

PRIVACY POLICY

This privacy policy (this “Privacy Policy”) tells you about the information that LiveMax, LLC (“LiveMax, LLC,” “we,” “us” or “our”) collects in connection with the operation of our website, www.LiveMax.com (the “Site”), how the information is used and how you can access and correct certain information that we may collect. Please note that this Privacy Policy applies only to information collected from you by LiveMax, LLC via the Site and does not apply to information obtained or disclosed through other technology devices such as offline correspondence or personal contact with LiveMax, LLC representatives. Further, the Site may contain advertisements and/or links to other entities’ websites that are not controlled or operated by LiveMax, LLC. This Privacy Policy does not apply to such third party websites, and LiveMax, LLC is not responsible for the content of such third party websites or the privacy practices of such third parties. Therefore, we encourage you to request and review the privacy policies of any third parties upon disclosing your information to such parties or visiting such third party websites. This Privacy Policy is effective as of November 30, 2022 (the “Effective Date”).

YOUR ACCEPTANCE OF THIS PRIVACY POLICY AND REVISIONS TO THIS PRIVACY POLICY

By using the Site, you agree to this Privacy Policy. If you do not agree to this Privacy Policy, you may not use the Site. LiveMax, LLC reserves the right, in our discretion, to change, modify, add or remove portions of this Privacy Policy at any time and from time to time, without prior notice to you. Changes, modifications, additions, removals or other amendments shall be effective immediately upon publication of notice that this Privacy Policy has been modified. Notification of amendments shall be published by one or more of the following methods: (1) posting on the Site or the Company’s official web site; (2) electronic mail (e-mail); (3) inclusion in Company periodicals; (4) inclusion in product orders or bonus checks; or (5) special mailings. The continuation of your use of the Site, your continuation as a LiveMax, LLC Associate or member of its Affiliate Program, or your acceptance of bonuses or commissions constitutes acceptance of any and all such amendments. We urge you to review this Privacy Policy frequently for changes.

INFORMATION COLLECTED AND HOW WE USE IT

We strive to allow you to always remain in control of the information you provide to LiveMax, LLC. In general, you can visit the Site without telling us who you are or revealing personal information about yourself. We do, however, collect information about visitors to the Site including: (i) personally identifiable information (such as name, address, telephone number, email address, credit card data, etc.), which you voluntarily submit to us as part of the LiveMax, LLC Associate enrollment process and/or when you purchase LiveMax, LLC products directly from the Site, and (ii) aggregate information (such as information about how many visitors log on to the Site, the pages they access, etc.).

LiveMax, LLC may use such personally identifiable information separately, in combination with pre-existing information, or on an aggregate basis, for any legitimate business purpose whatsoever in identifiable or de-identifiable form including, but not limited to:

LiveMax, LLC products or services via email or telephone; or

us and any other person

obtained from third parties for the same purposes.

- To direct product shipments;
- To communicate with you;
- In analyzing or adjusting our business practices;
- In comparing data generated by the Site to industry trends;
- To send information about the LiveMax, LLC Associate Program, LiveMax, LLC Affiliate Program and/or
- To enforce our Website User Agreement or any other contract or agreement between
- To better meet your needs, we may supplement the information we collect with data

DATA SHARING AND TRANSFER

LiveMax, LLC does not, as of the Effective Date, trade, sell or share (“Trade”) your personal information for use by any third party, except where required by law. LiveMax, LLC does reserve its right to Trade personal information collected by it at any time, including your personal information, to third parties where such Trade is not prohibited by law. To the extent LiveMax, LLC does Trade in information retained by it, it may do so without further notice to those whose information is being Traded. By providing any personally identifiable information to us, you consent to the Trade of such personally identifiable information on the terms set forth in this Privacy Policy. You further agree that LiveMax, LLC shall have no liability for the use of or for data breaches on the part of any third parties to which such personal information is Traded. LiveMax, LLC reserves the right to disclose your personally identifiable information based on the good faith belief that such action is necessary or appropriate to: (i) protect and defend the rights or property of LiveMax, LLC or (ii) act in urgent circumstances to protect the safety or security of the public or of users of LiveMax, LLC’s products or services and/or the Site. LiveMax, LLC further reserves the right to transfer and store such information to the extent permitted by law where doing so would be commercially reasonable and consistent with industry practices, including as described below. Note: Your personal information will generally be stored in the databases of a third party service provider. These databases are typically located in the United States, but as explained in the Cross Border Transfer section, may also be located outside of the United States. Our policy is to ensure that your information is always granted the same level of protection no matter where it is stored. In the event that LiveMax, LLC is involved in a transaction such as a merger, stock purchase or sale, or sale of substantially all of LiveMax, LLC’s assets, your personal information may be

transferred to the other party in such transaction.

CROSS BORDER TRANSFER

Your personally identifiable information may be stored and processed in any country where we have facilities and operations, and by providing any personally identifiable information to us, you consent to the transfer of such personally identifiable information to countries outside of your country of residence, including the United States, which may have different data protection rules from your country of residence.

COOKIES AND OTHER TECHNOLOGIES

Cookies help us in many ways to make your visit to the Site more enjoyable and meaningful to you. Cookies are text information files that your web browser places on your computer when you visit a website. LiveMax, LLC may use such “cookie” technology to obtain non-personal information from you as an online visitor. Most browsers accept cookies automatically, but can be configured not to accept them or to indicate when a cookie is being sent. LiveMax, LLC may also use analytical tools to monitor usage of the Site and user activity on the Site.

CHILDREN'S PRIVACY

We take the utmost care to protect children’s privacy and take into consideration appropriate national and international laws and regulations on children's privacy. The Site does not knowingly collect information from and is not directed towards or intended to be used by children under the age of thirteen (13) years old.

SECURITY

We use commercially reasonable efforts to protect the personal information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is one hundred percent (100%) secure. Therefore, while we strive to use commercially reasonable means to protect your personal information, we cannot guarantee its absolute security.

CHOICE AND OPT-OUT PREFERENCES

Other than cookies or other technological means, LiveMax, LLC does not collect your personally identifiable information unless you choose to provide it. If, at any time, you would like to correct, update or delete your personally identifiable information, or if you prefer not to receive any other form of communication from LiveMax, LLC, please contact us at: LiveMax, LLC

8977 S 1300 W Box 14

West Jordan, UT 84088 Or by email: hello@livemax.com

SPECIAL NOTICE TO CALIFORNIA RESIDENTS

Under California Law SB 27, California residents have the right to receive, once a year, information about third parties with whom we have shared information about you or your family for their marketing purposes during the previous calendar year, and a description of the categories of personal information shared. To make such a request, please send an email to hello@livemax.com and please include the phrase “California Privacy Request” in the subject line and provide us with your name, address and

email address. We will respond to you within thirty (30) days of receiving such a request.

BROWSER DO NOT TRACK SIGNALS

Although the Site currently does not have a mechanism to recognize the various web browser Do Not Track signals, we do offer our customers choices to manage their preferences. To learn more about browser tracking signals and Do Not Track please visit <http://www.allaboutdnt.org/>

QUESTIONS OR COMMENTS

LiveMax, LLC welcomes questions and comments about this Privacy Policy. Questions or comments should be directed to hello@livemax.com or to: LiveMax, LLC
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