

PRIVACY POLICY

Welcome to www.thefortuneformula.com (the “Site”), a website operated by Fortune Formula (“Company,” “us,” “our,” and “we”). We are committed to maintaining robust privacy protections for our users. We provide the Site and services provided through the Site (the Site and services will be collectively referred to as the “Services”). Our Privacy Policy (“Privacy Policy”) is designed to help you understand how we collect, use and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

By accepting our Privacy Policy, you consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy.

Types of Data We Collect

We collect “Non-Personal Information” and “Personal Information.” Non-Personal Information includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. “Personal Information” means data that allows someone to identify or contact you, including, for example, your name, address, telephone number, email address, as well as any other non-public information about you that is associated with or linked to any of the foregoing data.

Children’s Online Privacy Protection Act

We do not intentionally gather Personal Information from visitors who are under the age of 13.

Information You Provide to Us

- We may collect Personal Information from you, such as your first and last name, email and mailing address, phone, and password when you create an account to log in to our network (“Account”).
- When you subscribe to the Services on our Site, our payment processor will collect all information necessary to complete the transaction, including your name, credit card information, billing information, and direct deposit information.
- We retain information on your behalf, such as files and messages that you store using your Account.
- If you provide us feedback or contact us via email, we will collect your name and email address, as well as any other content included in the email, in order to send you a reply.
- When you participate in one of our surveys, we may collect additional information that you knowingly provide.
- When you post messages on the Services or on a Social Media Site (“SMS”) where we have a page or presence (collectively “SMS Pages”), the information contained in your posting may be republished on our Site and other users may be able to see them.
- We are committed to keeping your email address confidential, if you provide it to us. We do not sell, rent, or lease our subscription lists to third parties. We will not disclose your email address to any third parties except as expressly allowed in this Privacy Policy.
- We will maintain the information you send via email in accordance with applicable federal law.
- In compliance with the CAN-SPAM Act, all emails sent from our organization will clearly state who the email is from and provide clear information on how to contact the sender. In addition, all email

messages will also contain concise information on how to remove yourself from our mailing list so that you receive no further e-mail communication from us. Our emails provide users the opportunity to opt-out of receiving communications from us and our partners by reading the unsubscribe instructions located at the bottom of any email they receive from us at anytime. Users who no longer wish to receive our newsletter or promotional materials may opt-out of receiving these communications by clicking on the unsubscribe link in the email.

Information Collected via Technology

- In an effort to improve the quality of the Service, we reserve the right to track information provided to us by your browser or by our software application when you view or use the Service, such as the website you came from (known as the “referring URL”), the type of browser you use, the device from which you connected to the Service, the time and date of access, and other information that does not personally identify you. We track this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user’s browser from our servers and are stored on the user’s computer hard drive. Sending a cookie to a user’s browser enables us to collect Non-Personal information about that user and keep a record of the user’s preferences when utilizing our Services, both on an individual and aggregate basis.
- We may also use third party analytics services such as Google Analytics or Google AdSense to collect information about how you use and interact with our Services. Such third-party analytics services may use cookies to gather information such as the pages you visited, your IP address, a date/time stamp for your visit and which site referred you to the Site.
- We reserve the right to use technological equivalents of cookies, including social media pixels. These pixels allow social media sites to track visitors to outside websites so as to tailor advertising messages users see while visiting that social media website. We reserve the right to use these pixels in compliance with the policies of the various social media sites.
- Some content or applications, including advertisements, on the Site are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties’ tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

Use of Your Personal Information

In general, Personal Information you submit to us is used either to respond to requests that you make, or to aid us in serving you better. We use your Personal Information in the following ways:

- to facilitate the creation of and secure your Account on our network;
- to identify you as a user in our system;
- to provide improved administration of our Services;
- to provide the Services you request;
- to improve the quality of experience when you interact with our Services;

- to send you a welcome email to verify ownership of the email address provided when your Account was created;
- to send you administrative email notifications, such as security or support and maintenance advisories;
- to respond to your inquiries related to employment opportunities or other requests;
- to send newsletters, surveys, offers, and other promotional materials related to our Services and for other marketing purposes including those of third parties; and
- to perform marketing or data analysis.

If you opt to receive any free resources, participate in any free training programs, register for a webinar, register for a live event, register for a seminar, or purchase any products sold by us on this Website, we will only enroll you to receive our free email newsletter if you affirmatively consent to it. If you do not wish to receive this newsletter, you can unsubscribe anytime. We include an “unsubscribe” link at the bottom of every email we send. If you ever have trouble unsubscribing, you can send an email to the email address provided below in order to request to unsubscribe from future emails.

Use of Non-Personal Information

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyze use patterns on the Site. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion.

If our information practices change at any time in the future, we will post the policy changes to the Site so that you may opt out of the new information practices. We suggest that you check the Site periodically if you are concerned about how your information is used.

Location-Based Data

We make use of location-based data for our website to connect you with other users near you that can either offer or are in need of the Services. If you choose not to allow us to access your location, some or all functionality may not be available to you.

Disclosure of Your Personal Information

As a general rule, we do not sell, rent, lease or otherwise transfer any information collected either automatically or through your voluntary action. We may disclose your Personal Information as described below and as described elsewhere in this Privacy Policy.

Third Party Service Providers. We may share your Personal Information with third party service providers to: provide you with the Services that we offer you through our Site; to conduct quality assurance testing; to perform marketing; to run data analysis; to facilitate creation of accounts; to provide technical support; and/or to provide other services to you.

Other Disclosures. Regardless of any choices you make regarding your Personal Information (as described below), we may disclose Personal Information if it believes in good faith that such disclosure is necessary (a) in connection with any legal investigation; (b) to comply with relevant laws or to respond to subpoenas

or warrants served on us; (c) to protect or defend our rights or property, or the rights or property of users of the Services; and/or (d) to investigate or assist in preventing any violation or potential violation of the law, this Privacy Policy, or Terms of Use.

Links to Third Party Websites

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

Your Rights Regarding the Use of Your Personal Information

You have the right at any time to prevent us from contacting you for marketing purposes. When we send a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional email. If applicable, you can also indicate that you do not wish to receive marketing communications from us in the “Settings” section of your Account. Please note that notwithstanding the promotional preferences you indicate by either unsubscribing or opting out in the Settings section of your Account, we may continue to send you administrative emails including, for example, periodic updates to our Privacy Policy.

Security of Your Personal Information

We implement security measures designed to protect your information from unauthorized access. Any account you have with our Site is protected by your account password and we urge you to take steps to keep your personal information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by implementing certain technological security measures. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. While we use reasonable efforts to protect your Personal Information, we cannot guarantee its absolute security. By using our Service, you acknowledge that you understand and agree to assume these risks.

Visitors' GDPR Rights

If you are within the European Union, you are entitled to certain information and have certain rights under the General Data Protection Regulation (the “GDPR”). Those rights include the following:

- We will retain any information you choose to provide to us until one of the following happens: (a) you ask us to delete the information, (b) we decide to cease using our existing data providers, or (c) we decide that the value in retaining the data is outweighed by the costs of retaining it.
- You have the right to request access to your data that we store and the rights to either rectify or erase your personal data.

- You have the right to seek restrictions on the processing of your data. You have the right to object to the processing of your data and the right to the portability of your data.
- To the extent that you provided consent to our processing of your personal data, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based upon consent that occurred prior to your withdrawal of consent.
- You have the right to lodge a complaint with a supervisory authority that has jurisdiction over issues related to the GDPR.
- We require only the information that is reasonably required to enter into a contract with you. We will not require you to provide consent for any unnecessary processing as a condition of entering into a contract with us.

Changes to This Privacy Policy

We reserve the right to change this policy and our Terms of Service at any time. We may notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

Contact Information

If you have any questions regarding this Privacy Policy or the practices of the Site, please contact us by sending an email to info@thefortuneformula.com.

Last Updated

This Privacy Policy was last updated on 03/01/2023.