



PRIVACY POLICY

EFFECTIVE February 1, 2021

The Happy Co., its affiliates and subsidiaries (“The Happy Co.”) are committed to respecting the privacy of those visiting our websites, including our Replicated Websites, mobile websites, mobile applications, and any other digital services and platforms officially operated or used by The Happy Co. (hereafter collectively referred to as the “Website” or “Websites”). Any personal information, such as your name, address, email address or phone number (“Personal Information”) that you provide is extremely important to us. To earn your trust, we respect your privacy in handling Personal Information relating to you and your transactions with us, whether made through www.thehappyco.com or one of our related Websites. The Happy Co. created this Privacy Policy to give you confidence as you visit and use the Websites, and to demonstrate its commitment to fair information practices and to the protection of privacy.

This Privacy Policy describes the Personal Information we gather about you, what we do with it, the safeguards we have in place to protect it, and how you can control our use of it. By visiting or using the Websites, you agree, without limitation or qualification, to be bound by this Privacy Policy, and you are accepting the practices described in this Privacy Policy. When you provide Personal Information to our Websites, you are consenting to the manner in which The Happy Co. will collect, use, disclose, and otherwise manage your Personal Information, as set out below.

This Privacy Policy is only applicable to the Websites and not to any Third-Party websites, 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 Links to Third-Party Websites, below.

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 top) and review any changes since the last time you visited the Website. For additional information, see the section concerning Updates and Changes to Privacy Policy, 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.

WHO MAY USE THE WEBSITES. Children’s Privacy. The Happy Co. is committed to the safety of our children. The Websites are not intended or designed to attract users under the age of 18. Persons under the age of 18 may not enroll as Brand Partners or register as Customers. Persons under the age of 18 may not purchase products through any of our Websites. The Happy Co. does not solicit or knowingly collect personally identifiable information from persons under the age of 18. If The Happy Co. obtains actual knowledge that it has collected personally identifiable information from a person under the age of 18, The Happy Co. will immediately delete such information from its database. Because The Happy Co. does not collect personally identifiable information from persons under the age of 18, The Happy Co. has no such information to use or disclose to third parties. The Happy Co. has designed this Privacy Policy in order to comply with the Children’s Online Privacy Protection Act.

Users Outside of the United States. The Websites are intended for users from the United States and those not governed by privacy policies of other countries. Users from the European Union are advised not to disclose Personal Information to The Happy Co. Information sent to us will be housed on servers located in the state of Texas, in the United States. Do not send us information unless you consent to the application of U.S. law and to the use and disclosure of your information consistent with this Privacy Policy.

WHAT WE COLLECT. Upon logging onto our web server, our web server automatically recognizes your domain name but not your e-mail address (where possible). We will collect the domain name from which you log on, aggregate information on what pages you access or visit, user-specific information on what pages you access or visit and information volunteered by you (such as survey information and/or site registrations). We do not collect your e-mail address unless you contact us by e-mail or volunteer your e-mail address and other personal information.

The Happy Co. websites use “cookies” to enable you to sign into our services and to help personalize your online experience. As you browse, we may install cookies (tiny text files stored on your hard disk by a web page server) in your browser. Cookies cannot harm your computer and they do not contain any personally identifiable information. One of the primary purposes of cookies is to store your preferences and other information on your computer in order to save you time by eliminating the need to repeatedly enter the same information and to display your personalized content on your later visits to websites. Cookies also help us to improve our site and to deliver a better and more personalized service. Among other things, they enable us:

To estimate our audience size and usage pattern.

To store information about your preferences, and so allow us to customize our site according to your individual interests.

To increase the speed of your searches.

To recognize you when you return to our site.

On some The Happy Co. websites, you can order products or services, make requests and register to receive materials. The types of personal information that may be collected on these pages are name, Member ID number, contact and billing information, transaction and credit card information.

In order to tailor our communications to you and continuously improve our products and services, we may also ask you to voluntarily provide us with information regarding your personal or professional interests, demographics, experience with our products and contact preferences.

HOW WE USE IT. The Happy Co. uses your information to better understand your needs and provide you with better service. Specifically, we use your information to help you complete a transaction, to communicate back to you, to update you on services and benefits, and to personalize our websites for you. Credit card and bank account numbers are used only for payment processing and are not retained for other purposes.

WHOM WE SHARE IT WITH. The Happy Co. will not sell, rent or lease your personally identifiable information to others unless we have your permission or are required to release that information by law. We will only share the personal data you provide online with other The Happy Co. entities and/or business partners who are acting on our behalf for the uses described above. Such entities and/or business partners, including those in the United States and/or any other countries, are governed by our privacy policies with respect to the use of this data and are bound by the appropriate confidentiality agreements.

CHOICE. The Happy Co. will not use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without first letting you know and offering you a choice. As previously stated, we will also provide you the opportunity to let us know if you do not wish to receive unsolicited direct marketing materials from us and we will do everything we can to honor such requests. Your permission is always secured first, should we ever share your information with third parties that are not acting on our behalf and governed by our privacy policy.

ACCURACY & ACCESS. The Happy Co. strives to keep your personally identifiable information accurate and secure. In order to update or correct your information with The Happy Co. it will be necessary for you to contact The Happy Co. directly through the methods listed below. To protect your privacy and security, upon contacting us we will also take reasonable steps to verify your identity before granting you access or enabling you to make corrections.

SECURITY OF PERSONAL INFORMATION. We maintain administrative, technical and physical safeguards to protect against unauthorized access, use, modification and disclosure of Personal Information in our custody and control. We also are committed to employing reasonable technology in order to protect the security of our Websites. However, even with the best technology, no website is 100% secure. We will take reasonable measures which we believe are appropriate to protect your Personal Information from loss, misuse, alteration or destruction, and, where possible, will ask that any third parties to whom we may transfer such information to take comparable steps to protect that security.

SECURE SHOPPING. When you place orders on our Websites, all of your order information, including your card number and delivery address, is transmitted through the Internet using Secure Sockets Layer (SSL) technology. SSL technology causes your browser to encrypt your order information before transmitting it to our secure server. SSL technology, an industry standard, is designed to prevent someone other than operators of our Websites from capturing and viewing your Personal Information. Since any order information you provide to us on our Websites will be transmitted using a secure connection, if your Web browser cannot support this level of security, you will not be able to order products through our Websites. The most recent versions of Google Chrome, Netscape Navigator, Apple Safari, and Microsoft Internet Explorer can support a secure connection and can be downloaded for free from the Google, Netscape, Apple, or Microsoft website respectively.

PASSWORDS. To provide you with an increased level of security, online access to your Personal Information is protected with a password you select. We strongly recommend that you do not disclose your password to anyone. The Happy Co. will never ask you for your password in any unsolicited communication (including unsolicited correspondence such as letters, phone calls or e-mail messages).

LOST OR STOLEN INFORMATION. You must promptly notify us if your credit, banking, other financial information, user name 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, user name or password from your account.

PROMOTIONAL ACTIVITIES. From time to time, The Happy Co. may conduct contests, giveaways and other promotions (collectively, "Promotional Activities"). Any information submitted in connection with Promotional Activities will be treated in accordance with this Privacy Policy. From time to time, The Happy Co. may also ask you to participate in surveys designed to help improve the Websites, its products, services, or the network marketing program. Any Personal Information provided to The Happy Co. 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.

INTERNATIONAL USE. Information that is submitted to The Happy Co.'s websites will be collected, processed, stored, disclosed, and disposed of in accordance with applicable U.S. law. If you are a non-U.S. user, you agree and acknowledge that we may collect and use your personal data and disclose it outside your resident jurisdiction, as discussed in "Whom We Share It With" above. In addition, such information may be stored on servers located outside your resident jurisdiction. U.S. law may not provide the degree of protection for information that is available in other countries. By providing us with your information, you acknowledge that you have read this Policy, understand it, agree to its terms and consent to the transfer of such information outside your resident jurisdiction. If you do not agree to this policy, please do not use The Happy Co. Websites.

FUTURE DEVELOPMENTS. From time to time, we may use customer information for new, unanticipated uses not previously disclosed in our privacy notice. If our information practices change at some time in the future, we will post the policy changes to our website to notify you of these changes and provide you with the ability to opt out of these new uses. If you are concerned about how your information is used, you should check back at our website periodically. We will only use data collected after a policy has changed for the new purposes.

THIRD PARTY LINKS. The Happy Co. may at times provide links to other websites. Please be aware that The Happy Co. is not responsible for the privacy practices of such other sites. We encourage users to be aware when they leave our 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 Happy Co. websites.

CHANGES TO THIS PRIVACY POLICY. The Happy Co. 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 click on the Privacy 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 top 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 30 days following implementation of the amended Privacy Policy.

MAKING CHANGES TO YOUR PERSONAL INFORMATION. Brand Partners and Customers may update their personal information as necessary by logging into their online Back Offices or Customer Accounts, which allows them to access and edit their registration account information. In addition, Brand Partners and Customers may contact us at support@thehappyco.com to update their profiles.

FOR CALIFORNIA RESIDENTS

This section describes how we handle the Personal Information of California residents and supplements our Privacy Policy. It explains how we collect, use, and share your Personal Information and how to exercise your rights under the California Consumer Privacy Act (“CCPA”).

When we say “Personal Information” in this Notice, we mean information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you. Personal Information does not include information that is aggregated or information that cannot be reasonably linked to you.

How We Collect, Use, and Share Personal Information

To provide the products or features (“Products”) offered by The Happy Co., we must process information about you, including Personal Information, whether or not you are registered or logged in. Subject to the limitations we describe in our Data Policy, we may share your Personal Information for business purposes with strict restrictions on how our business partners can use and disclose the data we provide, at your direction, or in ways otherwise in accordance with the CCPA. We do not sell any of your Personal Information, and we never will.

The best way to learn about the kinds of information we collect and how we use it is to review our Data Policy. Here is a summary of the CCPA-related categories of Personal Information we may have collected about you over the past 12 months, depending on how you use our Products, as well as how we use it and with whom we may have shared it.

Categories of Personal Information we collect may include:

- Identifiers
- Data with special protections, if you choose to provide it
- Commercial information, if you choose to provide it
- Photos and face imagery that can be used to create face-recognition templates if you or others choose to provide it and you have the setting turned on.
- Internet or other electronic network activity information, including content you view or engage with
- Location-related information, including precise device location if you choose to allow us to collect it
- Audio or visual Information, including photos and videos, if you or others choose to provide it
- Professional or employment information, if you choose to provide it
- Education information, if you choose to provide it
- Financial information, if you choose to provide it

- Information derived from other Personal Information about you, which could include your preferences, interests, and other information used to personalize your experience

Examples of how Personal Information is used include:

- Providing, personalizing, and improving our Products
- Facilitating transactions, providing measurement, analytics, advertising, and other business services
- Promoting safety, integrity, and security
- Communicating with you
- Researching and innovating for social good
- To perform other business purposes

Parties with whom your information may be shared include:

- People and accounts you share and communicate with
- People and accounts with which others share or reshare content about you
- Apps, websites, and third-party integrations on or using our Products
- New owners in the event of a change of ownership or control of all or part of our Products or their assets changes
- Partners, including partners who use our analytics services, advertisers, measurement partners, partners offering goods and services in our Products, vendors and service providers, and researchers and academics
- Law enforcement or other third parties in connection with legal requests
- The Happy Co. affiliate companies

To learn more about how we process information, including other types of Personal Information we collect, return to our Privacy Policy.

Sources of Personal Information

We receive Personal Information from the information that you and others provide, your device(s), and from our partners. The categories of sources from which we've collected or received Personal Information include:

- ◇ You: We collect the content, communications, and other information you provide when you use our Products, including when you sign up for an account, create or share content, and message or communicate with others. We collect information about the people, pages, accounts, hashtags, and groups you are connected to, and how you interact with them across our Products, such as the people you communicate with the most or the groups you are part of. We also collect information about how you use our Products, including ads we serve on and off The Happy Co., such as the types of content you view or engage with, the features you use, the actions you take, the people or accounts you interact with, and the time, frequency, and duration of your activities.
- ◇ Other people: We may also receive and analyze content, communications, and information about you that other people provide when they use our Products, such as when others share or comment on a photo of you, send a message to you, or upload, sync, or import your contact information.
- ◇ Your device(s): We collect information from and about the computers, phones, connected TVs, and other web-connected devices you use that integrate with our Products, and we combine this information across different devices you use.

- ◇ The Happy Co. Affiliate Companies: We may receive information from our Affiliate Companies for business purposes that help us provide you with an innovative, relevant, consistent, and safe experience across all The Happy Co. products you use. We also process information about you across The Happy Co. Companies for these purposes, as permitted by applicable law, and in accordance with their terms and policies.
- ◇ Partners: Credit card processors, banks, app developers and publishers, and other partners can send us information for business purposes through The Happy Co. business tools they use, including our APIs and SDKs. These partners provide information about your activities off The Happy Co. –including information about your device, the websites you visit, things you do on their services, and purchases you make. We also receive information about your online and offline actions, and purchases from third-party data providers who have the rights to provide us with your information. Partners receive your data when you visit or use their services or through third parties they work with. We require each of these partners to have rights to collect, use, and share your data before providing any data to us.

How can you exercise your rights provided under the CCPA?

Under the CCPA, you have the following rights:

- ◇ Right to Know: You have the right to request that we disclose to you the Personal Information we collect, use, or disclose, and information about our data practices;
- ◇ Right to Request Deletion: You have the right to request that we delete your Personal Information that we have collected from you;
- ◇ Right to Non-Discrimination: We will not discriminate against you for exercising any of these rights.

To exercise your “right to know” or your “right to request deletion,” you may call us at 1-800-518-0284, send an email to support@thehappyco.com.

Please note that to protect your information and the integrity of our Products and services, we may need to verify your identity before processing your request. In some cases we may need to collect additional information to verify your identity, such as a government issued ID.

Under the CCPA, you may exercise these rights yourself or you may designate an authorized agent to make these requests on your behalf. We may request that your authorized agent have written permission from you to make requests on your behalf and may need to verify your authorized agent’s identity.

Contact Us. If you have comments or questions about our privacy policy, please contact us at support@thehappyco.com or you may reach us by telephone at 1 (800) 518-0284.