

PRIVACY POLICY

Through this privacy statement, we explain the security measures that International **Lifestyle Marketing Services S. de R.L.**, hereafter VIVRI MAKER, uses to keep your information secure, your options regarding them and the use we give your information.

Responsible entity

VIVRI MAKER is owned and managed by **International Marketing Services S. de R.L. de C.V.**, a legally constituted Mexican company. Due to celebrated Commercialization contracts, International Marketing Services shares your information with the following businesses:

- COMERCIALIZADORA VIVRI S. DE R.L. DE C.V.
- VIVRI USA LLC
- VIVRI COLOMBIA S.A.S.
- VIVRI PANAMÁ S.A.

Contact

If you have doubts about your account, you can visit us on the Help page or contact us via phone at (+52) 3336211563. If you have any doubts about this privacy statement, about your personal information, cookies or related topics you can contact us via Email Address at legal@vivri.com.

Storing information

We collect information about the way you use our services while you do, to provide you a better user experience. This may include basic information such as your name, email address, zip code, LIV™ ID and phone number, geographical location and more described below:

INFORMATION YOU PROVIDE US

● **Information you provide us:** We compile information about all our users, including: Your name, email address, address or zip code, payment method and phone number. In some countries, we also collect a tax identification number for billing or tax purposes, among others. We obtain this information in several ways, including when you use our service by contacting customer service or by participating in marketing surveys or promotions;

Public reviews and ratings describing tastes and preferences, configuring your account (including your preferences defined in the "Account" section of our website), or when you provide us with information through our Service or otherwise.

● **Information that we obtain automatically:** We obtain information about you and your use of our service, your interactions with us, and data related to your computer or other device used to access our service (video game consoles, smart TVs, mobile phones or decoders.) This information includes:

- o Activity on the VIVRI MAKER service, such as title selection, watch history and search queries;
- o Email, notifications and SMS interactions;
- o Details of your interactions with customer service, such as date, time and reason to contact us, your phone number and call recordings;

- o Information on databases of other VIVRI® Group entities, as listed in the Responsible entity section of this policy.
- o Device IDs or other unambiguous identifiers;
- o Advertising identifiers, such as mobile devices, tablets and streaming devices that support such identifiers (for more information, see "Cookies and Internet advertising" below);
- o Equipment and software features (such as type and current configuration), connection stats, page view statistics, referral sources (for example, reference URLs), IP address (which can indicate your approximate location), browser and standard web server registration information;
- o Information obtained through cookies, web visit counters and other technologies.

Otherwise sourced information: We also obtain statistics through other sources. We protect this data in accordance with the practices described in this Privacy Policy in addition to any other restriction imposed by the source from which the data proceeds. These sources vary over time.

Use of information

We use your data to analyze, manage, improve, personalize and provide our services and marketing actions, among other reasons to process your registration, orders and your payments, as well as to communicate with you in relation to this and other topics. For example:

- Prevent, detect and investigate potentially prohibited or illegal activities, including fraud, and enforcing our terms (such as setting free trial requirements);
- Analyze and understand our audience, improve our service (including our user interface experience) and optimize content selection, recommendations algorithms for delivery of our services;
- Communicate with you about our service (for example by email , automatic notifications, SMS and online messaging channels), to send you news about VIVRI MAKER and details of new Features and available content at VIVRI MAKER and special offers, promotional ads and satisfaction surveys, and to assist you in operational requests such as password change requests.

Information Communication

We share your information to third parties for purposes herein determined:

- **VIVRI MAKER GROUP COMPANIES:** We share your information between the companies of International Lifestyle Marketing Services S DE RL DE CV, when we need to: treat and conserve data; provide you access to our service; customer service; make decisions about service improvements and content development and for other purposes described in the "Use of Information" section of this Privacy Statement.
- **Service Providers:** We employ other companies, agents and contractors ("service providers") to provide services on our behalf or to help us provide you the VIVRI MAKER service. For example, we hire service providers for marketing, publicity, communications, infrastructure and computing services to customize and optimize our service, to process credit card transactions or other payment methods, provide customer service, collect debts, analyze and improve data statistics (such as data on user interactions with our service), and conduct satisfaction surveys. During the provision of such services, these providers may access your personal information or any other information. We do not authorize such suppliers to use or communicate your personal information except that related to the provision of their services.
- **Protection of VIVRI MAKER and others:** VIVRI MAKER and its service providers may communicate or use your personal information and other types of information if you reasonably believe that such communication is necessary to (a) comply with any current legislation,

regulations, procedure or administrative requirement, (b) enforce applicable terms of use, including investigations of infringements, (c) detect, avoid or otherwise address illegal activities or suspects of illegality, technical or security problems, or (d) protect against violation of rights, damage to property or security of VIVRI MAKER, its users or the public, as required or permitted by the applicable legislation.

● **Corporate Merger:** in regards of any reorganization, restructuring, merger or sale, or other transfer of assets, we'll cede information, including personal information, provided that the receiving Party accepts to treat your information in a manner consistent with our Privacy Statement.

● On the occasional exchange of information, we transfer personal information to countries outside the European Economic Area and to other areas with comprehensive data protection laws, we will ensure that the information is transferred from accordance with this privacy statement and in accordance with current legislation on data protection. When you use VIVRI MAKER, you will have the opportunity to publicly display comments and reviews, and such information may be used by third parties;

Options

Notifications. You can opt to receive automatic notifications from VIVRI MAKER on your mobile. If you do not want to receive these notifications, you can deactivate them in your device's settings.

Information and rights.

You can request access to your personal information to correct or update it.

As a Mexican based company, you have a right to Access, Rectify, Cancel or Oppose the information we store about you (hereafter ARCO rights), as well as a right to divulgation, limitation or revocation of consent of use of your data. To do so you must send a request email to legal@vivri.com with the subject being: "ARCO Rights", or send a physical copy of your request to International Marketing Services S. de R.L. at Av. Chapultepec 15, 23rd floor, int. A, office 1, Guadalajara, Jalisco. C.P. 44600. Your request must include:

- a) Full name
- b) Domicile of the rightsholder
- c) Documents to attest to the rightsholding
- d) Transcription of the information that you're requesting to exercise your rights over
- e) Any other document or element that helps us verify your personal data and solve your request

VIVRI MAKER will have up to 45 days to respond to your email or letter and, if your request is favorable, 15 days after to update your information.

To do so, visit the "Profile" section of our website. There you can access a wide variety of information about your account and update it, including your contact information, your payment method and information related to your account (such as the content you have been viewing and Valued and your reseñas). To access "account", you must log in. You can also request that we delete personal information about you.

If you have any questions or requests about our privacy practices, please write us an email addressed to legal@vivri.com. We answer all requests from individuals who wish to exercise their data protection rights under applicable data protection legislation. See also the "Options" section of this privacy statement to meter more options related to your data. We may reject requests

that are unreasonable or outside the law, including those that are extremely unpractical, require a disproportionate technical effort or may expose us to operative risks such as evidence frauds. We may withhold information required or permitted by applicable laws and regulations, including your billing or registration information, and to fulfill the purposes described in this privacy statement. When it is not necessary to retain your personal data, we will take the appropriate measures to delete them or make them anonymous.

Security

We use reasonable administrative, logical, physical and managerial measures to prevent your personal information from being lost, subtracted or unauthorizedly access, used or modified. These measures are designed to provide the appropriate security level to avoid risks associated with the treatment of your personal data.

Other websites, platforms and applications

The service provided by VIVRI MAKER may be provided and/or offered through platforms operated by third parties or contain links to sites operated by third parties Privacy Policies may differ from ours. For example, you may have access to the VIVRI MAKER service via platforms such as video game consoles, smart TVs, mobile devices, decoders, or other devices connected to the Internet. These platforms and websites have separate and independent privacy statements, data policies, notices and terms of use that we recommend you read carefully.

Amendments to this Privacy Policy

We will update this privacy statement occasionally for the purposes of meeting requirements arising from legal, regulatory, or operational changes. It is your responsibility to read this policy whenever there is a change. Your continued use of the VIVRI MAKER service after such updates constitutes tacit acceptance and waives your right to issue a complaint or request a refund.

Cookies and Internet Advertising

We and our service providers use cookies and other technologies (such as web-visit counters) as well as advertising identifiers for various reasons. We use these technologies to facilitate access to our services by remembering your credentials when you re-enter the website or to provide and analyze our services. We also use cookies and advertising identifiers to know our customers better and offer them personalized videos and courses. The following section explains the technologies that we use, what they do and the options that you have regarding their use.

1. What are cookies?

Cookies are small data files that are normally stored on your device when browsing and using websites and online services. Its use is widespread to make web pages work or to do so more effectively, as well as to provide information and help in customizing service or advertising.

Cookies are not the only technology that allows this functionality: we also use other similar technologies. Below You can see more information and examples.

2. Why use VIVRI MAKER cookies and advertising IDs?

o **Essential Cookies:** These cookies are strictly necessary to offer our website or our online service. For example, both we and our service providers can use cookies to authenticate and identify our subscribers when using our website and our applications so that we can provide our

services. They also help us to apply our terms of use, Evitar Scams and maintain the security of our service.

o **Performance and performance cookies:** These cookies are not essential, but they help us customize and enhance your online experience on VIVRI MAKER. For example, they help us remember your preferences and prevent you from having to re-enter the information you have previously entered (for example, during a login). We also use these cookies to obtain information (such as popular pages, types of conversations, viewing patterns, link tracking and other information) about the use OF our VIVRI MAKER service visitors to make We can improve and personalize our website and our service and carry out market research. Eliminating these types of cookies may limit the functionality of our service.

VIVRI MAKER supports the following self-regulatory programs, which offer more privacy options for interest-based advertising:

3. How does VIVRI MAKER use view counters and other technologies?

View counters (also known as clear gifs or transparent GIFs, and pixel tags or crawler tags) often work together with other cookies. We and our service providers can use them for cookie-like purposes, how to understand and improve the use of our service, improve site performance, control visitor traffic and actions in our site, and understand the interactions with our marketing services (including email and online ads on third-party sites). Since view counters often work integrated into cookies, rejecting will impair the effectiveness and accuracy of view counters and watch time monitors, resulting in a muted user experience.

Latest Update: Feb 26 2020