

Category of Personal Information	Processing Purpose(s)	Categories of Third Parties with Whom We Disclose Personal Information
<p><b>Contact information</b> Such as first and last name, mailing address, telephone number, and email address</p>	<ul style="list-style-type: none"> <li>• Providing you with the products, services and support you request</li> <li>• Processing your transactions and shipping your orders</li> <li>• Communicating with you about your account or transactions, changes to our policies and other administrative matters, or your questions and comments</li> <li>• Better understanding your interests in order to provide you with promotional information, relevant content, product recommendations, surveys, questionnaires, and other materials;</li> <li>• Improving our products, services and operations</li> <li>• Conducting data analytics, such as market and consumer research, trend analysis, and financial analysis; administering rewards programs</li> <li>• Providing personalized services you request, such as nutrition management and sports performance testing</li> <li>• Ensuring compliance with or enforcing our Company policies, member rules, the law, and our rights, including handling and investigating complaints and other inquiries, or as we believe is necessary to prevent against harm or to protect, enforce or defend the legal rights, privacy, safety or property of ourselves and others</li> <li>• Validating sales made by Armor Guys Distributors</li> <li>• Helping Armor Guys Distributors search for, communicate with and validate customers in our systems</li> <li>• Compliance purposes</li> <li>• Detecting, investigating, preventing, or taking action regarding possible fraudulent or illegal activity, including fraudulent transactions or unusual sign-in activities to your account</li> <li>• Supporting the operation of the Distributorships</li> </ul>	<ul style="list-style-type: none"> <li>• Distributors</li> <li>• Merchants</li> <li>• Financial Institutions</li> <li>• Professional Services Organizations</li> <li>• Online Advertising Services and Advertising Networks</li> <li>• Data Analytics Providers</li> <li>• Social Networks</li> <li>• Government Entities</li> </ul>
<p><b>Payment information</b> Such as credit card information, and bank account information</p>	<ul style="list-style-type: none"> <li>• Providing you with the products, services and support you request</li> <li>• Processing your transactions and shipping your orders</li> <li>• Communicating with you about your account or transactions, changes to our policies and other administrative matters, or your questions and comments</li> <li>• Ensuring compliance with or enforcing our Company policies, member rules, the law, and our rights, including handling and investigating complaints and other inquiries, or as we believe is necessary to prevent against harm or to protect, enforce or defend the legal rights, privacy, safety or property of ourselves and others</li> <li>• Validating sales made by Armor Guys Distributors</li> <li>• Compliance purposes</li> <li>• Detecting, investigating, preventing, or taking action regarding possible fraudulent or illegal activity, including fraudulent transactions or unusual sign-in activities to your account</li> <li>• Supporting the operation of the Distributorships</li> </ul>	<ul style="list-style-type: none"> <li>• Merchants</li> <li>• Financial Institutions</li> <li>• Government Entities</li> <li>• Professional Services Organizations</li> </ul>
<p><b>Biographical information</b> Such as date of birth, education, professional details, and marital status</p>	<ul style="list-style-type: none"> <li>• Providing you with the products, services and support you request</li> <li>• Better understanding your interests in order to provide you with promotional information, relevant content, product recommendations, surveys, questionnaires, and other materials;</li> <li>• Improving our products, services and operations</li> <li>• Conducting data analytics, such as market and consumer research, trend analysis, and financial analysis; administering rewards programs</li> <li>• Providing personalized services you request, such as nutrition management and sports performance testing</li> <li>• Ensuring compliance with or enforcing our Company policies, member rules, the law, and our rights, including handling and investigating complaints and other inquiries, or as we believe is necessary to prevent against harm or to protect, enforce or defend the legal rights, privacy, safety or property of ourselves and others</li> </ul>	<ul style="list-style-type: none"> <li>• Government Entities</li> <li>• Professional Services Organizations</li> <li>• Distributors</li> </ul>
<p><b>Commercial information</b> Such as information about products you purchase</p>	<ul style="list-style-type: none"> <li>• Providing you with the products, services and support you request</li> <li>• Processing your transactions and shipping your orders</li> <li>• Communicating with you about your account or transactions, changes to our policies and other administrative matters, or your questions and comments</li> <li>• Better understanding your interests in order to provide you with promotional information, relevant content, product recommendations, surveys, questionnaires, and other materials;</li> <li>• Improving our products, services and operations</li> <li>• Conducting data analytics, such as market and consumer research, trend analysis, and financial analysis; administering rewards programs</li> <li>• Providing personalized services you request, such as nutrition management and sports performance testing</li> <li>• Ensuring compliance with or enforcing our Company policies, member rules, the law, and our rights, including handling and investigating complaints and other inquiries, or as we believe is necessary to prevent against harm or to protect, enforce or defend the legal rights, privacy, safety or property of ourselves and others</li> <li>• Validating sales made by Armor Guys Distributors</li> <li>• Helping Armor Guys Distributors search for, communicate with and validate customers in our systems</li> <li>• Compliance purposes</li> <li>• Detecting, investigating, preventing, or taking action regarding possible fraudulent or illegal activity, including fraudulent transactions or unusual sign-in activities to your account</li> <li>• Supporting the operation of the Distributorships</li> </ul>	<ul style="list-style-type: none"> <li>• Distributors</li> <li>• Merchants</li> <li>• Online Advertising Services and Advertising Networks</li> <li>• Data Analytics Providers</li> <li>• Social Networks</li> <li>• Government Entities</li> <li>• Professional Services Organizations</li> </ul>
<p><b>Device and Site Usage Information</b> Such as Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, operating system, date/time stamps, your Site activity (including the Site content you view, mouse movements, mouse clicks, taps, swipes, and information you view), keystroke information, and/or clickstream data</p>	<ul style="list-style-type: none"> <li>• Providing you with the products, services and support you request</li> <li>• Communicating with you about your account or transactions, changes to our policies and other administrative matters, or your questions and comments</li> <li>• Better understanding your interests in order to provide you with promotional information, relevant content, product recommendations, surveys, questionnaires, and other materials;</li> <li>• Improving our products, services and operations</li> <li>• Conducting data analytics, such as market and consumer research, trend analysis, and financial analysis; administering rewards programs</li> <li>• Ensuring compliance with or enforcing our Company policies, member rules, the law, and our rights, including handling and investigating complaints and other inquiries, or as we believe is necessary to prevent against harm or to protect, enforce or defend the legal rights, privacy, safety or property of ourselves and others</li> <li>• Compliance purposes</li> <li>• Detecting, investigating, preventing, or taking action regarding possible fraudulent or illegal activity, including fraudulent transactions or unusual sign-in activities to your account</li> <li>• Supporting the operation of the Distributorships</li> </ul>	<ul style="list-style-type: none"> <li>• Online Advertising Services and Advertising Networks</li> <li>• Data Analytics Providers</li> <li>• Social Networks</li> <li>• Government Entities</li> <li>• Professional Services Organizations</li> </ul>
<p><b>Health Information</b> Such as weight, height, BMI, body measurements, sleep, nutrition, weight loss and other wellness goals and/or information concerning meals, water intake, sleeping, or exercise habits</p>	<ul style="list-style-type: none"> <li>• Providing you with the products, services and support you request</li> <li>• Better understanding your interests in order to provide you with promotional information, relevant content, product recommendations, surveys, questionnaires, and other materials;</li> <li>• Providing personalized services you request, such as nutrition management and sports performance testing</li> </ul>	<ul style="list-style-type: none"> <li>• Distributors</li> </ul>
<p><b>Location Information</b> Such as your mobile device's GPS coordinates, cell tower information and/or Wi-Fi signals</p>	<ul style="list-style-type: none"> <li>• Providing you with the products, services and support you request</li> <li>• Processing your transactions and shipping your orders</li> <li>• Better understanding your interests in order to provide you with promotional information, relevant content, product recommendations, surveys, questionnaires, and other materials;</li> <li>• Improving our products, services and operations</li> <li>• Conducting data analytics, such as market and consumer research, trend analysis, and financial analysis; administering rewards programs</li> <li>• Compliance purposes</li> <li>• Detecting, investigating, preventing, or taking action regarding possible fraudulent or illegal activity, including fraudulent transactions or unusual sign-in activities to your account</li> </ul>	<ul style="list-style-type: none"> <li>• Online Advertising Services and Advertising Networks</li> <li>• Data Analytics Providers</li> <li>• Social Networks</li> <li>• Government Entities</li> <li>• Professional Services Organizations</li> </ul>