's address line when it changes from "http://" to "https://" and the lock icon in your browser line is visible.

In the case of encrypted communication, any payment details you submit to us cannot be read by third parties.

II. Privacy notice for customers and preferred customers

1. Responsible party for data processing (Unicity vs. franchise partners)

The following privacy notice applies to personal data of Unicity customers and preferred customers where such data has been passed on to us either (i.) directly by you, or (ii.) by the franchise partner who enrolled you to become a preferred customer.

For personal data that has been passed on to us, Unicity is the controller of your data. Where you choose to purchase Unicity products directly via a franchise partner, your personal data will also be processed by this individual who serves as a separate controller of your data.

Please note that our franchise partners are independent and not employed by us. Therefore, Unicity is not responsible for the use of personal data processed by our franchise partners. Instead, Franchise partner process your data independently from our business and may use those for their own Unicity-related marketing purposes.

However, franchise partners will generally use your personal data in a way which is compatible with this privacy notice.

2. Personal data we collect from you

When using the term “personal data”, we mean information that relates to you and allows us to identify you, either directly or in combination with other information that we may hold. The following data may be collected:

- **Creating a preferred customer account:** Your name and contact details (surname, first name, any other name(s), postal address, e-mail address, telephone numbers, payment information)
- **Purchasing products:** same as above (creating a preferred customer account)
- **Visiting our Website:** When you visit our Website, we automatically collect and store technical information about your equipment and interaction with our Website (such as Browser type and browser version, Operating system used, Referrer URL, Host name of the accessing computer, Time of the server request and IP address). This information is sent from your device to us via the use of cookies and/or other technical means. Click [Cookie Policy](#) for more information about our use of cookies and how to disable them.
- **Interactions by other means:** i.e. if you send an email or call our customer service. In this case we will process the data that are given to us at your own initiative.

3. Purposes for which we use your personal data

We use your personal data for the following purposes:

- **To fulfil our contract with you, in cases such as:**
 - Creating and managing your Customer account
This is to fulfil our contract with you and to comply with legal obligations, including accounting and tax requirements.
 - Processing your product order
When you place an order, we use your personal data to fulfil your order. We contact you by email to send you confirmation of your order and payment status. This is to meet our contractual obligations to you.
 - Deliver and process product returns
 - Processing payments
- **To meet our legal obligations, in cases such as:**
 - for tax and accounting purposes;
 - responding to requests by authorities or other public institutions as required by law
- **Based on our legitimate business purposes, in cases such as:**

- statistical and marketing analysis as well as maintenance and development
- for protecting the integrity and security of our services;
- for improving the user experience of our websites;
- to enforce our policies and our rights; and
- to provide you with information and advertising for similar products you have already purchased
- to recognise our top franchise partners in various communications

Note that you may have a right to oppose certain uses of your personal data. To exercise these rights, you can contact us at privacy@unicity.com

- **On the basis of your consent:**

- Unicity may send you direct marketing in relation to other products and services provided by us or our franchise partners. This will only be sent where you have given your consent or is otherwise legally allowed. You will be able to opt-out of direct marketing by: (i) following the instructions in the communication itself, or (ii) contacting us at privacy@unicity.com, or (iii) changing your profile settings in your Unicity Office
- Your Franchise partner may also send you direct marketing in relation to other products and services provided by us. This will only be sent where you have given your consent to your Franchise partner during the purchase or sign-up process. You will be able to opt-out of direct marketing by: (i) following the instructions in the communication itself, or (ii) directly contacting your Franchise Partner, or changing your profile settings in your Unicity Office.

4. How we share or transfer your personal data

We may share your personal information with:

- Franchise partners under which your purchase will be processed. Note that we will take reasonable steps to ensure that this individual has implemented reasonable security mechanisms to protect your personal data.
- Affiliated or associated companies within the Unicity group as well as agencies and licensees of any of these companies;
- suppliers providing services to us in order to help us run our business and improve our services and your customer experience; and
- government authorities.

This sharing will be for the purposes set out above or to comply with specific legal obligations to which we are subject.

We also transfer personal data to other jurisdictions as necessary for the purposes as described above, including to jurisdictions that may not provide the same level of data protection as the jurisdiction in which your data was originally collected. For instance, we may transfer your data to the U.S. because our parent company is located there.

When we transfer your personal data to other countries or jurisdictions, we will protect that data as required by law. To this end, we have implemented standard contractual clauses approved by the European Commission to address cross-border transfers as required and permitted by Articles 46-49 of the GDPR.

5. How long we keep your personal information

We hold on to your personal data for as long as necessary to achieve the processing purposes listed above. This means, for instance, that we no longer store your personal data when our (contractual) relationship with you comes to an end, unless further storage is permitted or required under applicable law.

6. Children

Unicity does not direct the sale of its products to children. It is also not allowed for its franchise partners to address minors (under 18). Hence, we do not knowingly collect or otherwise process personal data from children under the age of 18.

If you think that a child provided us with his/her personal data, we encourage you to get in contact with us.

7. Your rights

You have a right to request access to the personal information that we hold about you and to have any inaccurate personal information we hold about you rectified. You may also have the right to restrict the processing of your personal information, to port your personal information to another controller or to have your personal information erased.

If you have an issue or complaint about how we handle your personal information, please contact us at privacy@unicity.com.

If there has been a breach of data protection legislation, the person affected may file a complaint with the competent regulatory authorities (Dutch Data Protection Authority). The contact details can be found at the following link: <https://autoriteitpersoonsgegevens.nl/en>.

8. Changes to this Privacy Statement

We may make changes to this Privacy notice from time to time. We will publish any new version of this Privacy Statement on our website.

III. Privacy notice for Franchise Partners (distributors)

1. Responsible party for data processing

The following privacy notice applies to personal data of our franchise partners for which Unicity is the data controller.

Due to the nature of network marketing, franchise partners which belong to your upline (such as the franchise partner who introduced you to Unicity as well as the franchise partners in the upline organisation who were each personally introduced to Unicity) may receive your personal information – because you become part of their sales organisation. These franchise partner may use this information as a data controller, separately from Unicity, to train and mentor you in an effort to support your Unicity business. However, franchise partners will generally use your personal data in a way which is compatible with this privacy notice. For further details you may wish to reach out to the Franchise Partner directly.

References in this policy to the 'upline' shall mean the sponsor along with the individuals belonging to the sponsor's upline within the network of franchise partners. These individuals are part of your sales organisation and are therefore given access to your personal data in accordance with this policy.

2. Personal data we collect from you

When using the term "personal data", we mean information that relates to you and allows us to identify you, either directly or in combination with other information that we may hold. The following data may be collected:

- **Enrolling as franchise partner:** we collect first name, last name, birth date, email address, mobile or home phone number, fax number (optional), and address data (street address, street address 2 (optional), postal code, city). Optional: bank account details for commission payments. Optional: Spouse or company details relevant to your Unicity business.
- **Creating and managing your franchise partner account:** same as above (enrolling as franchise partner);
- **Purchasing or returning products,** we collect your shipping/billing address, payment details for purchase or refund;
- **Registering to our newsletter** we collect your email address;
- **Register to our events:** we collect your phone number, the billing address and payment details if there is a charge for the event;

- **Visiting our Website:** When you visit our Website or use our Apps, we automatically collect and store technical information about your equipment and interaction with our Website (such as Browser type and browser version, Operating system used, Referrer URL, Host name of the accessing computer, Time of the server request and IP address). This information is sent from your device to us via the use of cookies and/or other technical means. Click [Cookie Policy](#) for more information about our use of cookies and how to disable them.
- **Interactions by other means:** i.e. if you send an email or call our customer service. In this case we will process the data that are given to us at your own initiative.

3. Purposes for which we use your personal data

We use your personal data for the following purposes:

- **To fulfil our contract with you, in cases such as:**
 - Executing our Franchise Partner Agreement with you
This is to fulfil our contract with you and to comply with legal obligations, including accounting and tax requirements.
 - Processing your product order
When you place an order, we use your personal data to fulfil your order. We contact you by email to send you confirmation of your order and payment status. This is to meet our contractual obligations to you.
 - Deliver and process product returns
 - Processing payments
 - Enforcing our policies and rights
- **To meet our legal obligations, in cases such as:**
 - for tax and accounting purposes;
 - responding to requests by authorities or other public institutions as required by law
- **Based on our legitimate business purposes, in cases such as:**
 - to communicate with you as part of our business relationship
 - to communicate your sales performance data to franchise partner in your upline as this information is subject to their commission payments
 - statistical and marketing analysis as well as maintenance and development

- to protect the integrity and security of our services;
- to improve the user experience of our websites;
- to provide you with information and advertising for similar products you have already purchased

Note that you may have a right to oppose certain uses of your personal data. To exercise these rights, you can contact us at privacy@unicity.com

- **On the basis of your consent:**

- Unicity may send you direct marketing in relation to other products and services provided by us or our franchise partners. This will only be sent where you have provided your consent or otherwise legally allowed. You will be able to opt-out of direct marketing by: (i) following the instructions in the communication itself; or (ii) by contacting us at privacy@unicity.com; or (iii) changing your email preferences in your Unicity Office profile.
- Your Sponsors may also send you direct marketing in relation to other products and services provided by us. This will only be sent where you have given your consent to your sponsors during the purchase or sign-up process. You will be able to opt-out of direct marketing by: (i) following the instructions in the communication itself; or (ii) by directly contacting your sponsor, or (iii) by changing your email preferences in your Unicity Office profile.

4. How we share or transfer your personal data

We may share your personal information with:

- Franchise partners in your upline organisation which have each been personally sponsored (such as the franchise partner who introduced you to Unicity as well as each personally sponsored franchise partner in succession above). We will take reasonable steps to ensure that these individuals have implemented reasonable security mechanisms to protect your personal data.
- Affiliated or associated companies within the Unicity group;
- Suppliers providing services to us in order to help us run our business and improve our services and your customer experience;
- And government authorities.

We share this information for the purposes set out above and/or to comply with certain legal obligations.

We also transfer personal data to other countries as necessary for the purposes as described above, including to countries that may not provide the same level of data protection as the country in which your data was originally collected. For instance, we may transfer your data to the U.S. where Unicity has its head office.

Also, franchise partner in your upline may reside in the U.S or other countries outside the EU.

When we transfer your personal data to such other countries, we will protect the data as required by law. To this end, we have implemented Standard Contractual Clauses approved by the European Commission to address cross-border transfers as required and permitted by Articles 46, 49 of the GDPR.

5. How long we keep your personal information

We hold on to your personal data for as long as necessary to achieve the processing purposes listed above. This means, for instance, that we no longer store your personal data when our (contractual) relationship with you comes to an end, unless further storage is permitted or required under applicable law.

6. Your privacy obligations as a franchise partner

As an independent distributor you are legally responsible for the personal data of customers, preferred customers and other franchise partner that you receive, collect, store or otherwise process during the course of your Unicity business. For this reason, you agree to comply with the applicable data protection laws. You also agree not to use any personal information for any purpose which is incompatible with this Privacy notice.

7. Your rights

You have a right to request access to the personal information that we hold about you and to have any inaccurate personal information we hold about you rectified. You may also have the right to restrict the processing of your personal information, to port your personal information to another controller or to have your personal information erased.

If you have an issue or complaint about how we handle your personal information, please contact us at privacy@unicity.com.

If there has been a breach of data protection legislation, the person affected may file a complaint with the competent regulatory authorities. The contact details can be found at the following link: www.zg.ch/behoerden/datenschutzstelle.

8. Newsletter

The newsletter is distributed via "MailChimp", a newsletter shipping platform of Rocket Science Group, LLC, 675 Ponce De Leon Ave # 5000, Atlanta, GA 30308,

USA. The e-mail addresses of our Newsletter recipients, as well as their other information described in these notes, are stored on the servers of MailChimp in the USA. MailChimp uses this information to send and evaluate the newsletters on our behalf. Furthermore, MailChimp may, according to its own information, use this data to optimize or improve its own services, e.g. for the technical optimization of the shipping and the presentation of the newsletter or for economic purposes, to determine from which countries the recipients come. However, MailChimp does not use the data of our newsletter recipients to write them down or to pass them on to third parties. We rely on the reliability, IT and data security of MailChimp. MailChimp is certified under the US-EU privacy shield "Privacy Shield" and is committed to complying with EU data protection requirements. Furthermore, we have concluded a data processing agreement with MailChimp. This is a contract in which MailChimp pledges to protect the data of our users, to process it in accordance with its privacy policy on our behalf and, in particular, not to disclose it to third parties. The privacy policy of MailChimp can be viewed [here](#).

To subscribe to the newsletter, please enter your e-mail address as well as your first and last name. This information is only used to personalise the newsletter.

The newsletters contain a so-called "web-beacon", i. a pixel-sized file that is retrieved from the MailChimp server when the newsletter is opened. This call will initially collect technical information, such as information about the browser and your system, as well as your IP address and time of retrieval. This information is used to improve the technical performance of services based on their specifications or audience and their reading habits, based on their locations (which can be determined using the IP address) or access times. Statistical surveys also include determining if the newsletters will be opened, when they will be opened and which links will be clicked. For technical reasons, this information can be assigned to the individual newsletter recipients. However, it is neither our desire nor that of MailChimp to observe individual users. The evaluations serve us much more to recognize the reading habits of our users and to adapt our content to them or to send different content according to the interests of our users.

The legal basis for the provision of the newsletter is Art. 6 para 1 lit. a and 7 GDPR. The use of the mail service provider MailChimp, carrying out the statistical surveys and analyses as well as logging the registration process, are based on our legitimate interests in accordance with Art. 6 para. 1 lit. f GDPR. We are interested in using a user-friendly and secure newsletter system that serves both our business interests and the expectations of our users.

Termination: You can terminate the receipt of our newsletter at any time, i.e. revoke your consent. A link to cancel the newsletter can be found at the end of each newsletter.

For details, see the MailChimp privacy policy at www.mailchimp.com/legal/terms/.

9. Use of YouTube videos

We have incorporated YouTube videos into our website which are stored on www.YouTube.com.

These are all integrated in the "extended data protection mode" which means that no data about you as a user will be transmitted to YouTube if you do not play the videos. Only when you play the videos will the above data be transmitted. We have

no influence on this data transmission.

When playing the video, YouTube receives the information that you have accessed the corresponding subpage of our website. In addition, further data is transmitted. If you are logged in to Google, your information will be directly associated with your account. If you do not wish to be associated with your profile on YouTube, you must log out before activating the button. YouTube stores your data as user profiles and uses them for purposes of advertising, market research and/or demand-oriented design of its website. Such evaluation takes place in particular (even for unlogged-in users) to provide demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, and you must contact YouTube to exercise this right.

For more information on the purpose and scope of data collection and processing by YouTube, please refer to the privacy policy. There you will also find further information about your rights and setting options to protect your privacy: www.google.de/intl/de/policies/privacy. Google also processes your personal data in the USA and has submitted to the EU-US Privacy Shield, www.privacyshield.gov/EU-US-Framework.

The legal basis for the provision and use of YouTube videos is Art. 6 Par. 1 (f) GDPR.

10. SurveyMonkey

We also use SurveyMonkey (SurveyMonkey Europe UC, 2nd Floor, 2 Shelbourne Buildings, Shelbourne Road, Dublin, Ireland) to conduct surveys. We conduct the surveys in order to continuously improve our services. Your opinion is therefore very important to us.

If you decide to participate in the survey, SurveyMonkey will collect information about your device, IP address, the version of your operating system, and information on the browser type.

The processing of your data is based on consent, Art. 6 (1) (a). Participation is on a voluntary basis.

You can contact us at any time to request erasure of your survey data, including personal data (Privacy@Unicity.com).

SurveyMonkey collects your information on our behalf in order to create reports with which we can analyse your satisfaction with our services.

Note that SurveyMonkey uses cookies. Information on this, as well as the duration of storage, can be found here: <https://www.surveymonkey.com/mp/legal/privacy-policy/>

SurveyMonkey usually transmits the data to a server in the USA and stores it there. You can find information about opting out of cookies here: https://help.surveymonkey.com/articles/en_US/kb/How-do-I-enable-cookies-on-my-computer.

11. Google Analytics

We use Google Analytics, a web analytics service provided by Google, including the Conversion Tracking feature. Google Analytics uses so-called "cookies," text files that are stored on your device and permit analysis of your use of the website, the products you view and any purchases you make. No personal data are collected in the process. The information the cookie generates (including your truncated IP address) is transmitted to a Google server in the USA and stored there. Google will use this information to evaluate this information, to compile reports about website activities and about products viewed or sold for the website operators, and to provide additional services relating to the website and the use of the Internet. Google may also forward this information to third parties where required by law, or where these third parties have been commissioned by Google to process these data.

For more information about how Google uses your information, please consult Google's policy on privacy: www.policies.google.com/privacy?hl=en-US

If you do not want website analysis, you can use a browser add-on to disable Google Analytics. You can download this here: www.tools.google.com/dlpage/gaoptout?hl=en.

The use of Google Analytics with Conversion Tracking is based on our legitimate interest in demand-oriented design, statistical evaluation and efficient promotion of our website, and the fact that your legitimate interests do not outweigh ours in this case, Art. 6 (1) (f) GDPR.

12. Facebook Pixel

Facebook Conversion Pixel: This website contains the so-called "Facebook pixel" of the provider Facebook (for EU: Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland; International: Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA). This is a small, invisible pixel that connects to Facebook servers when you visit our Web site. Personal data such as the IP address and other information such as browser type/version, operating system used, the page you visited previously, the host name of the accessing device, IP address and the time of the request may also be transmitted. This enables Facebook to identify the users of this website and to display targeted advertisements to users who are interested in this website. In addition, the Facebook pixel can be used to determine whether our Facebook ads are effective.

In case of a data process outside the EEA, Facebook is governed by the EU-US Privacy Shield:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC>

Facebook's privacy policy can be found here: <https://www.facebook.com/policy.php>.

You can object the collection by the Facebook pixel and use of your data here:
<https://www.facebook.com/settings?tab=ads>.

13. Changes to this Privacy notice

We may make changes to this Privacy notice from time to time. We will publish any new version of this Privacy notice on our website.

Version: Oktober, 2020

IV. Cookie Policy

This Cookie Policy describes the different types of cookies that we use in connection with our website. It also describes how to manage those. We may change this Cookie Policy at any time. Any changes to this Cookie Policy will become effective when we make the revised Cookie Policy available on or through this website.

What is a Cookie?

Cookies are small text files that are stored on your computer (or internet-enabled device) by websites you visit. They are widely used in order to make websites work and to improve their efficiency, as well as to provide website usage information to the website owner.

For example, we use cookies to distinguish you from other users of our websites in order to help us to improve your experience when you browse our websites. They allow you to navigate between pages efficiently and to log in to areas of the websites for which you choose to register.

On what legal basis do we use cookies

We use cookies on the basis of our legitimate interest pursuant to Art. 6 para. 1 f) of the GDPR. As part of the required balancing of interests, we balance your interest in the confidentiality of your personal information and our interests in the provision of this website (including its provision). Your interest in confidentiality is secondary in such cases.

What cookies do we use?

Our website uses the following kinds of cookie: Strictly necessary cookies, Performance cookies and Functionality cookies.

For more information on these categories, please see the [ICC's Cookie guide](#).

Strictly necessary cookies

These are essential to enable you to move around our websites and to allow the features of the sites to work correctly. Without these, services you request, such as navigating between pages, cannot be provided.

We use the following strictly necessary cookies on all our websites, unless specified otherwise:

Cookie Name	Purpose	Lifetime
GDPR_CONSENT	GDPR consent banner	35 years
_unicityToken_v5	Login token used to verify user across web properties	Session
PHPSESSID	Manages user session via PHP-based cookie	Session
arShopVersionMatch	App version to clear initial state if localStorage version and cookie version are not the same	Session
refId	Referrer ID for anonymous users in order to sign up under a registered user	Session

Performance cookies

These types of cookies enable us to collect information about how you use our websites. For example, such cookies show us which are the most frequently visited pages on our website and help us record any difficulties visitors have with our website. They also allow us to see the overall patterns of usage of the website, rather than the usage of a single person. The table below sets out some examples:

Cookie Name	Purpose	Duration
_ga, _gat, _gid	Google Analytics cookies collect aggregate statistical data to improve Site presentation and navigation.	1 year

Functionality cookies

These cookies record information about choices you have made and allow us to remember your preferences. If you are known to us and we hold your details, we may use this information to help us build up your profile based on your web journey, and choices. For example, if you access our website from a link in an email we sent to you, these cookies will allow us to track your web journey.

Cookie Name	Purpose	Duration
_cfduid	Cloudflare cookie to override IP restrictions from user to access site	1 year
_cfduid	Maxmind for IP Geolocation and online fraud prevention	1 year

Targeting or Advertising Cookies

We use third party advertising companies to serve ads when you visit our website. These companies may place or recognise a unique cookie on your computer or mobile device. These cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They remember that you have visited a website and this information is shared with other organisations such as advertisers.

Cookie Name	Purpose	Duration
DSID, IDE	DoubleClick Ad management and serving solution to manage digital advertising programs	1 year
_fbp, _ga, _gcl_a, _gid bounceClientVisit491V cean	Cookies used by Crazy Egg, a tool to analyse how visitors use the website. It provides visual tools such as heat maps and scroll maps which helps Unicity to optimize the sites for visitors based on actual usage and behaviour	1 year

Control

Most browsers automatically accept cookies unless you change your internet browser settings. If you wish to restrict, block or delete the cookies which are set by any of our websites, you can generally do this through your browser settings. These settings are usually found in the 'options' or 'preferences' menu of your internet browser. If you set your internet browser preferences to block all cookies, you may not be able to access all or parts of our site.

If you delete cookies relating to this website we will not remember things about you, including your cookie preferences, and you will be treated as a first-time visitor the next time you visit the site.

Further information

You can find more information about cookies at: allaboutcookies.org.

If you have any questions or comments regarding this Cookie Policy, please email privacy@unictiy.com.