

PRIVACY POLICY

Effective Date: September 13, 2026

This Privacy Policy describes how Velovita Inc. and its controlled affiliates that link to this Privacy Policy (collectively, “Velovita,” “we,” “our,” or “us”) collect, use, process, and disclose personal information in connection with velovita.com and other Velovita websites, applications, software, and digital services that link to this Privacy Policy (collectively, the “Services”).

This Privacy Policy is intended to provide notice of our privacy practices. It applies when you access or use the Services or otherwise interact with us. It does not limit any rights you may have under applicable law.

Your use of the Services is also subject to Velovita’s Terms of Use and, if applicable, the Member Business Agreements. Florida law governs contractual matters under those agreements to the fullest extent permitted by applicable law, subject to the Federal Arbitration Act where applicable. To the extent mandatory privacy law applies to you and cannot lawfully be waived or restricted, that law will control.

1. INFORMATION COLLECTED

Depending on how you interact with us, we may collect the categories of personal information described below. Some information is necessary to provide requested products or Services, administer accounts or Member relationships, comply with law, or otherwise operate our business.

We may collect information you provide, including your name, delivery and billing address, phone number, email address, account credentials, birth date, customer or Member identifiers, sponsor or referral information, and communications with us. For Members, we may collect Social Security numbers or other tax identification numbers where required by law, commission and rewards information, Member business information, and other information needed to administer the Member relationship. We may collect transaction information, including products purchased, order history, shipping information, returns, refunds, chargebacks, payment status, and related transaction records. Payment card and other payment information may be collected or processed by third-party payment providers. We also may collect device and usage information, such as IP address, browser and device information, operating system, referring URL, pages viewed, time zone, and approximate location derived from an IP address. We may receive information from our affiliates, service providers, other Members, and businesses or assets acquired by or transferred to Velovita, where permitted by law.

Cookies and Similar Technologies

We and our Service Providers may use cookies, pixels, software development kits (SDKs), local storage, and similar technologies to operate the Services, remember preferences, understand how the Services are used, improve functionality, measure performance, prevent fraud, and support advertising and marketing. Where available, you may manage cookie and tracking preferences through the privacy or cookie-preference tool on our website and through browser or device settings. Where applicable law requires consent before non-essential cookies or similar technologies are used, we will obtain that consent and provide a means to withdraw or change it. Third-party analytics or advertising providers may collect information about your online activities over time and across different websites or online services. Unless otherwise indicated through our privacy or cookie-preference tool or required by applicable law, we do not treat a browser “Do Not Track” signal itself as an opt-out request. Where applicable law requires us to recognize a browser-based privacy preference signal, we will do so as required by law.

All of our Services are intended for adults. Our Services are not directed to individuals under 18 years of age, and we do not knowingly collect personal information directly from such individuals. If you believe that we have collected personal information from an individual under 18 in circumstances prohibited by applicable law, please contact us at support@velovita.com. If we learn that we have done so, we will take appropriate steps to delete or otherwise address that information as required by applicable law.

2. HOW WE USE INFORMATION WE COLLECT

We may use, store, and process personal information to (1) provide, operate, maintain, understand, improve, and develop the Services; (2) create and administer customer and Member accounts; (3) process and fulfill orders, returns, refunds, commissions, rewards, and other transactions; (4) provide customer support and respond to requests; (5) provide, personalize, measure, and improve advertising and marketing as permitted by law; (6) send transactional, administrative, legal, security, and account-related communications; (7) protect the security and integrity of the Services, prevent and investigate fraud or misuse, and enforce our agreements and policies; (8) comply with legal, tax, accounting, regulatory, and reporting obligations; (9) establish, exercise, or defend legal claims; and (10) carry out other purposes disclosed to you at the time of collection or with your consent where required.

To enable or support us in providing the Services and operating our business, we may disclose personal information within our corporate family of companies that are related by common ownership or control, as reasonably necessary for the purposes described in this Privacy Policy.

Velovita may also disclose personal information to companies or individuals that provide services to us, including website and application hosting, information technology, payment processing, fulfillment and shipping, communications, customer support, data management, analytics, fraud prevention, security, surveys, marketing, and promotional services ("Service Providers"). We require Service Providers to process personal information subject to applicable contractual restrictions and law. We may also disclose personal information to law enforcement, regulators, courts, or other parties where required by law or reasonably necessary to comply with legal process, protect rights or safety, investigate or prevent fraud or unlawful activity, or establish, exercise, or defend legal claims. Personal information may also be disclosed in connection with an actual or proposed merger, acquisition, financing, reorganization, sale of assets, bankruptcy, or similar corporate transaction, subject to applicable law.

3. YOUR MESSAGES

Messages sent using the Services may be accessible to the intended recipients, Velovita, and Service Providers that support messaging functions, and may be reviewed, scanned, or analyzed as described below. Other users may copy, screenshot, forward, or otherwise share messages. You should not include information in a message that you do not want the intended recipient or Velovita to access as reasonably necessary to provide, support, secure, or enforce the messaging service.

4. OPT-OUT OF COMMUNICATIONS

We may send marketing emails as permitted by applicable law. If you no longer wish to receive marketing emails from Velovita, you may unsubscribe through your V-Cloud account, use the unsubscribe link provided in the communication, or contact us at support@velovita.com. If you opt out of marketing emails, you may still receive transactional or administrative messages regarding orders, accounts, security, customer service, legal matters, or other ongoing relationships. Where we send promotional calls or text messages that require consent under applicable law, we will obtain the required consent separately, and you may revoke consent using the opt-out instructions provided in the communication or another reasonable method. Where required by law, consent to receive marketing calls or texts is not a condition of purchase.

5. OTHER IMPORTANT INFORMATION

Analyzing your Communications

We may review, scan, or analyze communications on the Services for fraud prevention, risk assessment, regulatory compliance, investigations, enforcement of our agreements and policies, product or service development, research, analytics, security, and customer support. We may use automated methods where reasonably appropriate and may conduct manual review when reasonably necessary, including for fraud investigations, compliance, customer support, security, or improvement of the functionality of automated tools. We do not use the content of private messaging communications to send third-party marketing messages to you except as disclosed to you and permitted by applicable law.

Where the GDPR, UK GDPR, or similar law applies to these activities, we rely on an applicable legal basis, which may include performance of a contract, compliance with a legal obligation, our legitimate interests in preventing fraud, promoting safety, enforcing our agreements, and improving and securing the Services, or consent where required.

Third Party Partners and Integrations

The Services may contain links to or integrations with third-party websites or services, including third-party integrations, co-branded services, or third-party-branded services ("Third Party Partners"). Velovita does not own or control these Third Party Partners. When you interact with them, you may provide information directly to the Third Party Partner, Velovita, or both. Third Party Partners have their own privacy practices, and we encourage you to review their privacy notices before providing personal information. Velovita is not responsible for the privacy practices of third parties.

Information Others Provide About You

As part of our Services, the Velovita Vibe Mobile App may include messaging or profile features that allow other Members or users and Velovita to communicate with you. We may make available information reasonably necessary for other authorized Members or users to locate your profile, communicate with you, or participate in groups or features you choose to use. Persons who provide information about you to us are responsible for having the lawful right to do so.

When using messaging or community features, you should be aware that another user may capture screenshots, forward or copy your messages, send them to Velovita or others, or post them on another platform.

Reports Made By Others

We may collect information from the person making a report and the person or account that is the subject of a report. Reports may concern suspected violations of our Policies and Procedures, Terms of Use, Member Business Agreements, Privacy Policy, or other applicable policies or law.

6. DATA RETENTION

We retain personal information for as long as reasonably necessary for the purposes described in this Privacy Policy, including to provide the Services, administer customer and Member relationships, complete transactions, satisfy legal, tax, accounting, regulatory, and reporting obligations, prevent and investigate fraud, conduct audits, resolve disputes, enforce our agreements and policies, and establish, exercise, or defend legal claims.

Retention periods vary depending on the type of information, the nature of our relationship with you, and applicable legal requirements. We may retain information after an account is suspended or terminated when reasonably necessary for the purposes described above. When personal information is no longer reasonably

necessary, we may delete, de-identify, anonymize, or otherwise dispose of it, subject to applicable law and our backup and archival practices.

7. ENSURING YOUR SECURITY

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, acquisition, disclosure, alteration, loss, or destruction. No method of transmission or storage is completely secure, and we cannot guarantee absolute security. You are responsible for maintaining the confidentiality of your account credentials and for promptly notifying us of suspected unauthorized use.

If you know or have reason to believe that your personal information or Velovita account has been lost, stolen, misappropriated, or otherwise compromised, please contact us at support@velovita.com.

8. INTERNATIONAL USERS

Velovita operates internationally. Personal information may be transferred to, stored in, or processed in the United States and other countries where Velovita, its affiliates, or its Service Providers operate. Privacy laws in those countries may differ from the laws in your country of residence. Where applicable law requires safeguards for an international transfer, we use a legally recognized transfer mechanism, such as an adequacy decision, applicable standard contractual clauses, or another permitted safeguard. You may contact us for information about applicable transfer safeguards. For individuals in the European Economic Area, United Kingdom, Switzerland, or other jurisdictions with similar requirements, Velovita Inc. and/or Velovita B.V., depending on the applicable Service and processing activity, may act as controller. For EEA-facing Services provided by Velovita B.V., its address is De Cuserstraat 93, 1081 CN Amsterdam, The Netherlands. Where applicable, our legal bases for processing may include performance of a contract for orders, accounts, and Member relationships; compliance with legal obligations for tax, regulatory, and compliance matters; legitimate interests in security, fraud prevention, analytics, service improvement, business operations, and legal claims; and consent where required, including for certain marketing or non-essential cookies and similar technologies. Subject to applicable law and exceptions, you may have rights to access, correct, erase, restrict or object to processing, receive certain personal information in a portable format, withdraw consent where processing is based on consent, and lodge a complaint with a competent supervisory authority.

9. U.S. PRIVACY RIGHTS

Depending on your state of residence and the applicability of state privacy law to Velovita, you may have rights regarding your personal information. We will honor privacy requests to the extent required by applicable law. You may review or update certain account information through your account settings where available or by contacting support@velovita.com. California Civil Code Section 1798.83 also permits certain California customers, where applicable, to request once per calendar year information concerning specified personal information disclosed to third parties for the third parties' direct marketing purposes during the preceding calendar year. Requests under Section 1798.83 may be submitted to support@velovita.com.

10. CHANGES TO POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, Services, legal requirements, or other circumstances. When we update this Privacy Policy, we will post the revised version and revise the "Effective Date" above. Where applicable law requires additional notice or consent concerning a material change, we will provide that notice or obtain that consent.

11. CONTACT US

If you have questions about this Privacy Policy, our privacy practices, or an applicable privacy request, please contact us at support@velovita.com or write to:

Velovita Inc.

Attn: Privacy

3750 Hacienda Blvd., Suite F

Davie, Florida 33314

For matters involving EEA-facing Services provided by Velovita B.V., you may also write to:

Velovita B.V.

De Cuserstraat 93

1081 CN Amsterdam

The Netherlands.

