



This website (the “Site”) is owned and made available by Sunless, Inc. (“Sunless,” “we,” “us,” or “our”). This Privacy Policy describes the information collected by Sunless and its suppliers through the Site (“Collected Information”) and how that information is used and disclosed. This Privacy Policy also describes your choices regarding the use of your information, how you can correct inaccuracies in your information, and how we communicate changes to this Privacy Policy.

**By accessing, browsing, or using the Site, by accepting the Site’s [Terms of Use](#), or by entering into any other agreement with Sunless that governs access to or use of the Site, you agree on behalf of yourself and any organization or company that you represent (together, “you”) that you have read and understand this Privacy Policy. If you do not agree with this Privacy Policy, do not access or use the Site.**

We reserve the right to update this Privacy Policy at any time. Reasonable notices of material changes will be provided before the updates take effect and changes will be clearly posted on the Site or otherwise communicated to you.

This Privacy Policy is incorporated into and made a part of our [Terms of Use](#) and any other agreement that references this Privacy Policy or governs access to or use of the Site.

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### 1. Information We Collect and How We Collect It

The information we may collect generally falls into the following categories:

- Information that you voluntarily provide to us, for example, your contact information, payment information, and user-generated content.
- Information collected through your use of the Site, for example, account activity, data collected by the servers used to operate the Site (e.g., IP addresses and device information), data collected by analytics and advertising services, data collected when you connect using or share information via social media platforms, and data collected by cookies and tracking technologies.

### 2. Information You Submit

**Personal Information.** You can visit the Site without submitting your personal information to us but you will be required to provide your personal information in order to sign up for an account through the Site (where that option is available), to contact us through the Site, or to use certain other features of the Site. We will collect any personal information from or about you that you choose to provide to us, which may include, without limitation, your name, birth date, physical address, telephone number, email address, and payment information. We will use your personal information as described below in this Privacy Policy, including setting up and administer your Site account (where applicable) and to communicate with you. Additionally, if you provide a mobile or other telephone number to us, you consent to receiving telephone calls from us at that telephone number as described below, but only to the extent permitted by applicable law.

**Order & Payment Information.** To buy products using the Site, where that option is available, you must provide your contact information (e.g., name and shipping address) and payment information. All purchases made using the Site must be made by credit or debit card. Sunless does not directly access, handle, or store credit or debit card information submitted through the Site and such payment information will be provided directly to our third-party processor. To make a purchase using the Site, you will need to provide your name and your credit or debit card type, number, expiration date, security code, and billing address. This information is used for billing purposes and to fill your orders. If we have trouble processing an order, we'll use this information to contact you. Where the online storefront on the Site is hosted or powered by a third party, we encourage you to review any posted terms and privacy policies.

**User-Generated Content.** You are responsible for any data, information, images, messages, documents, and other content that you enter, submit, create, post, upload, transmit, or otherwise provide through or using the Site. All user-generated content is provided at your own risk. We cannot guarantee that user-generated content you provide will not be viewed by unauthorized persons. You understand that, even after removal, copies of user-generated content you have provided may remain viewable in cached and archived pages and may have been copied or stored by Internet archives and other Site users. Sunless will make user-generated content available, including publicly available, to other Site users and to the public, as applicable and at its sole discretion, and will use and disclose user-generated content for the purpose for which it was provided as indicated at the point of collection. For more information on user-

generated content, please review our [Terms of Use](#). An anonymized string is created from your email address (“**hash**”) and is provided to Gravatar to see if you use the email or if it is spam. After approval of your comment, your profile picture is visible to the public in the context of your comment. We encourage you to review Gravatar’s Privacy Policy.

**Requests for Information, Quotes, and Support.** To request a quote for a Sunless product or to request information via the Site, you will need to provide your contact information (as discussed above) and, as applicable, details of the product(s) or information in which you are interested.

**Email Marketing Communications.** If you sign up or otherwise opt in to receive product recommendations, promotions, or other communications from us, you will need to provide your email address. We will use this information to send you Sunless updates and promotional and other electronic communications. Please note that pixel tags, cookies and other online trackers may be used within emails to track your interactions with those websites and when emails are opened. You may opt out of receiving updates and other emails from us at any time by following the unsubscribe instructions in the applicable email. We may use third-party email providers to deliver these communications to you. Note that, even if you opt out of receiving promotional communications from Sunless, you may still receive administrative communications from us with respect to your use of the Site.

**SMS Text Message Marketing Communications.** We may, to the extent permitted by applicable law and in accordance with your preferences, use Collected Information to send you promotional communications about Sunless, the Site and our products and services. With respect to SMS text message marketing, we will obtain your prior consent for such promotional communications solely to the extent required by applicable law. You may opt out of receiving promotional communications from us at any time by following the unsubscribe instructions contained in the applicable message or by contacting us using the contact information provided below under “[Contact Us](#).” Specifically with regard to text messaging, if you opt in to receiving text messages (SMS), we may send you autodialed and other text messages at the telephone number you provide. Consenting to receiving text messages is not required to buy goods or services or to otherwise do business with us. Message and data rates may apply. We may use third-party email providers to deliver these communications to you. Note that, even if you opt out of receiving promotional communications from Sunless, you may still receive administrative communications from us with respect to your use of the Site.

**Product Preferences, Characteristics & Inferences.** We may provide features (such as quizzes) that allow you to share information with us related to what your goals are in using our products, your skin care routine and characteristics, and what types of products you are looking for. We use this information to better inform our provision of services to you, to personalize our services, and to provide you with advertising that is more relevant to your interests.

### **3. Other Information Collected**

As you navigate and use the Site, certain information can be passively collected—that is, gathered without the user actively providing the information or being concurrently made aware of the collection of information—using various technologies. We passively collect a variety of types of information in a variety of ways, including:

***IP Addresses and Related Data.*** The servers used to operate and provide the Site may collect data pertaining to you and the equipment, software, and communication methods you use to access the Internet and the Site, including Internet protocol (“IP”) addresses assigned to the computers and other devices from where you access the Internet, your Internet service provider (ISP), device ID numbers and unique identifiers, your media access control (MAC) address, your operating system, your computer screen resolution, your web browser type, the pages you access on the Site, the websites you access before and after visiting the Site, the length of time you spend on the Site, date and time stamps, clickstream data, your approximate geographic location, performance statistics, and usage data. Sunless may use this information to administer the Site and its servers, to generate statistical information, to monitor and analyze Site traffic and usage patterns, to monitor and help prevent fraud, to investigate complaints and violations of our policies, and to improve the Site.

We may combine this information with other Collected Information (including personal information) and information obtained from third parties for security reasons and to protect our rights or the rights of others. The suppliers that we use to provide the Site may collect information about your visits to the Site and other websites. Some of this information may be collected using cookies and similar tracking technologies as explained below under “Cookies and Tracking Technologies.”

The Site uses third-party analytics tools (e.g., Google Analytics) to collect and process data about your use of the Site, including when you visit the Site, URLs of the websites that you visit prior to visiting the Site and when you visit those websites, and IP addresses assigned to the devices from where you access the Internet. Our analytics providers may set and read cookies to collect this data and your web browser will automatically send data collected by those cookies to our analytics providers. Our analytics providers use this data to provide us with reports that we will use to improve the Site’s structure and content.

For more information on how Google uses this data, visit [Google’s Privacy Policy](#) and Google’s page on [How Google uses data when you use our partners' sites or apps](#). To prevent this data from being used by Google Analytics, follow the instructions to download and install the [Google Analytics Opt-out Browser Add-on](#) for each browser you use. Using the Google Analytics Opt-out Browser Add-on will not prevent Sunless from using other analytics tools and will not prevent data from being sent to the Site itself or to Google. For more information about how Google Analytics uses cookies to measure user interactions on websites, visit [Google Analytics Cookie Usage](#) on Websites. You may disable cookies as discussed below, but that may impact your use and enjoyment of the Site.

***Advertising Networks, Personalized Advertising, Remarketing, and Retargeting.*** From time to time the Site may use or participate in advertising networks and related advertising services that are managed and provided by third-party advertising servers, advertising agencies, technology vendors, and research firms, including Google Ads and advertising services provided by Facebook (sometimes referred to the Meta “tracking pixel”), Instagram, Amazon, and advertising services provided by TikTok (sometimes referred to as TikTok Pixels). These services collect information about your visits to and interactions with the Site and other websites and will use that information to target advertisements for goods and services and to display those advertisements on other websites. The information collected may be associated with your personal information.

Advertising networks often gather data about consumers who view advertisements to make inferences about a consumer's interests and preferences, which enables their computers to deliver advertisements directly targeted to the consumer's specific interests. This practice is often referred to as "online behavioral advertising." For example, a third-party advertising network might collect the type of web browser you use, the type of computer operating system you use, the domain name of a website you visit, whether or not you visit specific pages of the Site and other websites, the location of your Internet service provider, the date and time of a visit to a website, and other interactions between you and a website.

Through Google Ads, Google uses your Internet searches, cookies, and similar identifiers (e.g., pixel tags) to collect information about your visits to the Site and your interaction with our products and services to generate targeted advertisements to you on other websites that you visit across the Internet. We may also enable and implement Google Analytics Advertising Features on the Site. To opt out of remarketing advertising provided through Google, to customize your ad preferences, or to limit Google's collection or use this information, visit [Google's Safety Center](#) and [Google's Ad Settings](#) and follow Google's [personalized ad opt-out instructions](#). Opting out will not affect your use of the Site.

**To change your preferences with respect to certain online ads and to obtain more information about third-party ad networks and online behavioral advertising, please visit the [National Advertising Initiative Consumer opt-out page](#) or the [Digital Advertising Alliance Self-Regulatory Program](#).** Please remember that changing your settings with individual web browsers or ad networks will not necessarily carry over to other browsers or ad networks. As a result, depending on the opt-outs you request, you may still see our ads from time to time. Your device may also include a feature ("Limit Ad Tracking" on iOS or "Opt Out of Interest-Based Ads" on Android) that allows you to opt out of having certain information collected through apps used for behavioral advertising purposes.

**Social Media.** The Site may implement widgets, tools, or applications provided by social media platforms and the Site may otherwise allow for interaction, integration, or content sharing with third-party social media platforms and companies. We may be required to implement cookies, plug-ins, and APIs provided by those social media platforms in order to facilitate those communications and features. By choosing to use any third-party social media platform or choosing to share content or communications with any social media platform, you allow us to share information with the designated social media platform. Interactions, integrations, and content sharing with a social media platform and their features may require or allow the social media company to collect information from or about you, whether through cookies, registration information, or otherwise. Social media companies may track your online activity even when you do not choose to interact with the social media platform or its widgets or other features. We encourage you to review the privacy policy of any social media platform that you use or visit in connection with the Site, as those platforms' respective privacy policies will govern their collection, use, and disclosure of information they collect from you. We cannot control any policies or terms of such third party platform. As a result, we cannot be responsible for any use or disclosure of your information or content by third-party platforms, which you use at your own risk.

The Site may also use the advertising services and networks offered by social media platforms to deliver advertising content. Use of these services requires social media platforms to implement cookies or pixel tags to deliver ads to you while you are logged into the applicable social media platform.

If you do not want social media platforms to collect information relating to you via the Site or to link information collected via the Site to your social media accounts, we suggest that you: (a) do not connect to or share information with social media platforms using the Site; (b) hide social media platform plug-ins using an ad blocker; (c) always log off completely from social media platforms before visiting the Site or other websites and delete all related cookies; and, (d) where the option is made available by a social media platform, disable the advertising services and networks operated by that platform. For example, you may opt out of Twitter’s interest-based advertising by notifying Twitter through one of the methods it describes [here](#). You hereby acknowledge that Sunless makes no guarantee that exercising the foregoing options is guaranteed to prevent applicable social media platforms from tracking you and, further, you acknowledge that Sunless is not responsible for a social media platform’s tracking of you.

**Our Social Media Pages.** Sunless is active on social media. You may have the opportunity to comment on social media platforms regarding, as well as send us reviews and testimonials regarding, Sunless and the products and services we offer and/or to submit or upload related photos and other materials. Sunless reserves the right to post on the Site, other websites, and social media pages any comments, photos, or content that you post on our social media pages or provide to us (whether through social media or otherwise) to the extent permitted by applicable law.

**Cookies and Tracking Technologies.** The Site automatically uses cookies to track your use of the Site in order to facilitate and enhance the user experience on the Site and for other purposes as described above. “Cookies” are small pieces of information that are stored on your device’s hard drive by your browser. The Site may use both cookies that we implement and cookies implemented by our suppliers and other third parties.

We may use cookies to keep track of your return visits to the Site and to deliver content specific to your interests. We may also use cookies to track your interactions with the Site’s third-party advertisements (e.g., when you click on an advertisement). For example, using cookies allows us to remember your login information so you don’t have to re-enter it every time you visit the Site.

The Site may use both cookies that we implement and cookies implemented by our suppliers and other third parties. “First-party” cookies allow your browser to talk to the actual website that you are visiting, whereas “third-party” cookies allow your browser to talk to third-party websites, such as the source of an ad that appears on the website you are visiting or a third-party analytics provider. Our suppliers may use cookies and tracking technologies to track Site users across the Internet to understand how you get to the Site and for the analytics purposes disclosed in this Privacy Policy. We do not have access or control over these cookies and this Privacy Policy does not cover the use of third-party cookies. Click [here](#) for information on the cookies used by Meta. Click [here](#) and [here](#) for information on the cookies used by Google.

A cookie can either be a “session” cookie or a “persistent” cookie. Session cookies exist only for so long as you are visiting the applicable website. Session cookies are typically deleted or removed when you exit or quit your browser application. Persistent cookies exist for a set period of time, for example, six (6) months or one (1) year. Each time you visit a website that has implemented a persistent cookie, that

cookie will remain active until its predetermined expiration date. You can also manually delete persistent cookies as discussed above.

The types of information collected by a cookie and the purposes for which that information is used depends on the type of cookie. By way of illustration, the types of cookies used, the types of information collected by those cookies, and the purposes for which that information are used are described below. We may combine information collected by cookies with other Collected Information.

- *Operationally necessary cookies (also called essential cookies)*. These are cookies that are required for the operation of the Site. For example, these cookies are required to identify irregular website behavior, prevent fraudulent activity, and improve security. They also allow users of the Site to make use of its functions. Without these cookies, features and services you have requested will not be able to be provided.
- *Functional cookies*. These cookies allow us to offer you enhanced functionality when accessing or using the Site. This may include to remembering choices you make, for example, remembering your preferences or settings, remembering if you reacted to something on or through the Site so that you are not asked to react to it again, remembering if you have used any feature of the Site before, and enabling social media components. If functional cookies are disabled, various functions of the Site may be unavailable to you or may not work the way you want them to.
- *Performance cookies (also called analytical cookies)*. These cookies assess the performance of the Site, including as part of our analytic practices to help us understand how visitors use and interact with the Site, for example, which pages on our websites users visit most often. These cookies also enable us to personalize content and remember your preferences. These cookies help us improve the way our websites work and provide a better, personalized user experience.
- *Advertising or targeted cookies*. These cookies record your visits to the Site, the pages you visit on our websites, and the links you have clicked. They gather information about your browsing habits and remember that you have visited a particular website. Sunless and our third-party advertising platforms or networks may use this information to make the Site and its content more relevant to your interests (this is sometimes called “behavioral” or “targeted” advertising and is further discussed above). These cookies are also used to limit the number of times you see an advertisement and to help measure the effectiveness of advertising campaigns. To find out more about interest-based ads and your choices, please visit the [Digital Advertising Alliance](#), the [Network Advertising Initiative](#), the [Interactive Advertising Bureau \(IAB\) Europe](#), <http://www.allaboutcookies.org>, and <http://www.youronlinechoices.com>.

For more information about cookies, including about advertising cookies and your choices regarding cookies, we suggest you visit the following websites: <https://www.consumer.ftc.gov/articles/0042-online-tracking>; <http://www.allaboutcookies.org>; and <http://www.youronlinechoices.eu>.

Most browsers are set up to accept cookies. However, you can configure your browser to block cookies or to notify you when a cookie is set. You should consult the operating instructions that apply to your browser to determine how to best configure your browser settings. Additionally, you can disable or delete

similar data used by browser add-ons (e.g., Flash cookies) by changing the add-on settings or visiting the website of its manufacturer. Disabling cookies may prevent you from using certain features on the Site and may impact your enjoyment of the Site. Changing your cookie preferences in one browser will not necessarily carry over to other browsers, so you may need to adjust your preferences each time you get a new device, install a new browser, upgrade an existing browser, or alter or delete a browser's cookie file.

**How We Respond to Do Not Track Signals.** Due to the automatic collection of data using cookies as described above, we do not currently honor "do not track" requests. However, residents of certain U.S. states may opt out by broadcasting an Opt-Out Preference Signal under applicable law, including the Global Privacy Control (GPC), depending on which browsers and/or browser extensions you use that may support such a signal. To look at extensions and browsers supporting the GPC browser signal, visit here: <https://globalprivacycontrol.org/>. Note that if you choose to use the GPC signal, you will need to turn it on for each supported browser or browser extension you use.

#### 4. How We Use and Share Collected Information

In addition to the uses described above, Sunless and its suppliers may use and share Collected Information as described below. We will not sell, rent, or otherwise disclose your personal information to any third parties except as described in this Privacy Policy or at the time of collection.

**Purpose Collected.** We may use and share Collected Information for the purpose for which it was collected, and for purposes that are consistent with reason and common sense. For example, if you contact us by email, we may use the Collected Information to respond to your email. Additionally, if you request a quote for a Sunless product or sign up for our email list, we may use Collected Information to send you emails about offers, products, and services we think may be of interest to you. Similarly, we may use Collected Information to provide you with a personalized experience on the Site and to assist you while you use the Site.

**Communication with You.** We will use Collected Information to communicate with you through the Site, including by email and SMS text messages. We may also use Collected Information to communicate with you for other reasons, as explained in this Privacy Policy. You may opt out of receiving email communications from us at any time by following the opt-out instructions in our emails. You may also opt out of receiving SMS text messages from us at any time by following the opt-out instructions in those messages.

**Sharing Collected Information with Our Suppliers.** We may share Collected Information with our suppliers and service providers, including hosting and information technology service providers, payment processors, shipping and mailing service providers, product delivery service providers, email and SMS marketing service providers, analytics providers, and marketing and advertising service providers, so that they can assist us with the uses described in this Privacy Policy.

**Evaluation and Improvement of the Site, User Demographics, and Preferences.** We may use Collected Information to understand and analyze the usage trends and preferences of our users to improve the Site and to develop new products, services, features, and functionality.



**Promotional Purposes.** We may share Collected Information with third-party service providers so that they may assist us with promotional efforts and delivering relevant content to you. These service providers may use your information to provide you with promotional information and marketing advertisements for Sunless products and services. We may also use your information to promote Sunless products and services to you ourselves or through our affiliates.

**Data Aggregation.** To the extent permitted by applicable law, we may aggregate personal information, user-generated content, and other Collected Information and use that aggregate data for our business purposes. We may use aggregate data to understand Site users' needs and usage patterns, to determine what kinds of products and services we can provide, and to improve and enrich our products and services. We may provide aggregate information to our affiliates, suppliers, and other third parties for these purposes. We may also combine Collected Information with other information in our possession for purposes of using information as described in this Privacy Policy.

**Personalization; Advertising; Analytics.** To tailor the content and information that we may send or display to you, to suggest personalized help and instructions, and to otherwise personalize your experience while visiting or using our Site. Additionally, we may collect your information and share it with our third party service providers to understand how our Site are used and to improve the Site (as described further in the "Analytics" section of the Privacy Policy above). Further, we may use your information for us, or our third party service providers, to use that information to target advertisements for goods and services and to display those advertisements on other websites. The information collected may be associated with your personal information. For more information, please see the "Advertising Networks, Personalized Advertising, Remarketing, and Retargeting" section of the Privacy Policy above.

**Lawful Processes; Security and Protection of Rights.** We may use and share Collected Information as required or permitted in accordance with subpoenas, court orders, valid law enforcement requests, governmental agency requests, and other legal processes. We may use Collected Information and share it with third parties if we believe doing so is necessary or appropriate to protect our rights or the rights of others, including disclosing information as necessary to protect our operations, to enforce or bring legal action in the event of a violation of our agreements or policies, or to pursue remedies or limit damages that we may sustain.

**Business Transactions.** If Sunless undergoes a change in control, acquisition, merger, reorganization, or asset sale (in whole or in part), we may transfer, sell, share, or otherwise disclose Collected Information to the subsequent owner(s) or successor(s) of those transactions. We may also disclose Collected Information in connection with the evaluation of those transactions. Those owner(s), successor(s), and other recipients, as applicable, will be bound by this Privacy Policy as it applies to the information disclosed. Also, if Sunless or any of its assets are acquired or if Sunless goes out of business, enters bankruptcy, or goes through some other change in control or reorganization, Collected Information may be one of the assets transferred to or acquired by a third party.

**With Your Consent.** With your consent, we may use and share your personal information and other Collected Information in ways not specifically described in this Privacy Policy.

## 5. Retention

We will retain your personal information for as long as it's needed to fulfill the purposes outlined in this Privacy Policy and our Terms of Use unless a longer retention period is required or permitted by law (e.g., tax, accounting, or other legal requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it; if that is not possible (e.g., because your personal information has been stored in back-up archives), we will securely store your personal information and isolate it from any further processing until deletion is possible.

## 6. Your Choices and Access

The purpose of this section of the Privacy Policy is to inform you of our privacy options. Some U.S. states and other jurisdictions outside of the U.S. provide these options and rights to their residents.

Depending on the laws applicable to our processing of your personal information and the location in which you reside, you may have the ability to exercise the rights listed below and in this section of the Privacy Policy. Subject to foregoing, in addition to all application limitations, exemptions, or exceptions—regarding our collection and use of your personal information—these rights may include, to the extent applicable:

- **Right to Confirm**: The right to confirm whether we are processing your personal information.
- **Right to Access**: You may have the right to request access to any of your personal information that we hold. Specifically, you may have the right to request the disclosure of (1) what personal information has been collected; (2) the categories of sources from which the personal information was collected; (3) the business or commercial purpose for collecting or selling personal information; (4) the categories of personal information sold and to what third parties it was sold to (if applicable); (5) the categories of third parties with whom we share personal information and to what third parties it was shared with; and (5) the specific pieces of personal information we have collected about you.
- **Right to Data Portability**: You may have the right to receive all such personal information about you from us in a structured, commonly used and machine-readable format, and also to require us to transmit it to another entity where this is technically feasible.
- **Right to Deletion**: You may have the right to request the deletion of your personal information that we have collected.
- **Right to Correction**: You may have the right to request the correction of your personal information that we collected.
- **Right to Lodge a Complaint**: You also may have the right to lodge a complaint with a government regulator (e.g., your state attorney general) or supervisory authority, in particular in your country of residence, if you consider that the collection and use of your personal information violates this Privacy Policy or applicable law.

To exercise these rights, please see the “[Exercise Your Rights](#)” section of the Privacy Policy below. Additionally, if you have any concerns, complaints, or other issues with regard to our collection, use or other processing of your personal information, please contact us via the means set forth under the “[Contact Us](#)” section of the Privacy Policy below.

## **7. Additional information for Australian residents**

This section of the Privacy Policy only applies to individuals located in Australia

Overseas transfers: We are located in the USA. Your personal information is stored on servers in the USA [please confirm]. The third parties that we share your personal information with (as outlined in section 4 above) are located primarily in the USA [and insert details of any other locations].

Complaints: You have a right to make a complaint about privacy using the contact details set out below.

We will first consider your complaint to determine whether there are simple or immediate steps which can be taken to resolve the complaint. Your complaint will then be investigated. We may ask you to provide further information about your complaint and the outcome you are seeking. We will then typically gather relevant facts, locate and review relevant documents and speak with individuals involved. In most cases, we will investigate and respond to a complaint within a reasonable time, usually within 30 days of receipt of the complaint. If the matter is more complex or our investigation may take longer, we will let you know.

If you are not satisfied with our response to your complaint, you may make a complaint to the Office of the Australian Information Commissioner (OAIC). The OAIC can be contacted by telephone on 1300 363 992 or by using the contact details on the website [www.oaic.gov.au](http://www.oaic.gov.au).

## **8. Additional Information for Certain U.S. Residents.**

Certain U.S. states require additional disclosures and provide users residing in such U.S. states with additional choices and rights. This section of the Privacy Policy only applies to individuals located in such U.S. states and where such U.S. state data protection laws apply to our processing of your personal information.

**Sources.** Consistent with the Privacy Policy above, we collect certain categories of personal information directly from you and, in some circumstances, third parties. The categories of sources that we collect personal information from in the prior 12 months includes the following:

- Our third party service providers;

- Advertising networks;
- Affiliated, subsidiaries, and related companies;
- Software suppliers;
- Third party websites and mobile applications (e.g., websites that share information with us or our advertising partners);
- Social media companies;
- Our Site; and
- Your communications with us.

**No Sensitive Personal Information.** We do not knowingly collect information that is considered “sensitive” under applicable law.

**Disclosure to Third Parties.** Pursuant to and consistent with the purposes for collecting your information as set forth in the How We Use and Share Collected Information section of the Privacy Policy above, we disclose certain categories of personal information to third parties for a business or other purpose:

	Categories of Third Parties Disclosed to	Purposes for Disclosure
Identifiers	Affiliates, Subsidiaries, and Related Entities.  Subsequent owner(s), successor(s), or assignee(s) of Company.  Third Party Service Providers, which include, for example, payment processing companies, data analytics and advertising providers, fraud prevention providers, cloud storage providers, IT service providers, delivery partners, and marketing companies.  Law Enforcement.	<ul style="list-style-type: none"> <li>• Purpose Collected.</li> <li>• Communication with You.</li> <li>• Promotional Purposes.</li> <li>• Sharing Collected Information with Our Suppliers.</li> <li>• Evaluation and Improvement of Site; User Demographics and Preferences.</li> <li>• Data Aggregation.</li> <li>• Personalization; Advertising; Analytics.</li> <li>• Business Transactions.</li> </ul>
Protected Classifications Under Applicable Law (e.g., Birth Date)		
Internet or Other Electronic Network Activity		
Commercial Information		
Approximate Geolocation Information		
Professional or Employment Related Information		
Audio, Electronic, Visual, Thermal,		

Olfactory, or Similar Information		<ul style="list-style-type: none"> <li>• Lawful Processes; Security and Protection of Rights</li> </ul>
Contact Forms and Requests for Information or Support		
Chat and Messaging		
Inferences		

**Rights.** Applicable laws in your jurisdiction may grant you certain rights—subject to all applicable limitations, exemptions, or exceptions—regarding our collection and use of your personal information. In addition to those rights set forth in the [“Your Choices and Access”](#) section of the Privacy Policy above, these rights may include, to the extent applicable and to the extent granted under applicable law:

- The right to opt-out of targeted advertising and the sharing of personal information that is shared for cross-contextual behavioral advertising purposes;
- The right to opt-out of the sale of your personal information;
- The right to not be discriminated against due to your exercise of your rights under applicable law. We do not discriminate against users for exercising the rights granted to them under applicable law and that are applicable to our processing of your personal information.

We do not use your personal information to profile you via purely automated means in furtherance of decisions that produce legal or significantly similar effects (as may be defined under applicable law).

The above rights are only exercisable by you where the applicable law grants you the right being exerted and where no exception or exemption under applicable law applies. You may also have a registered agent (if and only as permitted under applicable law) that you authorize to act on your behalf. If you have a registered agent act on your behalf, we have the right to authenticate such agent’s authority to act. To exercise the rights described herein (only to the extent applicable), you may submit a verifiable request to us by through the methods set forth under the [“Exercise Your Rights”](#) section below.

**Selling and Sharing.** We do not sell your personal information as the concept of “selling” is traditionally understood as being the exchange of something for money. However, we sell your personal information to, and share your personal information with, third parties for the purpose of cross-contextual behavioral advertising purposes (e.g., targeted advertising and remarketing). Applicable U.S. state data protection laws hold such disclosures and sharing to be considered “selling” or “sharing”. Therefore, you have the right to opt out of such selling and sharing. In the preceding 12 months, we have sold or shared the following categories of personal information with the following categories of third parties and for the following purposes:

Category of Personal Information Sold or Shared	Category of Third-Party Recipient	Purpose
Identifiers	Analytics, marketing, advertising, and remarketing partners and service providers	Analytical and targeted advertising purposes (including, without limitation, cross-contextual behavioral advertising). Specifically, to target advertisements for goods and services and to display those advertisements on other websites.
Internet or other electronic network activity information	Analytics, marketing, advertising, and remarketing partners and service providers	Analytical and targeted advertising purposes (including, without limitation, cross-contextual behavioral advertising). Specifically, to target advertisements for goods and services and to display those advertisements on other websites.

You have the right to opt out of the selling or sharing of your personal information as described herein. You may exercise this right to opt out by utilizing the Global Privacy Control as mentioned in the “[How We Respond to Do Not Track Signals](#)” section above, or by clicking the “[Do Not Sell or Share My Personal Information](#)” option in the footer of the website and changing your Cookie Settings as described on that webpage. If you have any questions, concerns, or would like more information on our ability to opt out, you can contact us by emailing: [Privacy@sunlessinc.com](mailto:Privacy@sunlessinc.com).

We do not knowingly sell or share for cross-contextual behavioral advertising purposes, the personal information of anyone under the age of 16 years old. See the “[Access by Children](#)” section of this Privacy Policy below for more information.

## 9. Exercise Your Rights

If this Privacy Policy expressly stated above that you have certain rights or applicable law grants you certain rights as it relates to this Privacy Policy and Collected Information, you may submit a verifiable request to us by

Telephone: 1-888-974-9977

Visiting: <https://sunless.com/pages/data-subject-rights-request-form>

Please note that to exercise your rights to opt-out of targeted advertising and/or the sale of your personal information, you must follow the instructions provided under the “[Selling and Sharing](#)” section of the Privacy Policy above. Only you or a registered agent (if and only as permitted under applicable law) that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. If you have a registered agent act on your behalf, we have the right to authenticate such agent’s authority to act. Without limiting the foregoing, the verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

We will respond to your request within the applicable timeframe required under applicable law. If we deny your request, you can appeal such denial by emailing us at [Privacy@sunlessinc.com](mailto:Privacy@sunlessinc.com). If the appeal is denied, you may submit a complaint to the applicable government regulator or authority in the jurisdiction in which you are located (which, for U.S. residents, includes the state Attorney General in the state in which you reside).

## **10. Accuracy & Security**

Sunless does not guarantee that loss, misuse, or alteration of Collected Information will not occur, but we have implemented reasonable security measures designed to help protect against the loss, misuse, and alteration of information under our control. The storage and communication of information can never be completely secure, so we do not guarantee that communications or other information that you submit or that are otherwise provided to us will be completely secure. If you become aware of any breach of Site security or this Privacy Policy, please notify us at the contact information provided below immediately.

## **11. Access by Children**

The Site is not directed to children under 16 years of age and we do not knowingly collect personal information from children under 16. If we become aware that we have inadvertently received personal information from a visitor under the age of 16, we will delete the information from our records.

## **12. Third-Party Websites & Embedded Content**

The Site may link to, or be linked to, websites, or services not maintained or controlled by Sunless. Sunless is not responsible for the privacy policies or practices of any third parties or any third-party websites, applications, or services. This Privacy Policy does not apply to any third-party websites, applications, or services or to any personal or other information that you may provide to third parties. You should read the privacy policy for each website, application, and service that you visit or use.

We are not responsible for the privacy practices or the content of those websites. We encourage you to review the privacy policies of those websites before providing them with any personal information. The Site may incorporate content, including feeds, scripts embedded in the Site's code, and visible content (e.g., videos), provided by third parties. In some cases, those third parties collect data about how you interact with their content. The Site may also include Google Maps features and content. Google Maps features and content is subject to the then-current versions of Google Maps/Google Earth Additional

Terms of Service at [https://maps.google.com/help/terms\\_maps.html](https://maps.google.com/help/terms_maps.html) and Google Privacy Policy at <https://www.google.com/policies/privacy/>.

Our Site may use YouTube to make content in video format available to you. By accessing a part of the Site where videos are available, watching an embedded video, or otherwise interacting with any content made available through YouTube, you signify your agreement with YouTube's [terms and conditions](#). YouTube collects and otherwise has access to usage data (e.g., what videos you accessed and watched) through videos embedded in the Site as further described in [YouTube's Privacy Notice](#). YouTube adheres to Google's privacy policies and principles, part of which allow you to control certain privacy settings, and which data are collected. For more information, please visit <https://www.youtube.com/howyoutubeworks/user-settings/privacy/>.

### **13. Contact Us**

If you have any questions about this Privacy Policy or our use of your information, please contact us at:

Sunless, Inc.

Email: [privacy@sunlessinc.com](mailto:privacy@sunlessinc.com)

888-974-9977

8909 South Freeway Dr. Macedonia, OH 44056

<https://sunless.com/pages/contact-us>

For Australian residents please contact us at:

***Insert details***

Acknowledgment of Understanding:

By accessing, browsing, or using our website, you acknowledge that you have read and understand this Privacy Policy, and you agree to be bound by its terms and conditions. If you do not agree, please do not use our website or provide any personal information to us.