

CRUNCHI WEBSITE PRIVACY POLICY

Our privacy policy (“Privacy Policy”) has been developed as an extension of our commitment to your privacy and to assist you in understanding how we collect, use, and protect the information provided to us. This Privacy Policy applies to, and discloses the privacy practices for, www.crunchi.com and any replicated www.crunchi.com websites used by the sales team of Crunchi Advocates (collectively known as the “Site”).

By using this Site, you are accepting the terms of this Privacy Policy and consenting to our collection, use, disclosure, retention, and protection of your information, both personal and non-personal information, as described in this Privacy Policy. Your use of the Site means that you accept the practices set forth in this Privacy Policy. Your continued use of the Site indicates your agreement with any changes or revisions to this Privacy Policy.

The content of our Site has been developed, and is intended, for use by those who are 18 and older.

Information Collection

Crunchi may collect information that identifies you when you use our Site. The types of information that we may collect and use may include any of the following:

1. Information provided by enrolling to become an Advocate or by completing any forms on our Site; which may include personal information such as your name, address, phone number, birth date, social security number, billing and delivery information, email address, or credit/debit card information;
2. information you provide when you place an order, enter any contest or promotion, or attend online events;
3. information you provide when you submit questions or report a problem with our Site;
4. other information that you provide to us but that does not identify you personally, such as records of your visits, browser types, or cookies;
5. information from third parties, and
6. traffic and usage information generated from your visits to the Site.

We only have access to or collect information that you voluntarily give us via email, orders, Advocate enrollment, or other direct contact. Crunchi will not share your information with any third parties; except, with our business partners responsible for the operation of the Site, including business partners for billing, commissions payout, sales tax, Crunchi marketing, or as required by law.

How Crunchi Uses, or May Use, Your Information

1. To provide, operate, maintain, improve, and promote the Site.
2. To carry out our legal obligations, as well as enforce our rights arising from any contracts between you and Crunchi.
3. To enable you to access and use the Site, including uploading, downloading, collaborating on, and sharing content.
4. To process and complete transactions, and send you related information, including purchase confirmations, auto-response emails, and invoices.
5. To send transactional messages, including:
 - a. responding to your comments, questions, and requests,
 - b. providing customer service and support, and
 - c. sending you technical notices, updates, security alerts, updates to this Privacy Policy, or support messages.
6. To send promotional communications, such as providing you with information about services, products, features, newsletters, promotions, contests, events, or updates.
7. To monitor and analyze trends, usage, and activities in connection with the Site and for marketing or advertising purposes.
8. To investigate and prevent fraudulent transactions, unauthorized access to the Site, and other illegal activities.
9. To personalize the Site content, features, or advertisements.
10. To enable you to share content with users you designate.

Security

Crunchi has put in place physical, electronic, and managerial procedures designed to help prevent unauthorized access, to maintain data security, and to correctly use the information we collect online. These safeguards vary based on the sensitivity of the information that we collect and store. While Crunchi takes appropriate measures to safeguard against unauthorized disclosures of information, we cannot guarantee you that your information will never be disclosed, altered, or used in a manner inconsistent with this Privacy Policy.

Wherever we collect sensitive information (such as credit card data), that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a closed lock icon or "https" at the beginning of the address of the web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example billing or customer service) are granted access to personally identifiable information. The computers/servers on which we store information are kept in a secure environment.

Updates

This Privacy Policy may undergo changes from time to time and will be posted on the Site with the date of the newest revision listed at the bottom of the pages. Please check back frequently to

see if this Privacy Policy has changed; especially, before you use the Site. By using the Site, you acknowledge acceptance of the Privacy Policy in effect at the time of use.

Registration

In order to purchase products or become a Crunchi Advocate via this Site, a user may be required to give certain information such as name, email, phone, social security number, or home address. This information may be used to contact users about enrollment, orders, products on our Site in which users have expressed interest, for payment or tax purposes, or (if applicable) with regard to their role as a Crunchi Advocate.

Individuals that become Crunchi Advocates will be given a username and will need to select their own password. Both username and password will be needed to enter the Site and access their Advocate back office.

It is an Advocates' responsibility to safeguard their password in a secure location and to promptly advise Crunchi if it is ever suspected that their password has been compromised. We strongly encourage you to change your password regularly to prevent unauthorized access. Because your username and password are specific to you, you acknowledge sole responsibility for any and all use of our Site conducted with your username and password. Crunchi is not responsible for breaches into the system when access is willingly provided.

Orders

We request information from you on our order form. To buy from us, you must provide contact information (i.e. name, email, and shipping address) and financial information (i.e. credit card number, card expiration date). This information is used for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

Credit and Debit Card Storage

Credit or debit card information collected at registration, or for product orders, is used only to process payment for the transaction and, generally, is not retained on the Site. Crunchi uses a third party merchant processor to process credit, debit, and other forms of payment. However, you may voluntarily elect to securely store credit cards to be used for product orders or Advocate accounts when applicable.

Cookies

We use "cookies" on this Site. Use of our Site indicates your consent to our use of cookies on this Site. A cookie is a piece of data stored on a Site visitor's hard drive to help us improve access to our Site and identify repeat visitors to our Site. Cookies can also enable us to track and

target the interests of our users to enhance the experience on our Site. Usage of a cookie is in no way linked to any personally identifiable information on our Site.

Some of our business partners and/or third parties may use cookies on our Site (for example, advertisers). However, we have no access to, or control over, these cookies.

Sharing

We partner with third parties that provide specific services for us such as information technology service providers, credit card processors, merchant banks, commission payout companies, sales tax filing services, web designers, and marketing companies. We may share user information necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing their services to Crunchi.

We may, from time to time, share aggregated anonymous information about user habits or demographics with our partners and advertisers. This is not linked to any financial information or any personal information that can identify any individual person.

Further, Crunchi will not sell or rent your information to any third parties.

Links

Our Site contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our Site and to read the privacy statements of any other site that collects personally identifiable information.

Surveys & Contests

Occasionally, our Site may request information via surveys or contests. Participation in these surveys or contests is voluntary. Users may choose whether or not to participate and therefore disclose this information. Information requested may include contact or demographic information. Information may be used to notify the winners, award prizes, or for purposes of monitoring or improving the use and satisfaction of this Site.

Comments, Questions, Opting Out and Control Over Information

If you wish to contact us with your comments, questions, or to opt out of further communications please call us at (888) 831-3133 or email us at it@crunchi.com.

If you wish to opt out from any further email marketing communications from us, please click on the link at the bottom of the email entitled “unsubscribe from this list” and we will remove you from the distribution.

Further, you may contact us at any time to: 1) See what data we have about you, if any, 2) change/correct/delete any data we have about you, or, 3) express any concern you have about Crunchi's use of your data.