

Elixir Creative Group Privacy Policy

Last Updated and Effective Date: August 28, 2024

At Elixir Creative Group, LLC (“Elixir”, “we”, “our”, or “us”), we care about your privacy. This “Privacy Policy” covers all Personal Information processed by Elixir’s websites (<https://www.elixircreativegroup.com/>) and (<https://www.made4moremedia.com/>) and content creation and ManScore survey services we provide online and in person (“Services”). If our privacy practices for certain services differ from those explained in this Privacy Policy, we will let you know at the time we ask for or collect your information.

What is Personal Information?

Personal Information means any information that’s about you and from which you can be identified, directly or indirectly. This information can be your name, your email address, your contact information, and anything else that tells someone something about you, but does not include information where your identity has been removed.

Information We Collect

Through our interactions, we may collect the following information directly and voluntarily from you, through technology, and from third parties:

- **Personal Identification Data** includes your name, phone number, email address, mailing address, country of residence, Internet Protocol (IP), or similar identifiers.
- **Transaction Data** includes your payment and transaction information such as your credit/debit card number or other financial information, and billing address.
- **ManScore Evaluation Data** includes information about your self-assessment based on questions we provide in our survey.
- **Communication Data** includes your stories, messages, and feedback that you provide us via the contact us page or via email.
- **Marketing Data** includes names, mailing addresses, phone numbers and email addresses.
- **Device Data** includes the device’s hardware information, operating system, platform information, browser type, language information, and browser plugin types. This may be collected from your device, browser, or any other technology medium by which you access our Services.
- **Usage Data** includes information about how you use our Services. This may be collected from your device, browser, or any other technology medium by which you access our Services.

How We Collect Your Personal Information

- **Information we receive from you** refers to information you provide us via contact us pages, our ManScore survey, via your purchase of our products and services, via email or phone communications, or any other method by which you directly, or have someone on your behalf, cause your Personal Information to be sent to us.
- **Through technology** refers to when you use your devices, software, or browser and the automatic data collection that we may cause to make your experience customized and efficient.

- **From third parties** refers to collection from publicly available sources, such as social media websites, including YouTube, Instagram, Facebook X (formerly Twitter), and Tiktok.

Purpose for Processing Your Personal Information

Your Personal Information is used by Elixir for the purpose of which it was collected, such as to respond to your inquiry or determine your ManScore. In some cases, Personal Information is required to perform certain functions. You decide voluntarily if you want to provide us with your information. In addition, we may process your Personal Information for the following reasons:

- To carry out our obligations and enforce our rights.
- For any other purpose with your express consent.
- In any other way we may describe when you provide the information.

How We Use Your Personal Information

Your Personal Information is used by Elixir for the following reasons:

- communicate with you about our services and provide you with our evaluation.
- to carry out purchase and sale transactions to provide you with our Services.
- market information about our products or services that may be of interest to you.
- respond to your feedback about our Services and to your questions or inquiries.
- respond to your privacy inquiries and consumer requests.
- improve our Services to be more compatible with your devices, be more secure, and create and maintain new, improved, modified, and expanded service offerings and products.
- address legal issues, such as legal claims, compliance with laws and regulations, and detecting or preventing fraud or infringement violations.
- process your Personal Information consistent with the context in which the data was collected or with your consent or lawful purposes.
- in any other way we may disclose to you when you provide the information.

Categories of Third Parties that We May Disclose Your Personal Information

Your Personal Information may be shared with the following third parties:

- We may share your Personal Information with other Elixir affiliates, as well as service providers and subcontractors who support our Services. When we do so, our affiliates, service providers, and subcontractors will use your data in a manner consistent with this Privacy Policy and all applicable privacy and data protection laws.
- We may share your Personal Information to regulatory entities when we have a good faith belief that disclosure is necessary to comply with a law, regulation, court order, or other legal processes.
- We may disclose your Personal Information with third parties in connection with the sale, purchase, merger, reorganization, liquidation, or dissolution of Elixir, or under similar circumstances.
- We may use your Personal Information to detect, prevent, and respond to fraud, intellectual property infringement claims, privacy law violation claims, violations of our contracts or agreements, violations of law, or other misuse of our website or Services; and to protect our rights or property or yours or others' health, safety, welfare, rights, or property.

Categories of Personal Information Disclosed to Third Parties

The following categories of Personal Information may be disclosed to third parties:

- **Personal Identification Data** including your name, phone number, email address, mailing address, country of residence, Internet Protocol (IP), or similar identifiers.
- **Transaction Data** including your payment and transaction information such as your credit/debit card number or other financial information, and billing address.
- **ManScore Evaluation Data** including information about your self-assessment based on questions we provide in our survey.
- **Communication Data** including your stories, messages, and feedback that you provide us via the contact us page or via email.
- **Marketing Data** including names, mailing addresses, phone numbers and email addresses.
- **Device Data** including the device's hardware information, operating system, platform information, browser type, language information, and browser plugin types. This may be collected from your device, browser, or any other technology medium by which you access our Services.
- **Usage Data** includes information about how you use our Services. This may be collected from your device, browser, or any other technology medium by which you access our Services.

Cookies and Automatic Data Collection Technologies

Our website may use automatic data collection technologies to distinguish you from other website users. The technologies we use may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. However, if you disable or refuse cookies, some parts of these websites may become inaccessible or not function properly.
- **Web Beacons, Pixel Tags, Clear Gifs.** Our website pages and emails may contain small transparent embedded images or objects known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count website page visitors or email readers, or to compile other similar statistics such as recording website content popularity or verifying system and server integrity.
- **Google Analytics.** We use Google Analytics as a web analytics service. More information about how Google Analytics collects and processes personal information, and how you can opt-out and manage Google's access to your activity, can be found at: <https://policies.google.com/technologies/partner-sites>.

Certain browsers may also offer you the option of providing notice to websites that you do not wish for your online activities to be tracked for preference-based advertising purposes.

Third-Party Links

Our website may contain links to other websites, including social media websites such as YouTube, Instagram, Facebook, X (Twitter), and Tiktok which we do not control. Those websites have their own privacy policies and terms, and we encourage you to read those terms before interacting with third-party sites.

Children

Our Services are not intended for children under 16 years of age. We will not knowingly solicit or collect Personal Information from children under 16, or the relevant minimum age under applicable local legal requirements, except as permitted under applicable law. If we learn that we have received information directly from a child under 16 without his or her parent's or legal guardian's consent, we will make commercially reasonable efforts to delete such information.

Your Rights and Choices

Your rights may vary depending on where you are located. Contact us as set forth below to request access to, correction of, or deletion of Personal Information that you have provided to us.

- **Right to Know.** Request access to your Personal Information which allows you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Right to Correct.** Request a correction of the Personal Information that we hold about you.
- **Right to Delete.** Request erasure of your Personal Information. This allows you to ask us to delete or remove personal information where there is no good reason for us to continue to process it.
- **Right to Data Portability.** Request the transfer of your Personal Information to you or to a third party. We will provide you, or a third party you have chosen, with your personal information in a structured, commonly used, machine-readable format.
- **Right to Opt-Out.** Request to opt-out from the processing of Personal Information for the following purposes: (i) sale of Personal Information; (ii) sharing of Personal Information for targeted advertising; or (iii) profiling in furtherance of decisions that with have a significant legal effect on you. However, Elixir does not sell, share your Personal Information for targeted advertising, or profile you to make decisions of legal significance.

Exercising Your Consumer Rights

To exercise your consumer rights, please contact us at privacy@made4moremedia.com. Please note that only you or your legal representative, authorized to act on your behalf, may make a verifiable consumer request related to your Personal Information. You may also make a verifiable consumer request on behalf of your minor child. You may only make a verifiable consumer request for access twice within a 12-month period. We do not charge a fee to process or respond to your privacy request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide a cost estimate before completing your request.

Right to Appeal

If we deny your consumer request, you have the right to appeal the denial of the request. You may appeal your request by emailing us at privacy@made4moremedia.com explaining why the denial of the request should be reconsidered. We will provide a response no later than sixty (60) days after receipt of the appeal informing the consumer in writing if any action was taken or was not taken in response to the appeal and the reasons for the decisions.

International Users

We are a company based in the United States, specifically the State of Ohio, and our services are provided to individuals residing in the United States. If you are using our Services outside the United States, the Personal Information collected on this website may be stored and processed in the United States, or any other country in which, or its affiliates or service providers maintain facilities, including hosting services or servers. By providing your Personal Information to our Services, you are consenting to the transfer of your information (including placing cookies) outside of your country in accordance with this Privacy Policy.

Data Security

We use physical, electronic, and administrative safeguards designed to protect your Personal Information from loss, misuse and unauthorized access, use, alteration, or disclosure. We also require our service providers and business partners to whom we disclose the information to do the same. We will continue to improve our physical, electronic, and administrative safeguards. However, the Internet environment is not 100% secure, and we cannot guarantee that information we collect will never be accessed in an unauthorized way.

Changes to the Privacy Policy

Changes to this Privacy Policy will be posted on this website, along with information on any material changes. Elixir reserves the right to update or modify this Privacy Policy at any time and without prior notice.

Contact Us

If you have any questions about this Privacy Policy or our use of your Personal Information, please contact us by email at privacy@made4moremedia.com.