

# Privacy Policy

BFXSTANDARD (referred to herein as “BFX Standard”, “our”, “us” or “we”) is committed to respecting the privacy rights of those visiting our websites, including our Members’ Replicated Websites, mobile websites, mobile applications, and any other digital services and platforms officially operated or used by BFX Standard (hereafter collectively referred to as the “Website” or “Websites”). Any personal information, such as your name, address, email address or phone number that you provide is extremely important to us. To earn your trust, we respect your privacy in handling Personal Information relating to you and your transactions with us, whether made through [www.bfxstandard.com](http://www.bfxstandard.com) or one of our related Websites. BFX Standard created this Privacy Policy to give you confidence as you visit and use the Websites, and to demonstrate its commitment to fair information practices and to the protection of privacy.

This Privacy Policy describes the Personal Information we gather about you, what we do with it, the safeguards we have in place to protect it, and how you can control our use of it. By visiting or using the Websites, you agree, without limitation or qualification, to be bound by this Privacy Policy, and you are accepting the practices described in this Privacy Policy. When you provide Personal Information to our Websites, you are consenting to the manner in which BFX Standard will collect, use, disclose, and otherwise manage your Personal Information, as set out below.

This Privacy Policy is only applicable to the Websites and not to any Third-Party websites, which may have data collection, storage and use practices and policies that differ materially from this Privacy Policy. For additional information, see the Section V(A) concerning Links to Third-Party Websites, below.

Each time you use the Website, the then-current version of this Privacy Policy will apply. Accordingly, each time you use the Website you should check the date of this Privacy Policy (which appears at the end) and review any changes since the last time you visited the Website. For additional information, see the section concerning Updates and Changes to Privacy Policy, below.

**BY USING THE WEBSITE, YOU REPRESENT AND WARRANT THAT YOU HAVE READ AND UNDERSTOOD, AND AGREE TO THE TERMS OF, THIS PRIVACY POLICY. IF YOU DO NOT**

**UNDERSTAND OR DO NOT AGREE TO BE BOUND BY THIS PRIVACY POLICY, YOU MUST IMMEDIATELY LEAVE THE WEBSITE.**

## **I. WHO MAY USE THE WEBSITES**

**A. Children's Privacy.** BFX Standard is committed to the safety of our children. The Websites are not intended or designed to attract users under the age of 18. Persons under the age of 18 may not enroll as BFX Standard Members or register as Customers. Children under the age of 13 may not purchase products through any of our Websites. BFX Standard does not solicit or knowingly collect personally identifiable information from children under the age of 13. If BFX Standard obtains actual knowledge that it has collected personally identifiable information from a child under the age of 13, BFX Standard will immediately delete such information from its database. Because BFX Standard does not collect personally identifiable information from children under the age of 13, BFX Standard has no such information to use or disclose to third parties. BFX Standard has designed this Privacy Policy in order to comply with the Children's Online Privacy Protection Act.

**B. Users Outside of the United States.** The Websites are intended for users from the United States and those not governed by privacy policies of other countries. Users from the European Union are advised not to disclose Personal Information to BFX Standard. Information sent to us will be housed on servers located in the state of California, in the United States. Do not send us information unless you consent to the application of U.S. law and to the use and disclosure of your information consistent with this Privacy Policy.

## **II. INFORMATION COLLECTION**

BFX Standard is the sole owner of the Website, including Replicated Websites. We collect information from Independent Members ("Members"), Customers and visitors to the websites at different points on the websites.

**A. Traffic Data.** Like most website operators, BFX Standard automatically gathers information of the sort that browsers automatically make available, including: (i) IP addresses; (ii) domain servers; (iii) types of devices accessing the Website; and (iv) types of Web browsers accessing the Website (collectively "Traffic Data"). Traffic Data is anonymous information that does not personally identify you.

**B. Cookies.** A "Cookie" is a string of information that a website stores on a user's computer, and that the user's browser provides to the website each time the user submits a query

to the website. The purpose of a Cookie is to identify the user as a unique user of the Website. BFX Standard uses Cookies to customize your experience on the Website to your interests, to ensure that you do not see the same informational messages repeatedly, and to store your username so you do not have to re-enter it each time you visit the Website. For additional information on BFX Standard's uses of Cookies, see the section concerning Information Use and Disclosure Practices/Traffic Data and Information Gathered Using Cookies, below. IF YOU DO NOT WISH TO HAVE COOKIES PLACED ON YOUR COMPUTER, YOU SHOULD SET YOUR BROWSERS TO REFUSE COOKIES BEFORE ACCESSING THE WEBSITE, WITH THE UNDERSTANDING THAT CERTAIN OF THE SERVICES AND CERTAIN FEATURES OF THE WEBSITE MAY NOT FUNCTION PROPERLY WITHOUT THE AID OF COOKIES. IF YOU REFUSE COOKIES, YOU ASSUME ALL RESPONSIBILITY FOR ANY RESULTING LOSS OF FUNCTIONALITY.

We use JavaScript to record your usage behavior on our website in order to adapt our web services to the needs of our users. In doing so, we determine your browser type, location, time, and duration of your use, URL, page name, and the website that referred you to our page. You can stop us from recording this data by disabling JavaScript directly in your browser.

We also use the following analytics tools:

- ❖ **Google Analytics** - This is a web analytics tool by Google Inc., 1600 Amphitheatre Parkway Mountain View, California 94043, United States, hereinafter referred to as “Google”, to record your online activities on our site and to determine how many users are visiting us, what contents of our page are viewed, and how many times. The evaluation is done anonymously. Google Analytics cookies, including the Google Analytics tool “anonymous IP address” and usage data, are usually transmitted to a Google server in the United States and stored there. For further information, please refer to <https://support.google.com/analytics/answer/6004245?hl=en>. At <https://tools.google.com/dlpage/gaoptout?hl=en.%20> Google Analytics offers the option to opt out of data collection.
- ❖ **Facebook Pixel** -- With your consent, we use the “Facebook Pixel” by Facebook Inc., 1601 South California Avenue, Palo Alto, California 94304, United States (“Facebook”) on our website. This is a cookie (i.e., a small text file that is stored on your computer and can be accessed again later). With its help, actions of users can be tracked after they have seen or clicked on a Facebook ad. This allows us to track the effectiveness of Facebook ads for statistical and market research purposes. The data collected in this way is anonymous to us, in other words, it does not provide

any information on the identity of the users. However, the data is stored and processed by Facebook, so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes, according to the Facebook Data Policy (<https://www.facebook.com/about/privacy/>). You can allow Facebook and its partners to display ads on and off Facebook. A cookie may also be stored on your computer for these purposes. By using the website, you agree to the use of the visitor action pixel.

**C. Remarketing.** We may use remarketing services to advertise on third party websites to you after you visited our Websites. We and our third-party vendors use cookies to inform, optimize and serve ads based on your past visits to our Websites.

- ❖ **Google AdWords** – Google AdWords is provided by Google, Inc. This is used to record website visits for advertising purposes (remarketing) in Google and in the Display Network. When you visit a website, your browser saves cookies that allow you to be recognized as a visitor when you visit websites that belong to Google's advertising network. On these pages, ads that relate to content that you previously viewed on other websites that use Google's remarketing function can be presented to you as a visitor. You can opt out of data collection by Google AdWords on the website <http://www.google.com/settings/ads>. For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <https://policies.google.com/privacy?hl=en>
- ❖ **Google AdWords conversion tracking** – Google AdWords conversion tracking is provided by Google, Inc. We use this to generate conversion statistics that measure the effectiveness of our online advertising campaigns. The conversion tracking cookie is set when a user clicks on an ad placed by Google. According to Google's privacy policy, no personal information is processed. If you do not wish to participate in tracking, you can opt out of this usage by disabling the Google conversion tracking cookie in the usage settings of your Internet browser.
- ❖ **Twitter** - Twitter remarketing service is provided by Twitter, Inc. You can opt-out from Twitter's interest-based ads by following their instructions: <https://support.twitter.com/articles/20170405>. You can learn more about the privacy practices and policies of Twitter by visiting their Privacy Policy page: <https://twitter.com/privacy>
- ❖ **Facebook** - Facebook remarketing service is provided by Facebook Inc. You can learn more about interest-based advertising from Facebook by visiting this page:

<https://www.facebook.com/help/164968693837950>. To opt-out from Facebook's interest-based ads follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217>. Facebook adheres to the Self-Regulatory Principles for Online Behavioral advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings. For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

**D. Personal Information.** Through your use of or visits to our websites, you may be required or requested to provide personally identifiable information (hereafter "Personal Information") to us. Personal Information is any piece of information which can potentially be used to uniquely identify, contact, or locate a single person. Such information includes, without limitation: (1) "Contact Data" (such as your name, membership number, title, gender, date of birth, mailing address, address coordinates (longitude and latitude), phone number(s), fax number, and e-mail address); (2) "Demographic Data" (such as your age, gender, profession, education level, relationship status, religious affiliation, country, state, city and likes and dislikes,); (3) "Financial Data" (such as your credit/debit card number and expiration date); and (4) "Shopping Preferences" (such as items purchased, purchase date, place of purchase, time of purchase, purchase amount, currency and shopping cart). For certain transactions, we may be required to collect information to comply with legal requirements. In each case, you will be asked to provide Personal Information; the Website will not gather it surreptitiously. BFX Standard may supplement the Personal Information you provide with additional personal information gathered from public sources or from third-parties (e.g., consumer reporting agencies) who may lawfully provide such information to BFX Standard. You are under no obligation to provide Personal Information, with the caveat that your refusal to do so may prevent you from using certain of the features and services available on the Website or from purchasing any of our products.

**E. Non-Personal Information.** "Non-Personal Information" is anonymous information is that information we collect that is not traceable to any individual person or computer. We utilize this data to analyze trends and understand customer needs while shopping and interacting on our site so that we can provide a better user experience. For example, we may use cookies, web beacons, log files and other technologies to collect information about visitors to our Website, and interactions with our online advertisements and offerings.

**F. Device Information.** Depending on the permissions you have granted and other factors, we may receive information about your location and your mobile device when you download from our Websites, including a unique identifier for your device. We may use this information to provide you with location-based services, such as advertising, certain player search results, and other personalized content. Examples of the device information we collect include:

- ❖ Attributes such as the operating system, hardware version, device settings, file and software names and types, battery and signal strength, and device identifiers.
- ❖ Device locations, including specific geographic locations, such as through GPS, Bluetooth, or WiFi signals.
- ❖ Connection information such as the name of your mobile operator or ISP, browser type, language and time zone, mobile phone number and IP address.

Most mobile devices allow you to turn off location services, and we encourage you to contact your device manufacturer for detailed instructions on how to do that.

**G. Member and Customer Registration.** In order to become a Member, an applicant must provide Personal Information to us. We also may require an applicant's Social Security Number or Federal Tax ID Number so that we may prepare and file necessary non-employee compensation forms for the IRS. Customers will be required to provide Personal Information. We use this information to maintain contact with Members and Customers, and to process Member and Customer orders.

**H. Product or Service Purchases.** When a retail customer, Customer, or Member purchases products or services from us through any of our websites, the purchaser must provide us with Personal Information. This information is used for billing and payment purposes and to fill orders.

**I. Information that you make Public.** The Website may contains features (e.g. public profiles, forums, and message boards) that permit you to upload, post, transmit, display, perform or distribute content, information or other material, including some of your Personal Information. Any information that you choose to disclose by means of such features becomes public information over which BFX Standard is unable to exercise control. You should exercise caution when deciding to disclose your Personal Information by means of such features, and you agree to assume all responsibility for doing so.

**J. Retention of Data.** We will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies. We will also retain usage data for internal analysis purposes. Usage data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

### **III. INFORMATION USE AND DISCLOSURE PRACTICES**

**A. Traffic Data and Information Gathered Using Cookies.** We use "cookies" to recognize you as you use or return to our sites. This is done so that we can provide a continuous and more personalized shopping experience for you. A cookie is a small text file that a website or email may save to your browser and store on your hard drive. Most cookies are "session cookies," meaning that they are automatically deleted from your hard drive once you sign out from BFX Standard.com or close your web browser. We use cookies to provide features and services, such as:

- ❖ allowing you to enter your password less frequently;
- ❖ remembering your preferences;
- ❖ presenting information that is targeted to your interests;
- ❖ measuring the effectiveness of our sites, services, content, and advertising; and
- ❖ providing other services and features that are available only through the use of cookies.

BFX Standard analyzes Traffic Data and information gathered using Cookies to help BFX Standard better understand who is using the Website and how they are using it. By identifying patterns and trends in usage, BFX Standard is able to better design the Website to improve your experience, and to serve you more relevant and interesting content. From time to time, BFX Standard may release Traffic Data and information gathered using Cookies in the aggregate, such as by publishing a report on trends in the usage of the Website. BFX Standard does not attempt to link information gathered using Cookies to Personal Information.

**B. Web Beacons.** We may also use web beacons. A "web beacon" is an electronic image placed in the code of a web page. Beacons allow us to know if a certain page was visited,

an email was opened, or if ad banners on our website and other sites were effective. We use web beacons to monitor the traffic patterns of users from one page to another and to improve site performance.

**C. Personal Information.** Personal Information that is collected from retail customers, Customers, and Members through Member and Customer Registration, Product or Services Purchases and/or Surveys is used and disclosed as described in this Privacy Policy. Except as specifically set forth in this Privacy Policy, BFX Standard DOES NOT share Personal Information. BFX Standard may share aggregated information from time to time with its partners, vendors or other third parties. When such aggregate information is shared by BFX Standard, no Personal Information is shared.

**D. Social Media Features.** Our Websites may include social media features, such as Facebook's "Like" button, and widgets, such as the "Share This" button. These features are usually recognizable by their third-party brand or logo and may collect your IP address, the page you are visiting on our Website, and set a Cookie to enable the feature to work properly. These types of social media features and widgets are hosted: (i) by a third party; or (ii) directly on our Website. Your interactions with these features are governed by the privacy policy of the company providing it. Currently, we use the features and widgets ("Plugins") of Facebook, Google, Twitter, Instagram and LinkedIn, offered by the companies Facebook Inc., Google Inc., Twitter Inc., Instagram Inc., and LinkedIn Corporation ("Providers"), respectively.

- ❖ Facebook is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, California 94304, USA ("Facebook"). You will find an overview on Facebook's Plugins and what they look like here: <https://developers.facebook.com/docs/plugins>;
- ❖ Google+ is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, California 94043, USA ("Google"). You will find an overview on Google's Plugins and what they look like here: <https://developers.google.com/+web/>;
- ❖ Twitter is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA ("Twitter"). You will find an overview on Twitter's Plugins and what they look like here: <https://twitter.com/about/resources/buttons>;
- ❖ Instagram is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, California 94304, USA ("Instagram"). You will find an overview on Instagram's Plugins and embedding process here: <https://www.instagram.com/developer/embedding/>;



- ❖ LinkedIn is operated by LinkedIn Corporation, 1000 West Maude Avenue, Sunnyvale CA 94085, USA (“LinkedIn”). You will find an overview on LinkedIn’s Plugin and what they look like here: <https://developer.linkedin.com/plugins>.
- ❖ YouTube is operated by, Google, LLC, d/b/a YouTube, 901 Cherry Avenue, San Bruno, California 94066, USA (“YouTube”). You will find an overview on YouTube’s Plugins and what they look like here: <https://www.youtube.com/c/PluginBoutiqueOfficial>.
- ❖ TikTok is operated by TikTok Inc., 5800 Bristol Parkway, Suite 100, Culver City, California 90230, USA (“TikTok”). You will find an overview on TikTok’s Plugins and what they look like here: <https://www.tiktok.com/discover/Free-plugins>
- ❖ Pinterest is operated by Pinterest, Inc., 651 Brannan Street, San Francisco, California 94107, USA (“Pinterest”). You will find an overview on Pinterest’s Plugins and what they look like here: <https://help.pinterest.com/en/article/save-pins-with-the-pinterest-browser-button>.

When you access one of our Websites, which contains a Plugin, your browser establishes a direct connection with the servers of Facebook, Google, Twitter, and LinkedIn. The content of the Plugin is transferred by the respective Provider directly to your browser, which then integrates it into the Website. Integration of the Plugin allows the Provider to receive the information that you have accessed the respective social media website even if you do not maintain a profile with that Provider or if you are not logged in at the moment. This information (including your IP address) will be transferred by your browser directly to the Provider in the U.S. and stored there.

If you are logged in with one of the Providers’ services, they will be able to assign your visit on our Website to your profile with the respective Provider. If you interact with any of the Plugins, e.g. by pressing the “Like” or the “+1” button, this information will also be sent directly to the server of the Provider and stored there. The information will also be published in the social network on your respective account, e.g. Twitter, and displayed to your contacts there.

In addition, there is also a “Share” button for e-mail. The “Share” buttons can be recognized by their respective logos. All “Share” buttons are set up in compliance with data protection requirements. A direct connection between your browser and the server of the operator of the respective social network is established only when you click on the respective “Share” button on this website (and only then). According to the operators of the Providers, no personal data is collected by the social networks without a click on the respective “Share” button. Only data of logged-in Members and Customers, including the IP address, is collected and processed. If you

do not wish to associate your visit to our website with your user account of the respective Provider, please log out of the user account of that Provider. We do not receive any information regarding the content of the data transmitted and its use by the Providers. For more information about the use of data by the Providers, please refer to the privacy policies of the Providers mentioned.

For more information on the purpose and extent of the data acquisition and how data are processed and used by the respective Provider as well as regarding your rights and optional settings to protect your privacy, please refer to the privacy policies of the respective Provider:

Privacy Policy of Facebook: <https://www.facebook.com/about/privacy> Privacy Policy of Google: <https://policies.google.com/privacy> Privacy Policy of Twitter: <https://twitter.com/en/privacy> Privacy Policy of Instagram: <https://help.instagram.com/519522125107875> Privacy Policy of LinkedIn: <https://www.linkedin.com/legal/privacy-policy> Privacy Policy of TikTok: <https://www.tiktok.com/legal/privacy-policy-us?lang=en>

If you do not want Google, Facebook, Twitter or LinkedIn to allocate data collected on our Websites to your profile in their service, you must log out of the respective service before visiting our Website. You can prevent the loading of the Plugins completely by using Add-Ons for your browser, e.g. the script-blocker “NoScript” (<http://noscript.net/>).

**E. Disclosure Practices.** Except under the following circumstances and otherwise as set forth in this Privacy Policy, BFX Standard will keep your Personal Information private and will not sell it to or share it with third parties.

- ❖ **Disclosure in Connection with Services.** Some of our operations, such as our electronic commerce, may be managed by Service Providers who are unaffiliated companies. These companies may share Personal Information with their affiliates and service providers whom they engage to perform services related to our Websites or the operation of our business. Examples of these services include payment processing and authorization, fraud protection and credit risk reduction, product customization, order fulfillment and shipping, marketing and promotional material distribution, Website hosting and evaluation, data storage, analysis, or security and, where applicable, data cleansing. These companies may have access to your Personal Information on a confidential basis only to the extent necessary to perform their functions. In no event will we authorize these companies to use your Personal Information for any reason other than to provide you with those specific services. If your purchases are being shipped to you, your shipping information will

be shared with our delivery service providers (U.S. Postal Service, UPS, FedEx, or other delivery companies we or you select). Our delivery service providers are asked not to use your Personal Information for any purpose other than making the delivery.

- ❖ **By Law or to Protect Rights.** BFX Standard discloses Personal Information when required to do so by law, or in response to a subpoena or court order, or when BFX Standard believes in its sole discretion that disclosure is reasonably necessary to protect the property or rights of BFX Standard, third parties, or the public at large.
- ❖ **Legally Required Law Enforcement, Judicial and Administrative Agency Disclosures.** BFX Standard will provide confidential and personally identifiable information as necessary to comply with judicial and administrative orders, subpoenas, Civil or Criminal Investigative Demands, Administrative and Regulatory Demands and other legal obligations. In order for BFX Standard to conduct business in certain jurisdictions, BFX Standard must disclose certain personally identifiable and confidential information to regulatory authorities in such jurisdictions. Such information may include, but is not limited to, income information and personally identifiable information.
- ❖ **Business Transfers or Bankruptcy.** BFX Standard reserves the right, in its sole and absolute discretion, to transfer all Personal Information in its possession to a successor organization in the event of a merger, acquisition, or bankruptcy or other sale of all or a portion of BFX Standard's assets. Other than to the extent ordered by a bankruptcy or other court, the use and disclosure of all transferred Personal Information will be subject to this Privacy Policy, or to a new privacy policy if you are given notice of that new privacy policy and an opportunity to affirmatively opt-out of it. Personal Information submitted or collected after a transfer, however, may be subject to a new privacy policy adopted by BFX Standard's successor organization.
- ❖ **Unpaid Accounts.** If you fail to pay any balance owed in consideration of Services, BFX Standard may, as permitted by law, report your Personal Information, including without limitation your unpaid balance, to consumer credit reporting services, collection agencies and others.
- ❖ **To help Members in BFX Standard's network marketing program manage their independent businesses,** we provide your BFX Standard sponsor and other upline BFX Standard Members with your name, rank, address, telephone number, and email address as well as data relating to your sales and recruitment activity (if applicable) through the Back-Office to the Website. We also provide downline Members with the names, rank, address, telephone number, and email address of their sponsor and certain specified upline Members.

## IV. COMMUNICATIONS FROM US

**A. Special Offers and Updates.** By enrolling as a Member, registering as Customer, or making a purchase or other inquiry through the Website, you consent to receive periodic email and other communications from us and from BFX Standard Members. For example, BFX Standard sends all new Members and Customers a welcoming email to verify password, username, and acceptance of the Member Agreement. All Members and Customers will occasionally receive information on products, services, special deals, and a newsletter. Customers who have not registered with BFX Standard and who grant permission will also receive occasional information on products, services, special deals, and the like.

**B. Service Announcements.** On rare occasions it is necessary to send out a strictly service related announcement. For instance, if our service is temporarily suspended for maintenance we might send Members and/or Customers an email. Generally, Members may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature.

**C. Member and Customer Service.** BFX Standard communicates with Members and Customers via email, regular mail and telephone on a regular basis to provide requested services and in regards to issues relating to their BFX Standard business. BFX Standard communicates with other Customers with respect to products or services purchased by such Customers from BFX Standard. Such communications may be by email, regular mail, or telephone.

**D. Privacy Preferences/Opt-Out.** We now offer an on-line preference page located within **the My Account section on [www.bfxstandard.com](http://www.bfxstandard.com)** where you can register and change your preferences to receive or not receive marketing materials. You may also update what product/lifestyle preferences you prefer, which may determine what offers and promotional materials you may receive. You may update these preferences at any time, but you must first register by creating an account before you can update any of your preferences. Please allow sufficient time for your preferences to be processed. You may also change your marketing preferences or remove yourself from our mailing list by clicking on an "unsubscribe" hyperlink contained in promotional emails we send you or by contacting us at: BFX Standard, Attn: Privacy Manager, 30 N Gould St, Ste 29274, Sheridan, Wyoming 82801, or by e-mailing us at [support@bfxstandard.com](mailto:support@bfxstandard.com).

## V. MISCELLANEOUS

**A. Links.** BFX Standard's websites may contain links to other sites. Please be aware that BFX Standard is not responsible for the privacy practices of such other sites. We encourage users to be aware when they leave our site and to read the privacy statements of each and every website that collects Personal Information. This privacy statement applies solely to information collected by BFX Standard websites.

**B. Text Messaging.** If you so elect, you may provide your mobile phone number to BFX Standard. By submitting your mobile phone number, you consent to receive text message alerts from BFX Standard containing product and event information, product tips or promotions that may be sent using automated dialing systems ("Text Messages"). Your consent to receive Text Messages is not otherwise required to purchase any goods or services from us. You may not consent to receive Text Messages on behalf of someone else or provide someone else's phone number. You agree to enter into, sign and receive your consent to receive Text Messages electronically.

You may receive approximately 8-10 recurring texts per month. We do not charge a fee for you to receive Text Messages from us, however, your mobile service provider may charge you for sending and/or receiving text messages and air-time, as well as any other standard applicable rates charged by your mobile service provider. Participating Carriers are:

ACS Wireless	Cox Wireless	Pocket Wireless
Alltel	Cricket Communications	Revol Wireless
All West Communications	Element Mobile	Silver Star PCS
Appalachian Wireless	Farmers Mutual Telephone Co.	Simmetry Wireless
AT&T	GCI Wireless	Snake River PCS
Bluegrass Wireless	Golden State Cellular	South Central Communications
Boost	Illinois Valley Cellular	Sprint
Boost Unlimited	Immix	Sprocket Wireless
Breakaway Wireless	Inland Cellular	Strata Networks
Carolina West Wireless	iWireless	Syringa Wireless
Cambridge Telephone Company (CTC)	Metro PCS	Thumb Cellular
Cellcom	Midwest Wireless	T-Mobile
Cellular South	Nex-Tech Wireless	United Wireless
Cellular One of East Central Illinois	Nextel	Union Wireless
Cellular One of Montana	Northwest Missouri Cellular	U.S. Cellular
Cellular One of NEPA	nTelos	Verizon Wireless

Centennial Wireless  
Chat Mobility

Nucla-Naturita Telephone Co. Viaero Wireless  
Panhandle  
Telecommunications

Virgin Mobile US

Cellular 29  
Cincinnati Bell

Pioneer Cellular  
Plateau Wireless

West Central Wireless

Text Messages are distributed via third party mobile network providers and, therefore, we cannot control certain factors relating to message delivery or guarantee availability or performance of this service, including liability for transmission delays or message failures. To receive help with Text Messages, you can email [support@bfxstandard.com](mailto:support@bfxstandard.com).

You may unsubscribe from receiving BFX Standard Text Messages any time by emailing [support@bfxstandard.com](mailto:support@bfxstandard.com) and specifying that this is your preference.

We may also obtain the date, time and content of your messages in the course of your use of Text Messages. We will use the information we obtain in connection with our Text Messages in accordance with this Privacy Policy.

From time to time, you may be asked to provide your mobile phone number to BFX Standard in connection with specific text messaging programs, which is in addition to the general BFX Standard marketing text messaging program. That text messaging program may have additional or different terms and conditions from those set forth above, which will be presented you at the time that you opt-in to receive those text messages. In general, in order to stop receiving text messages from a specific BFX Standard text messaging program, you can text STOP to the five-digit short code for the text messaging program from which you no longer wish to receive message (i.e., the five-digit number from which its text messages are being sent). You will then receive confirmation of your opt-out of that text messaging program. This will only opt you out of the specific text messaging program associated with that five-digit short code. You will remain opted in to any other BFX Standard text messaging programs that you have signed up for.

**C. Security of Personal Information.** We maintain administrative, technical and physical safeguards to protect against unauthorized access, use, modification and disclosure of Personal Information in our custody and control. We also are committed to employing reasonable technology in order to protect the security of our Websites. However, even with the best technology, no website is 100% secure. We will take reasonable measures which we believe are appropriate to protect your Personal Information from loss, misuse, alteration or

destruction, and, where possible, will ask that any third parties to whom we may transfer such information to take comparable steps to protect that security.

**D. Transfer of Data.** Your information, including Personal Information, may be transferred to and maintained on computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction. If you are located outside the United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to the United States and process it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

**E. Secure Shopping.** When you place orders on our Websites, all of your order information, including your card number and delivery address, is transmitted through the Internet using Secure Sockets Layer (SSL) technology. SSL technology causes your browser to encrypt your order information before transmitting it to our secure server. SSL technology, an industry standard, is designed to prevent someone other than operators of our Websites from capturing and viewing your Personal Information. Since any order information you provide to us on our Websites will be transmitted using a secure connection, if your Web browser cannot support this level of security, you will not be able to order products through our Websites. The most recent versions of Google Chrome, Netscape Navigator, Apple Safari, and Microsoft Internet Explorer can support a secure connection and can be downloaded for free from the Google, Netscape, Apple, or Microsoft website respectively.

**F. Passwords.** To provide you with an increased level of security, online access to your Personal Information is protected with a password you select. We strongly recommend that you do not disclose your password to anyone. BFX Standard will never ask you for your password in any unsolicited communication (including unsolicited correspondence such as letters, phone calls or e-mail messages).

**G. Lost or Stolen Information.** You must promptly notify us if your credit, banking, other financial information, user name or password is lost, stolen or used without permission. In such an event, we will remove that credit card number, bank account information, other financial institution information, user name or password from your account.

**H. Promotional Activities.** From time to time, BFX Standard may conduct contests, giveaways and other promotions (collectively, “Promotional Activities”). Any information submitted in connection with Promotional Activities will be treated in accordance with this Privacy Policy. From time to time, BFX Standard may also ask you to participate in surveys designed to help BFX Standard improve the Websites, its products, services, or the BFX Standard network marketing program. Any Personal Information provided to BFX Standard in connection with any survey will be used only in relation to that survey, and will be disclosed to third parties not bound by this Privacy Policy only in aggregated form.

**I. Changes to this Privacy Policy.** BFX Standard reserves the right to amend or change this Privacy Policy at any time at its sole discretion. It is your responsibility to periodically access this Privacy Policy by clicking on the [Privacy Policy](#) link at our home page. You can determine the date this Privacy Policy was last updated by referring to the effective date found at the end of the policy. When material changes or amendments are made to the Privacy Policy, we will announce the same at our home page for a period of 7 days following implementation of the amended Privacy Policy.

**J. Making Changes to Your Personal Information.** Members and Customers may update their personal information as necessary by logging into their BFX Standard online Back Offices, which allows them to access and edit their registration account information. In addition, Members and Preferred Customers may contact us at [support@bfxstandard.com](mailto:support@bfxstandard.com) to update their profiles.

**K. Information Sharing Disclosure Requests.** If you are a California resident, you have the right to request one Notice of Information-Sharing Disclosure per year which will identify the third parties with whom BFX Standard or any of our affiliates has shared the Personal Information we have collected from you. You may request the Notice of Information-Sharing Disclosure by writing to us at BFX Standard, Attn: Privacy Manager, 30 N Gould St, Ste 29274, Sheridan, Wyoming 82801, or by e-mailing us at [support@bfxstandard.com](mailto:support@bfxstandard.com). We will respond to your request for a Notice of Information-Sharing Disclosure within 30 days. You may also see the California Privacy Notice [here](#).

**L. Questions.** Questions regarding this Privacy Policy should be directed to [support@bfxstandard.com](mailto:support@bfxstandard.com), or by mail to BFX Standard, 30 N Gould St, Ste 29274, Sheridan, Wyoming 82801.

**M. Effective Date.** The effective date of this Privacy Policy is November 1, 2022.