

## **Direct Communication Policy**

### **(Notification and Consent)**

This policy was last updated on August 1, 2020.

USANA Health Sciences, Inc., together with our affiliates ("**USANA**" or "**we**") may use your personal information to send you marketing and transactional communications via SMS messages. Where the applicable local laws of the jurisdiction in which you reside require USANA to obtain your consent before sending such communications, we will ensure we have received your consent before sending any communications to you.

#### **1. The purpose of direct communications**

USANA sends you direct communications for the following *transactional-related* and marketing-related purposes:

- notifications about your USANA business, including updates, information, or new Associates/Preferred Customers who join your team;
- order confirmation, payment, shipment and delivery; and

USANA sends you direct communications for the following *marketing-related* purposes:

- notifications about your USANA business, including updates, information, or new Associates/Preferred Customers who join your team;
- information about our products, campaigns, and other events you may be interested in.

#### **2. Information collected for direct communication purposes**

If you have given your consent (if required) and subscribed to our direct communications in order to receive information on (i) transactional-related and/or marketing-related messages, as described under Section 1 above, we may collect the following personal information about you:

- full name
- gender
- phone number
- email address
- postal address
- product preference
- purchasing behaviours
- the jurisdiction you reside in
- timezone

### **3. Scope and Method of Processing**

For the purpose of direct communication, USANA will process your personal information. Such processing may include the collection, retrieval, use, retention, disposal, or destruction of your personal information in pursuit of the legitimate purposes to which you have consented.

Where permitted by the provisions of applicable law, USANA may share your name, phone numbers, email address, and purchasing behaviours etc. with your upline business leaders who may need access to your personal information in order to monitor sales activity and business development in their personal sales groups.

### **4. Rights**

You are entitled to certain rights in relation to the personal information that may be collected from you as provided under applicable local laws, which may include the right to access, correct, or delete; to object to the processing of the same; or to bring a complaint to competent authorities. If you wish to exercise any of these rights, please [contact us](#) or send an email to [dataprivacy@usanainc.com](mailto:dataprivacy@usanainc.com).

If you have any questions regarding privacy, please read our [Terms and Conditions: <https://www.usana.com/ux/dotcom/#!/enu-US/terms>](#)

### **5. Retention of personal information**

Your personal information will be retained for as long as the purpose for which it was collected, and such other purposes you have consented to from time to time, remains in effect unless you opt-out from direct communications.

### **6. Opt-In to direct communications**

If you want to receive either marketing-related [USANAmkt] or transactional-related [USANAtxt], or both SMS Communications, please complete one of the following:

1. Log in to <https://www.usana.com/hub/#!/login> and go to "Notification Settings"
2. Email [customerservice@usanainc.com](mailto:customerservice@usanainc.com) or call 1-888-950-9595 (We may request some of your personal information to confirm your identity and process your request.)

When you opt-in to the service, we will send you an SMS message to confirm your signup.

### **7. Opt-out from direct communications**

When you opt-in to USANA SMS Communication, we will send you an SMS message to confirm your signup.

**You can unsubscribe from either marketing-related (USANAmkt) or transactional-related (USANAtxt), or both at any time using one of the following (and we will honor your request).**

1. **Reply "STOP" to unsubscribe from either type of message. After you send the SMS message "STOP" to us, we will send you an SMS message to confirm you**

have been unsubscribed from the type of message you no longer want to receive, and you will no longer receive such SMS messages from us.

2. Log in to <https://www.usana.com/hub/#/login> and go to “Notification Settings”.
3. Email [customerservice@usanainc.com](mailto:customerservice@usanainc.com) or call 1-888-950-9595 (We may request some of your personal information to confirm your identity and process your request.)

While most opt-out requests will be processed and completed immediately, please understand that sometimes it may take longer to process your request, but we process your request within the required timeframe under applicable laws. When we complete the processing of your request, we will send you an SMS message to confirm you have unsubscribed.

If at any time you forget what keywords are supported, just text "HELP". After you send the SMS message "HELP" to us, we will respond with instructions on how to use our service as well as how to unsubscribe.

## 8. US Carrier Information

We are able to deliver messages to the following mobile phone carriers: Major carriers: AT&T, Verizon Wireless, Sprint, T-Mobile, MetroPCS, U.S. Cellular, Alltel, Boost Mobile, Nextel, and Virgin Mobile. Minor carriers: Alaska Communications Systems (ACS), Appalachian Wireless (EKN), Bluegrass Cellular, Cellular One of East Central IL (ECIT), Cellular One of Northeast Pennsylvania, Cincinnati Bell Wireless, Cricket, Coral Wireless (Mobi PCS), COX, Cross, Element Mobile (Flat Wireless), Epic Touch (Elkhart Telephone), GCI, Golden State, Hawkeye (Chat Mobility), Hawkeye (NW Missouri), Illinois Valley Cellular, Inland Cellular, iWireless (Iowa Wireless), Keystone Wireless (Immix Wireless/PC Man), Mosaic (Consolidated or CTC Telecom), Nex-Tech Wireless, NTelos, Panhandle Communications, Pioneer, Plateau (Texas RSA 3 Ltd), Revol, RINA, Symmetry (TMP Corporation), Thumb Cellular, Union Wireless, United Wireless, Viaero Wireless, and West Central (WCC or 5 Star Wireless). \*\*\*Carriers are not liable for delayed or undelivered messages\*\*\*

As always, message and data rates may apply for any messages sent to you from us and to us from you. You will receive up to two messages per day. If you have any questions about your text plan or data plan, it is best to contact your wireless provider. For all questions about the services provided by this short code, you can contact USANA Customer Service via email [customerservice@usanainc.com](mailto:customerservice@usanainc.com) or phone 1-888-950-9595.