

# Hy Cite Enterprises, LLC Website Privacy Statement

Effective Date: January 1, 2020

## 1. INTRODUCTION

**Purpose.** The purpose of this Privacy Policy is to describe how Hy Cite Enterprises, LLC (the “Company”) collects, uses and shares information about you through our online interfaces (e.g., websites and mobile applications) owned and controlled by us, including [www.royalprestige.com](http://www.royalprestige.com); (collectively referred to herein as the “Site”). Please read this notice carefully to understand what we do. If you do not understand any aspects of our Privacy Policy, please feel free to [Contact Us](#) by calling Customer Care at (877) 494-2289 or as described at the end of this Policy. Our Privacy Policy explains:

[Information We Collect and Why We Collect It](#)

[How We Use and Share Your Information](#)

[Access to Your Information and Choices](#)

[Security of Your Information](#)

[California Privacy Notice](#)

[International Privacy Practices](#)

[Changes to Our Privacy Policy](#)

[Questions and How Contact Us](#)

**Scope; Third Party Sites.** This Privacy Policy applies only to information we collect at and through the Site, and certain Company affiliated sites accessible through our Site. Some of our affiliated sites are governed by their own separate privacy policies. Our Site also contains links to third party sites that are not owned or controlled by Company. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our Site and to read the privacy statements of each and every website that collects personal information.

**Other Privacy Policies.** For information about how we collect, use and share your financial information, please refer to our [Financial Privacy Notice](#) or call Customer Care at (877) 494-2289 to request a copy.

**Terms of Use.** Please note that your use of our Site is also subject to our [Terms of Use](#).

## 2. INFORMATION WE COLLECT AND WHY WE COLLECT IT

There may be times when we collect personal information from you, for example, when you provide it to us as part of an application, employment application or requesting additional information.

### **Information You Provide To Us.**

Types of personal information we collect when you provide it to us include:

- Name
- Address
- Billing address
- Shipping address
- Email address
- Telephone number
- Gender and Ethnicity (if you voluntarily provide and solely in connection with employment applications)

**Information We Collect Automatically.** We collect certain information automatically as you use our Site, such as

- IP address
- Browser type
- Computer or device type
- The website from where you navigated to our Site
- Time and date of using our Site
- The pages on our Site that you view
- The name of your Internet service provider (ISP)

**Information Collected Through Cookies and Similar Technologies.**

We and our service providers use cookies, web beacons, and other technologies to receive and store certain types of information whenever you interact with our website through your computer or mobile device. A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognize your browser. Cookies may store unique identifiers, user preferences and other information. Hy Cite reserves the right to share aggregate site statistics with partner companies, but it does not allow other companies to place cookies on our website unless there is a temporary, overriding customer value. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies. We use cookies to improve the quality of our service, including for storing user preferences and tracking user trends.

**No Information From Children Under Age 13**

If you are under the age of thirteen (13), please do not attempt to register with us at this Site or provide any personal information about yourself to us. The Hy Cite websites are not directed to individuals under the age of 13. If we learn that we have collected personal information from a child under the age of 13, we will promptly delete that information. If you believe we have

collected personal information from a child under the age of 13, please [Contact Us](#) by calling Customer Care at (877) 494-2289 or as described at the end of this Policy.

### 3. HOW WE USE AND SHARE YOUR INFORMATION

To Provide Products, Services, and Information. As described above, we collect information from you so that we can provide products and services and provide information that you request from us. We use your personal information to contact you about your orders, process credit card / debit card transactions, and ship products to you. We may send you information about our products and services, and new offerings. We may provide information to third party service providers that help us process orders and fulfill and deliver products and services that you purchase from us. We may use third parties to help host our Site, send out email updates about the Site, remove repetitive information from our user lists, and process payments. These service providers will have access to your personal information in order to provide these services, but when this occurs, we implement reasonable contractual and technical protections to limit their use of that information to helping us provide the service.

**Your Consent.** In addition to the sharing described elsewhere in this Policy, we will share personal information with companies, organizations or individuals outside of the Company when we have your consent to do so. We require *opt-in* consent for the sharing of any sensitive personal information. Sensitive personal information is a particular category of personal information relating to confidential medical facts, racial or ethnic origins, political or religious beliefs or sexuality.

**Legal Proceedings.** We will share personal information with third party companies, organizations or individuals outside of Company if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- Meet any applicable law, regulation, subpoena, legal process or governmental request.
- Enforce applicable Terms of Use, including investigation of potential violations.
- Detect, prevent, or otherwise address fraud, security or technical issues.
- Protect against harm to the rights, property or safety of Company, our users, customers or the public as required or permitted by law.

**Transfer in the Event of Sale or Change of Control.** If the ownership of all or substantially all of our business changes or we otherwise transfer assets relating to our business or the Site to a third party, such as by merger, acquisition, bankruptcy proceeding or otherwise, we may transfer or sell your personal information to the new owner. In such a case, unless permitted otherwise by applicable law, your information would remain subject to the promises made in the applicable privacy policy unless you agree differently.

### 4. ACCESS TO YOUR INFORMATION AND CHOICES

You can access and update certain information we have relating to your online account by signing into your account and going to the Account Information section of our Hy Cite Customer Site. If you have questions about personal information we have about you or need to update your information, you can [Contact Us](#) or call us at (800) 280 - 9708. You can opt-out of receiving marketing and promotional e-mails from Company by going to the Financial Privacy Policy section of our Site, and by sending the opt-out form to the address included. If you close your account, we will no longer use your online account information or share it with third parties. We may, however, retain a copy of the information for archival purposes, and to avoid identity theft or fraud.

## 5. SECURITY OF YOUR INFORMATION

We use industry standard physical, technical and administrative security measures and safeguards to protect the confidentiality and security of your personal information. However, since the Internet is not a 100% secure environment, we cannot guarantee, ensure, or warrant the security of any information you transmit to us. There is no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. It is your responsibility to protect the security of your login information. Please note that e-mails and other communications you send to us through our Site are not encrypted, and we strongly advise you not to communicate any confidential information through these means.

## 6. CALIFORNIA PRIVACY NOTICE

Hy Cite Enterprises, LLC, and its affiliates and subsidiaries (“Hy Cite,” “we,” “us,” or “our”) provide this California Privacy Notice (“CCPA Privacy Notice”) to supplement the information contained in the Hy Cite Privacy Policy. This CCPA Privacy Notice sets forth our privacy practices as required by the California Consumer Privacy Act of 2018 (“CCPA”).

The CCPA Privacy Notice applies only to individuals residing in the State of California who are considered “Consumers” under the CCPA and from whom we collect “Personal Information” as described in the CCPA (“Consumers”).

### Information We Collect

We may collect Personal Information from you in a variety of different situations, including, but not limited to on our website, your mobile device, through email, in physical locations, through the mail, and/or over the telephone. More specifically, Hy Cite collects the following categories of Personal Information from its Consumers, which will depend on the particular business purpose for which we collect it:

Category	Examples of Personal Information Collected
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A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, address, telephone number, passport number, driver's license or state identification card number, employment, employment history, bank account number, credit card number, debit card number, or any other financial information.  Note: Some personal information included in this category may overlap with other categories.
C. Protected classification characteristics under California or federal law.	Age (40 years or older), national origin, citizenship, marital status, medical condition, sex (including gender, gender identity, gender expression), veteran or military status.
D. Commercial information.	Products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
E. Internet or similar network activity.	Information on a consumer's interaction with a website
F. Sensory data.	Audio
G. Professional or employment-related information.	Current employment

Personal information does not include deidentified or aggregated consumer information.

Hy Cite obtains the categories of Personal Information listed above from the following categories of sources:

- Directly from you. For example, from forms you complete.
- Indirectly from you. For example, from observing your actions on our website or from information your computer or mobile device transmits when interacting with our website or mobile applications, among other things.
- From third parties who you direct to share your information with us. For example, from Authorized Distributors who submit purchase or credit application information.
- From third parties who sell your information to us. For example, from companies who sell lead generation lists.

## How We Use Personal Information

We may use, disclose or sell the Personal Information we collect from you or about you to do one or more of the following:

- To fulfill or meet the purpose for which you provided the information. For example, if you share your name and contact information to ask us a question or inquire about our products or services, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a product or service, we will use that information to process your payment.
- To contact you and to inform you about products, services, promotions, special offers, and/or events that may interest you.
- To inform you about products and services you have purchased from us.
- To provide, support, personalize, and develop our website, products, and services.
- To create, maintain, customize, and secure your account with us.
- To process your requests, purchases, transactions, and payments and prevent transactional fraud.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- If you provide your information in the context of an employment application or your employment, we will use your information to serve those purposes.
- To personalize your Website experience and to deliver content and product and service offerings relevant to your interests, including targeted offers and ads through our website, mobile applications, third-party sites, and via email or text message (with your consent, where required by law).
- To help maintain the safety, security, and integrity of our Website, products and services, databases and other technology assets, and business.
- For research, analysis, and business development, including to develop and improve our Website, products, and services.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA or subsequently agreed to by you.

- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Hy Cite assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Hy Cite about our Consumers is among the assets transferred.

### **How We Share Personal Information**

Hy Cite may disclose your Personal Information to a third party for a business purpose, including to our service providers or sell your personal information, subject to your right to opt-out of those sales (see *Personal Information Sales Opt-Out and Opt-In Rights*).

We share your personal information with the following categories of third parties:

- Service providers.
- Third parties with whom you direct us to share your personal information

### **Disclosures of Personal Information for a Business Purpose**

In the preceding twelve (12) months, Hy Cite has disclosed the following categories of personal information for a business purpose:

Category A: Identifiers.

Category B: California Customer Records personal information categories.

Category C: Protected classification characteristics under California or federal law.

Category D: Commercial information.

Category E: Internet or similar network activity.

Category F: Sensory data

Category G: Professional or employment-related information.

We disclose your personal information for a business purpose to the following categories of third parties:

- Service providers.
- To third parties you direct us to share your information with. For example, Authorized Distributors.

### **Sales of Personal Information**

In the preceding twelve (12) months, Company has sold the following categories of personal information:

Category A: Identifiers.

Category B: California Customer Records personal information categories.

We sell your personal information to the following categories of third parties:

- Third party Authorized Distributors

## **Your Consumer Rights and Choices**

The CCPA provides Consumers with specific rights regarding their Personal Information. This section describes your CCPA rights and explains how to exercise those rights.

### **Access to Specific Information and Data Portability Rights**

You have the right to request that Hy Cite disclose certain information to you about our collection and use of your Personal Information over the past 12 months. Once we receive and confirm your verifiable consumer request (see *Exercising Access, Data Portability, and Deletion Rights*), we will disclose to you:

- The categories of Personal Information we collected about you.
- The categories of sources for the Personal Information we collected about you.
- Our business or commercial purpose for collecting or selling that Personal Information.
- The categories of third parties with whom we share that Personal Information.
- The specific pieces of Personal Information we collected about you.
- If we sold or disclosed your Personal Information for a business purpose, two separate lists, disclosing sales or disclosures for a business purpose. Each list will identify the Personal Information categories purchased or obtained.

### **Deletion Request Rights**

You have the right to request that Hy Cite delete any of your Personal Information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see *Exercising Access, Data Portability, and Deletion Rights*), we will delete and direct our service providers to delete your Personal Information from our records, unless an exception applies.

In accordance with the CCPA, we may deny your deletion request under certain circumstances, and will inform you of the basis for the denial. The reason for denial may include, but is not limited to, instances in which retaining the information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the Personal Information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.



- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

### **Exercising Access, Data Portability, and Deletion Rights**

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

- Calling us at (877) 494-2289
- Submitting a request [Hy Cite Privacy Portal](#).

Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your Personal Information.

You may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you.

Making a verifiable consumer request does not require you to create an account with us.

We will only use Personal Information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

**For instructions on exercising sale opt-out rights, see *Personal Information Sales Opt-Out and Opt-In Rights*.**

### **Response Timing and Format**

We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to 45 additional days), we will inform you of the reason and extension period in writing.

We will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

### **Personal Information Sales Opt-Out and Opt-In Rights**

If you are 16 years of age or older, you have the right to direct us to not sell your Personal Information at any time (the "right to opt-out"). We do not sell the Personal Information of Consumers we actually know are less than 16 years of age, unless we receive affirmative authorization (the "right to opt-in") from either the Consumer who is between 13 and 16 years of age, or the parent or guardian of a Consumer less than 13 years of age. Consumers who opt-in to Personal Information sales may opt-out of future sales at any time.

To exercise the right to opt-out, you (or your authorized representative) may submit a request to us by visiting the following Internet Web page link: [Do Not Sell My Personal Information](#).

You do not need to create an account with us to exercise your opt-out rights. We will only use Personal Information provided in an opt-out request to review and comply with the request.

### **Other California Privacy Rights**

Under California's "Shine the Light" law, California residents who provide personal information in obtaining products or services for personal, family or household use are entitled to request and obtain from us once a calendar year information about the customer information we shared, if any, with other businesses for their own direct marketing uses. If applicable, this information would include the categories of customer information and the names and addresses of those businesses with which we shared customer information for the immediately prior calendar year (e.g. requests made in 2020 will receive information regarding 2019 sharing activities). To obtain this information, please send an email message to [legaldepartment@hycite.com](mailto:legaldepartment@hycite.com) with "Request for California Privacy Information" on the subject line and in the body of your message. We will provide the requested information to you at your e-mail address in response. Please be aware that not all information sharing is covered by the "Shine the Light" requirements and only information on covered sharing will be included in our response.

### **Changes to Our CCPA Privacy Notice**

Hy Cite reserves the right to amend this privacy notice at our discretion and at any time. When we make changes to this privacy notice, we will post the updated notice on Website and update the notice's Effective Date above. **Your continued use of our Website or interaction with us through other methods following the posting of changes and/or our directing you to the updated CCPA Privacy Notice constitutes your acceptance of such changes.**

### **Contact Information**

If you have any questions or comments about this notice, the ways in which Hy Cite collects and uses your information described above, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

**Phone:** (877) 494-2289

**Email:** [legaldepartment@hycite.com](mailto:legaldepartment@hycite.com)

**Postal Address:**

Hy Cite Enterprises, LLC  
Attn: Compliance Dept.  
3252 Pleasant View Road  
Middleton, WI 53562

## 7. INTERNATIONAL PRIVACY PRACTICES

Our Site is operated and managed on servers located and operated within the United States. By using and accessing our Sites, residents and citizens of countries and jurisdictions outside of the United States agree and consent to the transfer to and processing of personal information on servers located in the United States, and that the protection of such information may be different than required under the laws of your residence or location.

## 8. CHANGES TO OUR PRIVACY POLICY

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your consent in accordance with applicable law. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

## 9. QUESTIONS AND HOW CONTACT US

If you have any questions, concerns, complaints or suggestions regarding our Privacy Policy or otherwise need to contact us, please Contact Us by calling our Customer Care Department at (877) 494-2289, email us at [legaldepartment@hycite.com](mailto:legaldepartment@hycite.com) or contact us by US postal mail at the following address:

Hy Cite Enterprises, LLC  
Attn: Compliance Dept.  
3252 Pleasant View Road  
Middleton, WI 53562