



MELIUS GENERAL PRIVACY POLICY

At **MELIUS Marketing DMCC** (“MELIUS”) we want you to know that we respect your privacy, the privacy of our Independent Business Owners (hereinafter referred as the ‘**IBO**’) and the privacy of our **Customers**.

The IBO and Customers together referred to as the ‘**Users**’ for the purposes of this General Privacy Policy.

Your access or the use of the MELIUS Website or Services shall mean that you have read, understood and agreed to be bound by the MELIUS General Privacy Policy. By accessing or using any MELIUS Website or Services you also represent that you have the legal authority as per applicable law (including but not limited to age requirement) to accept the MELIUS General Privacy Policy on behalf of yourself and/or any other person you represent in connection with your use of the MELIUS Website or Services. If you do not agree to the MELIUS General Privacy Policy, you are not authorised to use the MELIUS Website or Services.

1. **DEFINITION:** For the purposes of this MELIUS General Privacy Policy, the following words/phrases shall have the meaning as specified below;
 - a. **MELIUS Website:** MELIUS Website will include all website and sub-domains currently owned or which might be purchased in the future by MELIUS or its Affiliates. Below is an indicative list of the same;
 - i. <https://thinkmelius.com/en/>
 - ii. <https://shop.thinkmelius.com/>
 - iii. <https://support.melius.co/en/support/home>
 - b. **MELIUS Affiliates:** For the purposes of these Terms, MELIUS Affiliates shall include;
 - i. MELIUS EUROPE LTD, London, UK
 - ii. MELIUS AMERICAS INC., Nevada, United States
 - c. **Services:** MELIUS and its Affiliates provide a range of Services for a subscription. Please note that new Services might be added, removed or modified, and therefore, the Customers are requested to regularly visit MELIUS Websites to stay updated about the available Services. Below is an indicative list of the Services provided by MELIUS;
 - i. MELIUS Experience,
 - ii. MELIUS Adventure,



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- iii. MELiUS Escape, and
- iv. MELiUS Ibo License.
- d. **Third Parties:** Any party that is not a signatory to this MELiUS General Privacy Policy or is not one of the MELiUS Affiliates shall be considered as Third Party for the purposes of this document.

2. PURPOSE: This document provides information regarding our Privacy Policy as it relates to the collection, use and disclosure of the personal information. It also outlines our Users' rights to limit the collection, use or disclosure of the personal information. Personal information may include your name, email, mailing and/or business address, phone numbers, or other information that identifies you personally. We at MELiUS hold this personal information securely, and we maintain this information in the strictest of confidence. We do not sell any information to any third party. We also maintain a secured web site on all pages that require you to provide any personal information. This MELiUS General Privacy Policy applies to all users of MELiUS' Website and Services anywhere in the world.

The practices described in this MELiUS General Privacy Policy are subject to applicable laws in the places in which we operate. This means that we only engage in the practices described in this policy in a particular country or region if permitted under the laws of those places. Please contact us if you have questions about our practices in your country or region. Our contact details are provided at the end of the General Privacy Policy.

3. IMPORTANT NOTICE: Kindly note that due the changing nature of our business, a dynamic domain in which we operate and continuous change in the services we offer, we might make changes in the Privacy Policy from time to time without providing you with advance notice. If we do make any change in our Privacy Policy, then we will provide you notice of the same by Pop-up notification when you login into your account and through email notification.

To the extent permitted under applicable law, by using our services after such notice, you consent to our updates to this policy.

We encourage you to periodically review this policy for the latest information on our privacy practices. A copy of the most recent MELiUS General Privacy Policy is always available on our website for you to review.



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When we make material changes to the MELIUS General Privacy Policy, we may provide you with notice as appropriate under the circumstances, e.g., by displaying a prominent notice or seeking your agreement within the Service or by sending you an email. In some cases, we will notify you in advance, and your continued use of the Service or MELIUS Website after the changes have been made will constitute your acceptance of the changes. Please, therefore, make sure you read any such notice carefully. If you do not wish to continue using the Service or MELIUS Website under the new version of the MELIUS General Privacy Policy, you may terminate your account by contacting us. If you received a Trial or a Paid Subscription through a Third Party, you must cancel the applicable Paid Subscription through such Third Party.

Please also note that MELIUS will NEVER request for below-mentioned information;

- a. MELIUS will never ask the Users to share their Bank Details including credit card information or information related to any wallet through emails, MELIUS Support chat or phone calls, except the payment proofs for the services purchased.
- b. MELIUS will never request its Users to disclose their Account password via email, phone calls or any other mode of communication whether electronic or not.

4. TYPE OF INFORMATION COLLECTED AND PURPOSE:

S. NO.	TYPE OF INFORMATION/DATA COLLECTED	USE	SOURCE
1.	Personal Information like Name, email, phone number, address, date of birth etc.	Creating the Account, marketing, promotions, ranking, surveys, verification etc.	Sub-domains of the MELIUS website.
2.	Credit Card information, Debit Card information, other billing information.	Billing, refund, payments of subscription etc.	Sub-domains of the MELIUS website.
3.	IP Address and geo-location.	For internal business analysis.	Through MELIUS website and sub-domains.



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The Users also consent that the MELIUS can record their Video and Photos and can use their testimonials for marketing and promotional purposes without taking separate authorisation for the same.

- 5. INFORMATION PROTECTION AND SECURITY MEASURES:** We implement a variety of security measures to maintain the safety of your personal information when you place an order or access your account. Protecting the security of your personal information is very important to us. Below is the list of various measures that MELIUS has put in place to ensure the protection of the collected information;
- a. MELiUS use Wordfence software for preventing any hacks such as SQL injections and frauds.
 - b. MELiUS use Azure Application for preventing DOS.
 - c. MELiUS use AWS Firewall (WAF) for preventing malicious attacks.
 - d. Only authorized employees of the MELIUS to have access to the collected information.
 - e. Implemented SSL Certificate for main MELiUS website and sub-domains.
 - f. MELiUS Payment Gateways are PCI Compliant.
 - g. Password and other sensitive information like User's wallet address are encrypted.
 - h. MELiUS has implemented a Two-Factor Authentication mechanism for changing the registered account email address.
 - i. MELiUS has implemented a Domain Key Identified Mail (DKMI) technology to prevent phishing attacks.
- 6. USE OF COOKIES:** MELiUS use Cookies (Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognise your browser and capture and remember certain information).

Please note that we use Cookies for the following purposes;

- a. help us remember and process the items in your shopping cart,
- b. keep track of site traffic and activities so that we can offer better site experiences and tools in the future.



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Please note that we may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

7. **NO DISCLOSURE OF THE INFORMATION TO OUTSIDE PARTIES:** MELIUS does not sell, trade, or otherwise transfer to outside parties/third parties your personally identifiable information, except as provided in the Clause 8 of this Privacy Policy. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses. Further to this, we may use Users' identifiable information to investigate and help prevent potentially unlawful activity or if required by subpoena, search warrant, or other legal processes. We may also allow others to provide audience measurement and analytics services for us, to serve advertisements on our behalf across the Internet, and to track and report on the performance of those advertisements. These entities may use Cookies, web beacons, SDKs, and other technologies to identify your device when you visit our site and use our services, as well as when you visit other online sites and services.

8. **THIRD-PARTY LINKS:** Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third-party sites have separate and independent privacy policies. We, therefore, have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.
9. **DISCLOSURE OF PERSONAL INFORMATION:** Some of MELIUS' services and features require that we share information with other users or at your request. We may also share your information with our affiliates, subsidiaries and business partners, for legal reasons or in connection with claims or disputes.

- a. As required by law. We will disclose personal information when required by law or if we have a good faith belief that such action is necessary to (a) comply with a current



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- judicial proceeding, a court order or legal process served on us, (b) protect and defend our rights, or (c) protect the rights, property, and other interests of our users or others.
- b. At your request. You may share information with others, per your request.
 - c. With the general public, when you submit content to a public forum. When you communicate with us through the internet via blogs, social media, etc., your communications may be viewable by the public.
 - d. With Subsidiaries and Affiliates. We share information with our subsidiaries and affiliates to help us provide our services or conduct data processing on our behalf.
 - e. With Service providers and business partners. MELiUS may provide information to its vendors, consultants, marketing partners, research firms, and other service providers or business partners.
 - f. With your consent. MELiUS may share your information other than as described in this policy if we notify you and you consent to the sharing.

10. INFORMATION RETENTION AND DELETION: MELiUS retains user profile and other information for as long as you maintain your account with us.

MELiUS retains transaction, location, usage and other information for seven (7) years in connection with regulatory, tax, insurance or other requirements in the places in which it operates. MELiUS thereafter deletes or anonymises such information in accordance with applicable laws.

Users may request deletion of their accounts at any time. Following such request, MELiUS deletes the information that it is not required to retain and restricts access to or use of any information it is required to maintain. You may request deletion of your account at any time by visiting our Support Portal at support.melius.co. In certain circumstances, MELiUS may be unable to delete your account; such as if there is an outstanding credit on your account or an unresolved claim or dispute. Upon resolution of the issue preventing deletion, MELiUS will delete your account as described above.

MELiUS may also retain certain information if necessary for its legitimate business interests, such as fraud prevention and enhancing Users' safety and security. For example, if MELiUS shuts down a user's account because of unsafe behaviour or security incidents, MELiUS may retain



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certain information about that account to prevent that user from opening a new MELiUS account in the future.

11. BUSINESS TRANSFERS OR CORPORATE STRUCTURING OR RE-STRUCTURING: In the event, MELiUS goes through a business transition, transfer, merger, acquisition, and de-merger, corporate structuring and restructuring, our Users' personal information may be part of the assets transferred. You acknowledge that such transfers may occur and that any acquirer of MELiUS or its assets may continue to use your personal information as outlined in this Privacy Policy. Whenever such events take place, MELiUS will inform the Users through email notification.

12. SPECIAL INFORMATION FOR EUROPEAN UNION (EU) USERS: Beginning May 25, 2018, the processing of personal data of users in the European Union is subject to the EU General Data Protection Regulation (hereinafter referred as 'GDPR').

In order to comply with GDPR Requirements, MELiUS has drafted a separate privacy policy (hereinafter referred to as '**GDPR Privacy Policy**') and the same is available on our Website. This GDPR Privacy Policy applies to only EU Residents.

13. CHOICE AND TRANSPARENCY: MELiUS provides means for you to see and control the information that MELiUS collects. You may request that MELiUS provide you with explanation, copies or correction of your data and such request can be placed by writing to our Support Team by visiting support.melius.co.

Following requests can be placed with MELiUS under this Clause;

- a. Explanations, Copies and Correction. You may request that MELiUS:
 - i. Provide a detailed explanation regarding the information MELiUS has collected about you and how it uses that information.
 - ii. Receive a copy of the information MELiUS has collected about you.
 - iii. Request correction of any inaccurate information that MELiUS has about you.
- b. Marketing Opt-Outs: You may opt-out of receiving promotional emails from MELiUS by either clicking on the Un-Subscribe button or following the process as mentioned in the Marketing emails. You may also opt-out of receiving emails and other messages from



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MELiUS by following the instructions in those messages. Please note that if you opt-out, we may still send you non-promotional messages.

14. YOUR CONSENT: By using MELiUS Website or Services, you consent to MELiUS General Privacy Policy. If we decide to change or update our privacy policy, we will post those changes on the MELiUS Website under the heading MELiUS General Privacy Policy.

15. CONTACTING US: If there are any questions or complaint regarding this MELiUS General Privacy Policy then you may contact us using the information provided below, and we shall endeavour to respond to such question within forty-eight (48) hours.

MELiUS Marketing DMCC

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