

L'BRI PURE n' NATURAL PRIVACY POLICY

This privacy policy (“Privacy Policy”) describes how L'BRI PURE n' NATURAL (“L'BRI”) may collect, use and share information that we have obtained through your use of the <https://lbri.com/> (“Website”) and all related websites, services and mobile apps, including the L'BRI Connect App and the L'BRI consultant business center (collectively, the “Services”). By using the Services you are consenting to the practices described in this Privacy Policy. “You” or “your” means and refers to you as a user of the Services. “We,” “our,” “us” or “L'BRI” refers to L'BRIS, HEALTH AND BEAUTY, INC. and our Services.

BY ACCESSING OR USING THE SERVICES, YOU AGREE TO THE PRACTICES AND POLICIES OUTLINED IN THIS PRIVACY POLICY AND YOU HEREBY CONSENT TO THE COLLECTION, USE, AND DISCLOSURE OF CERTAIN INFORMATION AS DESCRIBED IN THIS PRIVACY POLICY. YOU AGREE TO BE BOUND BY ALL THE PROVISIONS OF THE PRIVACY POLICY THAT ARE DISPLAYED ON THE WEBSITE ON THE DATE YOU USE THE SERVICES. YOUR CONTINUED USE OF THE SERVICES, INDICATES YOUR ACCEPTANCE OF ALL OF THE PROVISIONS OF THIS PRIVACY POLICY DISPLAYED ON THE WEBSITE ON THE DATE OF SUCH USE. IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY, YOU CANNOT USE THE SERVICES.

Our Privacy Policy is designed to provide transparency into our privacy practices and principles, in a format that our visitors can navigate, read and understand. We are dedicated to treating your personal information with care and respect. Please review the following Privacy Policy and contact us at support@lbri.com if you have any questions or concerns.

PRIVACY POLICY SCOPE:

This Privacy Policy describes:

1. Types of Information We Collect
2. How We Collect Information
3. How We Process Your Information and Our Lawful Basis for Doing So
4. How We Share Your Information
5. How We Protect the Privacy of Children Online
6. Your Access to and Control Over Your Information
7. Persons Covered by the GDPR (General Data Protection Regulation); Additional Jurisdiction Specific Rights
8. California Privacy Rights – Notice to California Residents
9. Consent
10. Sensitive Data
11. Information Retention
12. Security
13. Third-Party Services
14. Email and Marketing Communications
15. Changes to our Privacy Policy
16. Contact Us

TYPES OF INFORMATION WE COLLECT:

Within the last twelve months we have collected the following types of personal information from users of our Services for business or commercial purposes:

- Personal identifiers, such as your name, physical address, email address, phone number, IP address, device identifiers, and identifiers associated with cookies;
- Commercial information such as records of purchase, products you like, content you download and transaction histories;
- Information described in subdivision (e) Section 1798.80 of the California Civil Code such as your name, social security number, physical characteristics or description, address and telephone number;
- Financial information, such as credit card, ACH and other banking information;
- Demographic information, such as your age and date of birth;
- Electronic network activity, such as information about how you use, access, or interact with the Services;
- Geolocation information, such as city and state you provide, or location information derived from your interactions with the Services, subject to the settings on your device or browser;
- Protected classification characteristics under California or federal law such as your age and gender;
- Supplemental information provided by you, such as skin type, apparel size, photographs, personal stories and testimonials and other user generated content;
- Records of communications with our customer support team for training and quality assurance purposes; and
- Inferences regarding your preferences or other characteristics.

HOW WE COLLECT INFORMATION:

Information Provided Directly by You.

You actively provide information to L'BRI in various ways while using our online Services. For example, you share information when you:

- Make an online purchase with us;
- Create an account on one of our websites or mobile apps;
- Order free samples from us;
- Host a L'BRI event;
- Enroll to become an independent consultant of L'BRI;
- Conduct a transaction or request a service where we collect information;
- Use one of our skin advisory tools or quizzes;
- Request customer service or contact us; or
- Participate in a contest, promotion, or survey.

Automatically Gathered Information.

L'BRI automatically tracks certain information about you based upon your behavior while using the Services. This information is used to better understand and serve you by responding to your particular interests and needs.

Usage Details.

When you access and use the Services, we may automatically collect certain details of your access to and use of the Services, including traffic data, date and time you access the Services, the number of links you click within the Services and any third party website and sections within the Services that you access.

Device Information.

When you access the Services, we may collect information about your device and internet connection, including the device's unique device identifier, IP address, operating system, type of mobile device you use, browser type and network information.

Use of Cookies (or mobile cookies).

Our Services may use cookies to enhance the user experience while using our Services. Cookies are pieces of information that some apps and websites transfer to the computer or mobile device that is browsing that app or website and are used for record-keeping purposes by many apps and websites. Use of cookies makes web browsing easier by performing certain functions such as saving your passwords, saving personal preferences regarding your use of the particular app or website, and ensuring that you don't see the same advertisement repeatedly. It may be possible to refuse to accept cookies by activating the appropriate setting on your device. However, if you select this setting you may be unable to access certain parts of our Services.

By continuing to use our Services, you are agreeing to our use of cookies. We may choose to use any or all of the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our Services. They may include, for example, cookies that enable you to log into secure areas of our Services.
- **Analytical/performance cookies.** They allow us to recognize and count the number of visitors and to see how visitors move around our Services when they are using them. This helps us to improve the way our system works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognize you when you return to our Services. This enables us to personalize our content for you and remember your preferences.

- **Targeting cookies.** These cookies record your visit to our Services, the pages you have visited and the links you have followed. We may use this information to make our Services and the advertising displayed more relevant to your interests.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control.

Use of Web Beacons.

A “web beacon,” “clear GIF,” “web bug,” or “pixel tag” is a tiny graphic file with a unique identifier that is similar in function to a cookie, but allows us to count the number of users that have visited certain pages or screens of our Services, and to help determine the effectiveness of promotional or advertising campaigns, and for other related app statistics.

HOW WE PROCESS YOUR INFORMATION AND OUR LAWFUL BASIS FOR DOING SO:

Generally.

We use your personal information to:

- create and maintain your account to access the Services;
- provide the Services requested;
- process payments;
- authentic your address;
- enroll individuals as L’BRI independent consultants;
- fulfill your orders and requests for Services;
- provide users with customer service and technical support;
- provide users with a tailored experience when using our Services;
- enhance functionality of our Services;
- protect the security and integrity of our Services and help prevent fraud;
- conduct analytics;
- send notifications pertaining to guest orders, transactions, or requests; and
- subscribe guests to L’BRI newsletters the guest may be interested in.

Processing.

We may process personal information for one or more of the following reasons:

- a legitimate business interest, such as providing the Services requested and providing you with access to and use of the Services;
- compliance with a legal obligation;
- to protect your vital interests or the vital interests of another person or entity; and/or
- other specific purposes for which you have given consent to the processing of your personal information.

Information Provided at Time of Customer Registration or Purchase.

To access and use certain of the Services, you may be required to register a unique customer number or username and password, by entering your name, e-mail address, phone number, and mailing address, and other information that assists L’BRI in providing the requested products to you. This information is necessary for us to provide you with access to and use of the Services and to facilitate and complete the purchases made by you through the Services.

Information Provided By L’BRI Independent Consultants During Enrollment.

Individuals seeking to sign-up as L’BRI independent consultants will be required to complete the consultant enrollment process, and may be asked to create a unique URL and password, and provide their first and last name, middle initial, phone number, mailing address, shipping address (if different), date of birth, banking information, and social security number. L’BRI independent consultants have the option of providing their photograph, apparel size, personal stories, testimonials and other user generated data, in order to build out their personal L’BRI independent consultant website and profile, and to partake in L’BRI giveaways and promotion. This information is necessary for L’BRI to set up the individual as an independent consultant of L’BRI, and to create the consultant’s personal L’BRI webpage and profile, ship products to the consultant, make payments to the consultant and provide other services as requested by the consultant.

Supplemental Information Provided While Using the Services.

Supplemental information may be requested and provided by you through the Services to facilitate the offering of services requested by you, including the following:

- L’BRI offers a skincare advisor tool that takes your photograph, in order to provide individualized product recommendations. In order to utilize such services you may be required to submit a photograph of yourself or take a selfie. We process your photograph/selfie for the sole purpose of providing you with personalized skincare and beauty advice as well as individualized product recommendations from our selection. Your photograph/selfie is deleted after being analyzed and is not retained in any database or in connection with any other personally identifiable information.
- L’BRI offers a skin care advisor quiz, in order to provide tailored product recommendations. In order to access the product recommendations you will be required to answer questions related to your skin type, skin care concerns and age.
- L’BRI offers options to host events. We process your personal information to facilitate the scheduling of events for which you have requested more information, connecting you with a L’BRI independent consultant and sending related communications to you.
- Handling contact and support requests. If you send us an email through our “Contact Us” link to request user support, or if you contact us by other means including but not limited to via phone, we process your personal information to the extent it is necessary for our legitimate interest in fulfilling your requests and communicating with you.

Payment Information.

To facilitate processing payments, you may need to provide a payment method and the following information: name, billing address, credit card or banking information, and such other applicable information as requested by our third party payment processing service. If your payment method information changes (e.g., card number, account number, routing number, expiration date, CVV), then our third party payment service may acquire additional information from you. This information is necessary for us to verify and process payments for transactions made through the Services.

Shipping Information.

You may need to provide a mailing address if you purchase goods or services through the Services. This information is necessary for our third party shipping vendors to deliver the purchased products to you. Your shipping address may be authenticated by a third party address verification processor, in order to ensure delivery to the proper mailing address.

Providing and Promoting our Website and Services and its Security.

We process your personal information by tracking your use of our Services, creating aggregated non-personal data, verifying accounts and activity, investigating suspicious activity, and enforcing our terms and policies to the extent it is necessary for our legitimate interest in promoting the safety and security of the Services, and in protecting our rights and the rights of others.

We process your personal information to analyze trends and to track your usage of and interactions with our Services to the extent it is necessary for our legitimate interest in developing and improving our Services and providing our guests with relevant content and service offerings, or where we seek your consent. We process device and usage data which in some cases may be associated with your personal information, to analyze trends and assess and improve the overall user experience to the extent it is necessary for our legitimate interest in developing and improving the services.

Marketing and Communications.

From time to time your personal information, such as your name, phone number, email address or mailing address, may be used to contact you with L'BRI promotional materials, newsletters, marketing or other information that may be of interest to you based on your preferences. You may be contacted by the phone number or e-mail address you provide to us. We may contact you in this way based on our legitimate interest in undertaking marketing activities to provide you with the most up-to-date information on our Services and other products and services you may be interested in based on your preferences. By providing your contact information you have opted-in to receive direct marketing and commercial information by means of electronic communication (SMS, e-mail, telephone). You can withdraw your consent to receive any direct marketing communication from us by contacting support@lbri.com or following the opt-out instructions in our email communications.

Non-Personal Information.

We collect and create de-identified and aggregated information and other non-personal information, which is not related to an identified or identifiable natural person (“Non-Personal Information”). You agree that L’BRI owns, without restriction, all Non-Personal Information and that you have no rights in or to any Non-Personal Information. Because Non-Personal Information cannot be used to personally identify you, you agree we may use such information for any lawful purpose.

HOW WE SHARE YOUR INFORMATION:

Generally.

We do not sell, share, or otherwise transfer your personal information to third parties, except for sharing your personal information with applicable independent consultants and third party service providers as described below. We may also share your personal information when we believe sharing is necessary to comply with applicable law, enforce our policies, or protect our or others' rights, property, or safety.

Independent Consultants.

In order to provide you with the Services, sometimes we must share certain of your personal information with our L’BRI independent consultants as reasonably necessary to meet your requests. For instance, we may provide your name and contact information to an independent consultant so that you can connect with an independent consultant to order products, set up a hosting party, or discuss independent consultant opportunities.

Third Party Service Providers.

We may share your personal information, and credit card and banking information (only for payment processing) with other trusted third party companies and individuals to provide and improve the Services, facilitate and complete transactions, process payments, provide shipping services, verify shipping addresses, analyze use of our Services, perform analytics and produce statistics on the Services, or deliver other requested services and features to you. These third party service providers may include, but are not limited to, payment processors, internet service providers, and mail/parcel delivery service providers. These third party service providers are contractually bound to only process the limited personal information we provide them to perform specific tasks at our direction. These third party providers are bound to maintain the personal information they receive from L’BRI in accordance with this Privacy Policy.

Legal Requirements.

As we may determine in our sole discretion, we may disclose personal information if required to do so by applicable law, including, without limitation, responding to a subpoena or request from law enforcement, court, or government agency, or in the good faith belief that such action is necessary to: (i) comply with a legal obligation; (ii) protect or defend our rights, interests or property or that of third parties; (iii) prevent, investigate, or identify possible wrongdoing in connection with the Services; (iv) act in urgent circumstances to protect the personal safety of customers, guests, or the public; or (v) protect against legal liability.

We have disclosed the following categories of personal information to third parties for our operational business purposes within the preceding 12 months:

Categories of Personal Information	Categories of Third Parties
Identifiers, such as name, contact information, shipping and mailing address.	Third party service providers, to facilitate services they provide to us, such as payment processing, order fulfillment, return authorization, address verification and fraud protection.
Personal information, as defined in the California customer records law, such as name, contact information, payment card information, and financial information.	Third party service providers, to facilitate services they provide to us, such as payment processing, order fulfillment, return authorization, and fraud protection.
Commercial information, such as transaction information and purchase history.	Third party service providers, to facilitate services they provide to us, such as payment processing, order fulfillment, return authorization, and fraud protection.
Identifiers, such as name, contact information, shipping and mailing address.	L'BRI independent consultants, to facilitate individual customer requests.

HOW WE PROTECT THE PRIVACY OF CHILDREN ONLINE:

Our Services are not intended for minors or children under 13 years of age and no part of our Services are designed or intended to attract anyone under the age of 13. We will never ask for or knowingly collect information from children, if you are a child under the age of 13, you are not permitted to use the Services. Consistent with the Children's Online Privacy Protection Act, we will not knowingly collect any information from children under the age of 13. If you think that we have collected personal information from a child under the age of 13 through our Services please contact us at Support@lbri.com and we will dispose of the information.

YOUR ACCESS TO AND CONTROL OVER YOUR INFORMATION:

You have options about the various ways we collect, use and store your personal information.

Log-in/Contact Us.

If you have created an account through the use of our Services, you may log in to your account to enter and update your own contact information. You can also contact us through one of the options provided in the Contact Us section at the bottom of this Privacy Policy.

PERSONS COVERED BY THE GDPR (GENERAL DATA PROTECTION REGULATION); ADDITIONAL JURISDICTION SPECIFIC RIGHTS:

You may have certain additional rights relating to your personal information, subject to local data protection laws. If you are located in the European Union (EU) or European Economic Area (EEA), the following rights under the General Data Protection Regulation (GDPR) are available to you. Depending on your jurisdiction, and the laws applicable to you, your rights may include the following:

Accessing Personal Information.

You can request details of your personal information we hold and a copy of such information. We will confirm whether we are processing your personal information and provide additional details including what kind of information we have about you, where we collected it, how we use it (including the legal basis for our processing), how long we expect to keep it, the categories of third parties with whom we share your information, details of any automated decision making or profiling and the safeguards regarding data transfers, subject to the limitations set out in applicable laws and regulations. If you ask us, we will provide you with a copy of your personal information free of charge. We may charge you a fee to cover our administrative costs if you request multiple copies of the same information or if the requests are manifestly unfounded or excessive.

Editing and updating Personal Information.

If you find that your personal information needs to be edited or updated, you can ask us to update it by contacting us. Please make sure to provide us with all the information we need to be able to address your request, including both the old and new information.

Deletion, Erasure or Rectification of Personal Information.

At your request, we will delete or rectify your personal information if: (i) it's no longer necessary to retain your personal information; (ii) you withdraw the consent which formed the basis of your personal information processing; (iii) you have successfully objected to the processing of your personal information (see below); (iv) your personal information was processed unlawfully; (v) we are required to delete your personal information to comply with any of our legal obligations; or (vi) the information is inaccurate and needs to be corrected. We will review requests on a case by case basis and we might not be able to comply with your request if we need to process your personal information: (i) for exercising the right of freedom of expression and information; (ii) to comply with our legal obligations; (iii) to establish, exercise or defend a legal claim; or (iv) to perform a task in the public interest. If we are unable to comply with your request for any of the forgoing reasons, we will notify you of the reasons why your request was rejected.

Choosing to delete your personal information may impact your ability to use our Services and online features, including closure of your online account, termination of your status as independent consultant of L'BRI and limit your use of in-store functions that require your personal information.

Restriction of Processing of Personal Information.

You have the right to request us to limit the processing of your personal information if: (i) you dispute the accuracy of your personal information; (ii) your personal information was processed unlawfully and you request a limitation on processing, rather than a deletion of your personal information; (iii) we no longer need to process your personal information, but you need your personal information in connection with a legal claim; or (iv) you object to the processing of your personal information based on our legitimate interests pending verification as to whether we have an overriding legitimate ground for such processing. To the extent needed, we may still keep some of your data to ensure we comply with your request to limit processing, or for other legal purposes.

Objecting to Certain Types of Processing Including Automated Decision Making.

Where we process your Personal Information based upon our legitimate interests, you have the right to object to this processing on grounds relating to your particular situation if you feel it impacts your fundamental rights and freedoms. Where we process your personal information based upon our legitimate interests and where decisions are made by automated processing which has a legal or other significant effect on you, you may also object to such automated decision making.

Portability of Personal Information.

You can request us to send you your personal information in a structured, commonly used, machine-readable format so that it can easily be transferred and used by a third party.

Withdrawing Consent.

We primarily rely on legitimate business interests to process your personal information, but to the extent we use consent to process your personal information, you have the right to withdraw any consent you may have given us at any time. We will comply with your request promptly. If you withdraw your consent, we might not be able to provide some of our Services to you.

Filing a Complaint with a Data Protection Authority.

We will try to resolve any problems that you have but you are always able to contact your local data protection authority for assistance or to make a complaint.

How to Exercise Your Rights.

If you wish to exercise any of these rights, please email Support@lbri.com. We will respond to your request within 30 days of accepting it. Before accepting your request, we may need to ask for some identifying documentation from you, to make sure we don't inadvertently provide your personal information to someone else. If you are not in the EU or EEA, or other jurisdiction that provides these rights as a matter of law, you can still apply for any of these rights, and we will comply where the request is reasonable in our discretion.

CALIFORNIA PRIVACY RIGHTS - NOTICE TO CALIFORNIA RESIDENTS:

Individuals who are residents of California and have provided their personal information to us may request information regarding our disclosures, if any, of their personal information to third parties for a third party's direct marketing purposes. To learn more about your additional California privacy rights, please click here: [California privacy notice](#).

Do Not Track Signals.

Your web browser may let you choose your preferences as to whether you want to allow websites to collect personal information over time about your online activities across different websites or online services. At this time, our Services do not respond to the do not track options you may have seen in your web browser regarding the collection of your information, and our Services may continue to collect information in the manner described in this Privacy Policy.

CONSENT:

When you provide us with personal information through our Services, through the mail, over the phone, or by using our mobile application we imply that you consent to our collecting it and using it to carry out L'BRI's legitimate business purposes.

IMPORTANT: Except as stated herein as necessary to carry out L'BRI's business purposes and to provide the Services, we do not sell your personal information to any third parties, including but not limited to advertisers, strategic partners or vendors.

SENSITIVE DATA:

We do not collect any Sensitive Data about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, or information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

INFORMATION RETENTION:

We will retain your personal information for as long as you maintain an account or as otherwise necessary to provide you the Services. We retain your personal information in a secure backup system for a reasonable period of time in order to assure reliable service and as necessary to comply with our legal obligations, resolve disputes, protect our network security, and enforce our agreements. This includes the retention of certain information provided by independent consultants of L'BRI, including but not limited to their credit card and banking information, for seven years as required to comply with IRS regulations, and the storage of certain credit card and bank information of L'BRI independent consultants for monthly website service fees and customers enrolled in auto shipping. Where we no longer need to process your personal information for the purposes set out in this Privacy Policy, we will delete your personal information from our systems.

SECURITY:

L'BRI uses technical, administrative, and physical measures to protect your personal information against accidental or intentional destruction, loss, alteration, unauthorized disclosure, or access

and against other unlawful forms of collecting and processing. L’BRI follows industry standards and practices to help protect the confidentiality and integrity of your personal information that is collected and processed. Wherever we collect credit card data, that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock icon in the address bar and looking for "https" at the beginning of the address of the website.

THIRD-PARTY SERVICES:

In general, the third-party providers used by us, if any, will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions. For these providers, we recommend that you read their privacy policies so you can understand the manner in which your Information will be handled by these providers.

At no point during the online transaction does L’BRI take custody of or store your credit card information. Payments are processed by a third-party payment processor. You can read their terms of service, privacy policy and security compliance information by visiting their sites.

Our Services may contain links to other websites, applications, and services maintained by third parties in which case the privacy policy of such third party applies and this Privacy Policy does not apply. The information practices of such other services are governed by the third-party privacy policies, which we encourage you to review to better understand those third parties’ privacy practices.

In particular, remember that certain providers may be located in or have facilities that are located a different jurisdiction than either you or us. Therefore, if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

Analytics/Performance Cookies.

L’BRI uses analytic tools to analyze the performance of our Website and Services as well as how visitors use our Website and Services including:

- Google Analytics - For more information on Google Analytics cookies and privacy policies, visit www.google.com/policies . To opt-out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>. This will allow you to download and install a Google Analytics cookie-free web browser.

EMAIL AND MARKETING COMMUNICATIONS:

We are committed to being compliant with the Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (“CAN-SPAM Act”). All e-mails you receive from

L'BRI are intended to fully comply with the CAN-SPAM Act. You can withdraw your consent to receive any direct marketing communication from us by contacting Support@lbri.com or following the opt-out instructions in our email communications.

CHANGES TO OUR PRIVACY POLICY:

We reserve the right to change the terms of this Privacy Policy at any time by posting those changes to this Privacy Policy, so that you are always aware of our processes related to collection, use and disclosure of your personal information. For significant changes, we will notify you by posting a prominent notice on our Website indicating when the Privacy Policy was most recently updated. Please consult this portion of the Website regularly for important changes to the Privacy Policy as they occur.

CONTACT US:

To ask questions or comments about this Privacy Policy and our privacy practices, or to exercise any of your rights, contact us using any of the following methods:

Call our customer support line: 1-800-742-8828

L'BRI PURE n' NATURAL

Attn: Customer care team

909 Perkins Drive

Mukwonago, WI 53149

Email: Support@lbri.com

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