



## To Whom This Privacy Policy Applies

This privacy policy (“**Privacy Policy**”) applies to all users of the SUCCESS® Space Sites and Services, as defined below.

## Your Consent to This Privacy Policy

By using the Services, you consent to the collection and use of your information, including your Personal Information, by us in compliance with this Privacy Policy, unless you opt out as identified in this Privacy Policy. If we change this Privacy Policy or some part of it, we will post the updated Privacy Policy on this web page with an updated Effective Date so that you will always be able to understand what information we collect, how we use that information, and under what circumstances we may disclose that information to others. If you have a Member Account or we have previously collected your email address as part of your use of the Services or our relationship with you, we may email you notice of the updated Privacy Policy. Your use of the Services following our publication of any revision to this Privacy Policy will signify your assent to and acceptance of its revised terms for all previously collected information and information collected from you in the future. If you do not consent to the new terms, you must immediately cease use of the SUCCESS® Space Sites and Services. It is your responsibility to regularly review this Privacy Policy for any changes.

## Who We Are



SUCCESS® Franchising, LLC, and its affiliate SUCCESS® Space Limited, LLC, each a Delaware limited liability company (“**SUCCESS® Space**,” “**we**,” “**us**,” or “**our**”), are subsidiaries of SUCCESS Enterprises LLC, headquartered at 750 North St Paul St, Ste. 250, Dallas, TX 75201 (“**SUCCESS®**”). SUCCESS® operates through various business entities, including its [affiliates and brands listed here](#) (“**Brands**”) and our franchisees.

SUCCESS® Space is committed to protecting your privacy. This Privacy Policy defines the Personal Information and Usage Information (each as defined below) that we collect and describes how that information is collected, stored, used, and shared. This Privacy Policy also describes your choices regarding our use of that information, the steps we take to protect your Personal Information and how you can review and correct your Personal Information.

If you have a privacy question, you may contact our Privacy Officer any time at [privacy@success.com](mailto:privacy@success.com). We appreciate the opportunity to address your questions and concerns.

## What This Privacy Policy Covers

This Privacy Policy applies to information collected from you through any SUCCESS® Space web pages, online experiences, or mobile applications (singularly, a “**SUCCESS® Site**,” and collectively, the “**SUCCESS® Sites**”), and through any cafes and in-store kiosks, services, and/or programs we offer, whether online or offline, (“**SUCCESS® Space Services**” and collectively with the SUCCESS® Sites, the “**Services**”). This Privacy Policy is not applicable to any web page, mobile application, social media site, or information owned by any entity other than SUCCESS® Space. Any questions regarding the privacy practices of another Brand, a franchisee, or third party, including but not



limited to any third-party website that links to the Services, should be directed to that third-party.

SUCCESS® Space works with its joint venturers, service providers (individuals and businesses) that SUCCESS® Space has an ownership stake in or corporate affiliation with (collectively, "**Affiliates**"), franchisees, and other third-party service providers that are not affiliated with SUCCESS® Space (collectively, "**Independent Third Parties**") to provide our Services and special virtual events and in-person events to which you register to attend (collectively, "**SUCCESS® Events**"). SUCCESS® Events may be sponsored by one or more Affiliates and/or Independent Third Parties. This Privacy Policy is applicable to information collected from you when you register for a SUCCESS® Event; however, the collection, use, and disclosure of Personal Information obtained from you during each SUCCESS® Event may be governed by a separate, supplemental SUCCESS® Event-specific attendee terms and conditions ("**Attendee Terms**"). To the extent that the Attendee Terms and this Privacy Policy conflict, the Attendee Terms shall govern.

By accessing or contracting with SUCCESS® Space for the Services or using the SUCCESS® Space Sites, you are consenting to the information collection and use practices described in this Privacy Policy.

## What Information We Collect About You

The data we collect, use, process, and share about you depends on who you are and how we interact with you. Generally, Personal Information is data that



identifies you or that makes you identifiable. It includes data that could be used to identify, locate, track or contact you, as more fully specified below.

We may link or combine your activities and information collected from you on our websites and mobile apps with information we have collected from you offline (e.g., on-site), information we receive from third parties, as well as information we collect automatically through tracking technologies (defined below). We may also utilize session-replay technologies, which are software code to log your interactions with the SUCCESS® Sites in a manner that allows us to reproduce your click mouse movements, scrolls, and keystrokes/key touches during sessions. This information allows us to provide you with a personalized experience regardless of how you interact with us, and helps us diagnose any usability problems to improve our Services. These third party partners may include [Google Analytics](#) and [LogRocket](#), whose privacy choice procedures may be available on their websites.

## Types of Information Collected

SUCCESS® Space, and any third party we engage for the purpose of administering, operating, hosting, configuring, designing, maintaining, and providing internal support for the Services, may collect two types of information when you use the Services: Personal Information and Usage Information. Personal Information may include some Usage Information.

*1. Personal Information:* Generally, you can access the SUCCESS® Sites without entering any Personal Information. In certain cases, we may ask you for Personal Information on SUCCESS® Sites to provide a requested service or carry out a transaction that you have requested. When we provide you



certain Services we are required to collect certain Personal Information, including, for example, for all individuals and entities that become members (“**Members**”) and their designated authorized individuals (“**Authorized Users**”) in order to provide the Services you have contracted with us to receive. The types of data we collect may include, among other things, the following (collectively, “**Personal Information**”):

<p><b>If you are a Member, Authorized User, visitor to the SUCCESS<sup>®</sup> Space Sites, or recipient of SUCCESS<sup>®</sup> Space Services:</b></p>	<p><b>If you are an employee, job applicant, or former employee:</b></p>
<p>Contact information such as your name, title, company/agency name, email address, username and password, telephone numbers, and postal address.</p>	<p>Contact information such as your name, title, company/agency name, email address, username and password, telephone numbers, and postal address.</p>
<p>Demographic information such as date of birth, nationality and country of residence.</p>	<p>Demographic information such as date of birth, nationality and country of residence.</p>
<p>Your company name, title, and other information about your company and job function.</p>	<p>Information about your role with SUCCESS<sup>®</sup> Space and performance, and information obtained from our computer monitoring software, including communications received and sent, and information entered into websites, software, documents, and applications.</p>
<p>The contents of any communication you send us.</p>	<p>The contents of any communication you send us.</p>



Information about your device or use of the Services when you request technical support or access SUCCESS® Space internal systems and networks.	Information about your device when you request technical support and perform your duties as an employee or Consultant.
The specific products or services ordered or requested by you, including the Services, and information related to your purchases or transactions, including but not limited to your payment account information and feedback about the products or services you purchased.	Information necessary to employ or contract with you, including but not limited to your Social Security Number and financial account numbers.
Other information specific to you which you voluntarily provide to us such as event registration information.	Other information specific to you which you voluntarily provide to us.

If you choose not to provide certain information, we may not be able to provide the requested service or complete your transaction.

2. *Usage Information:* The types of usage information we collect may contain information about your visit to the SUCCESS® Space Site or use of the Services, such as the following categories of information which are collected automatically unless you opt-out of such collection (collectively, “Usage Information”):

- Internet Protocol (or “IP”) address, protocol, and sequence information;
- browser language and type;
- domain name system requests;
- material and pages viewed;



- time and date of access to the SUCCESS Site and Services;
- number of bytes transferred;
- number of clicks per visit;
- operating system and platform, device type, and device identifiers;
- hypertext transfer protocol headers, application client and server banners, and operating system fingerprinting data; and
- MAC address, device ID / UDID, or similar device-specific code.

If you have a Member Account, we may combine your Usage Information with Personal Information we hold about you. We collect Usage Information using the following technologies:

Cookies: From time to time, we may use “cookies” to keep track of your visit to and use of the Services. Cookies are small files that websites save to your hard disk or to your browser’s memory. We may use them to track the number of times you have visited the site, to track the number of visitors to the SUCCESS® Space Sites, to determine and analyze your use of the Services, to store information that you provide such as your preferences, and to store technical information useful for your interactions with the SUCCESS® Space Sites. We may use session cookies (cookies that are deleted when your browser session ends) to store your Member Account, elements of your Member or Authorized User profile, to facilitate your movement around the Services (particularly in connection with information searches and requests for more information about the Services) and other information useful in administering the session. You have the ability to accept or decline most cookies, but some cookies may be required for us to administer the Services or be aware of your cookie preferences. You may view your preferences and confirm your selections when you first visit the SUCCESS® Space Sites and thereafter by using the cookie consent manager. If you choose not to allow



functional and/or advertising cookies, the SUCCESS® Space Sites or Services may not operate as expected.

Web Analytics: SUCCESS® Space uses industry standard third-party web analytics providers to track and record visits to the SUCCESS® Space Sites and usage of the Services. We use web analytics data to monitor performance of the Services, improve the Services, detect fraud, and detect security incidents.

Web Beacons: Some of our web pages and electronic communications may contain images, which may or may not be visible to you, known as web beacons (sometimes referred to as 'clear gifs'). Web beacons typically collect only limited non-personal information that includes a cookie number; time and date of a page view; and a description of the page on which the web beacon resides. We may include web beacons in promotional email messages or newsletters in order to determine whether messages have been opened and acted upon. We may place, and allow certain third parties to place, technological tools, such as tags and beacons, or code scripts that are primarily used to track visitors' activities on the SUCCESS® Space Sites by web analytics software, IP addresses, and other tools, to collect your data for the purposes listed in this Privacy Policy. Third-party tags and beacons may aggregate the information received from your use of the Services with Personal Information in their possession.

Unique Identifier: We may assign you a unique internal identifier to help keep track of your future visits and use of the Services. We use this information to gather aggregate demographic information about our visitors, Members, and Authorized Users. We may also use it to personalize the information you see on the SUCCESS® Space Sites and some of the electronic communications you receive from us. We keep this information for our internal use.



## How We Collect Information About You

How we collect information from you depends on how you interact with us. Please note that you can interact with SUCCESS® Space in more than one way. In that case, how we collect information from you may be addressed in multiple columns in the table below.

<p><b>If you are a Member, Authorized User, visitor to the SUCCESS® Space Sites, or recipient of SUCCESS® Space Services:</b></p>	<p><b>If you are an employee, job applicant, or former employee:</b></p>
<p>We collect information from your signed agreements;</p> <p>When you visit the SUCCESS® Space Sites;</p> <p>When you use the Services, including visits to cafes and use of co-working facilities;</p> <p>When you interact with us through social media networks;</p> <p>When you provide information to our franchisees or Brands;</p> <p>When you register for SUCCESS® Events; and</p> <p>When you provide information to us voluntarily.</p>	<p>We collect Information you provide to us in your application or contracting process;</p> <p>Information received from third parties such as background and credit report service providers and persons you list as references;</p> <p>Information collected in the course of your job or contractual duties, including information from the device(s) you use to perform such duties; and</p> <p>Information collected when you connect to SUCCESS® Space systems and/or the SUCCESS® Space Sites,</p>



	whether or not you are using an SUCCESS® Space owned device.
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## How We Use the Collected Information

We will only use your Personal Information for the purposes for which it was collected, unless otherwise required by law.

<p><b>If you are a Member, Authorized User, visitor to the SUCCESS® Space Sites, or recipient of SUCCESS® Space Services:</b></p>	<p><b>If you are an employee, job applicant, or former employee:</b></p>
<p>We use the Personal Information we collect about you in order to provide the SUCCESS® Space Services;</p> <p>To communicate with you about the Services such as by providing transaction confirmations, alerts about use of the Services by your Authorized Users, or customer experience surveys;</p> <p>To communicate with you about services offered by our Affiliates and Brands, including general location information used to provide you more information regarding events in your area and personalized offers for additional products and services;</p> <p>To analyze the effectiveness of our promotions and/or marketing campaigns and develop new services;</p> <p>To manage your Member Account;</p>	<p>We use the Personal Information you provide to us to:</p> <p>Process your job application;</p> <p>Consider you for employment;</p> <p>Extend an offer of employment or consultant position;</p> <p>Provide employment-related benefits to you, if applicable;</p> <p>Consider you for continued employment;</p>



<p>To provide support related to your Member Account;</p> <p>To analyze your use of the Services and/or customize the Services to your preferences, including information about the device(s) you use to access the Services, how frequently you access the Services, whether you open emails or click the links contained in emails, whether you access the Services from multiple devices, and other actions you take in relation to the Services;</p> <p>To facilitate payment for the Services, including payments collected at in-store kiosks or point-of-sale systems in our cafes;</p> <p>To enhance the safety and security of the Services, prevent fraud, monitor for unauthorized access, and protect the rights of Members, Authorized Users, and visitors receiving our Services;</p> <p>To comply with legal and regulatory obligations; and</p> <p>To perform our contractual obligations to you.</p>	<p>Evaluate your performance;</p> <p>Manage our business;</p> <p>Process the discontinuation of your contractual or employment relationship with SUCCESS® Space;</p> <p>Detect fraud and security incidents;</p> <p>Fulfill our employment or contracting obligations to you; and</p> <p>Comply with applicable law.</p>
<p>Please note that if you apply for a position in a café or co-working space, you may be submitting your application information to a SUCCESS® Space franchisee organization. Our franchisees may have their own data collection and use practices that are not governed by this Privacy Policy. This Privacy Policy is not intended to place any limits on what we can do with information that is aggregated, anonymized, or de-identified so it is no longer associated with an identifiable individual.</p>	

## Disclosure of Your Personal Information

SUCCESS® Space engages its Affiliates and Independent Third Parties (including franchisees) to perform certain business-related functions and



services on our behalf. These Affiliates and Independent Third Parties are provided with information required to perform their specific function, which may include Personal Information. We impose contractual obligations on our Affiliates and Independent Third Parties to limit their use of your Personal Information to those purposes specified in the table below. Except as may be provided in any Attendee Terms, we do not sell, share, or disclose your Personal Information outside of the context provided in the table below.

<p><b>If you are a Member, Authorized User, visitor to the SUCCESS® Space Sites, or recipient of SUCCESS® Space Services:</b></p>	<p><b>If you are an employee, job applicant, or former employee:</b></p>
<p>We disclose your Personal Information to:</p> <p>The Brands and Affiliates, who may similarly use your information in accordance with their privacy policies;</p> <p>Our franchisees, particularly when we work together in providing the Services to you;</p> <p>Third parties at your request, for example if you request to share information during your use of the Services via the member directory;</p> <p>Our promotional partners when we work with them to provide contests and sweepstakes, or other joint promotional activities. These partners will usually be clearly identified in the contest rules or promotional materials;</p> <p>Our select marketing and strategic business partners so they can provide you with information and marketing messages about products or services that may interest you;</p>	<p>We disclose your Personal Information only when necessary to fulfill our employment or contracting obligations to you as an employee, such as to:</p> <p>Our service providers that assist with fulfilling payroll or providing other employment benefits, processing payments, managing our insurance, and providing customer service;</p> <p>Companies or individuals that will provide information for our consideration of your application for employment with , such as background check service provider or persons you list as references;</p>



<p>Our online advertising partners in order to permit these partners to collect information from you directly on our SUCCESS® Space Sites to facilitate online advertising;</p> <p>Our website service providers so they may provide us with website usage, statistics, and online tracking and recording technologies when you use the SUCCESS® Space Services;</p> <p>The general public when you provide feedback or post content on the Services (for example, a product review on the SUCCESS® Space Sites or social media pages);</p> <p>Other third parties with your consent or direction to share such information;</p> <p>Vendors and service providers who perform services on our behalf such as tax, accounting, product fulfillment, payments processing, fraud prevention, web hosting, or analytic services;</p> <p>To third parties as a result of a business transaction like a merger, reorganization, change of control, or other corporate transaction; and</p> <p>To comply with applicable law, regulations, and court orders.</p>	<p>Governmental authorities that manage employment or collect/process taxes;</p> <p>Companies or individuals to whom you will provide services as part of your job or Consultant duties with SUCCESS® Space; and</p> <p>We may disclose your Personal Information to our SUCCESS® Event service providers, event coordinators, and sponsors in connection with an SUCCESS Event for which you registered.</p>
<p>We may share information with others in an aggregated deidentified, or otherwise anonymized form that does not reasonably identify you.</p>	

## Choices with Your Personal Information

You may be able to choose how we use or store your Personal Information, depending on your interactions with us.



<p><b>If you are a Member, Authorized User, or visitor to the SUCCESS<sup>®</sup> Space Site:</b></p>	<p><b>If you are an employee, job applicant, or former employee:</b></p>
<p>We must obtain some Personal Information from you in order to maintain your membership and access to SUCCESS<sup>®</sup> Space. If you cancel your membership or it expires and we are no longer required by law to retain it, we will delete it at your request or in accordance with our data retention standards. You may update some aspects of your account information and adjust your account settings by logging into your Member Account. You may not be able to modify or delete certain account information that is required for us to provide the Services (such as your email address) unless you wish to delete your Member Account.</p> <p>Email Preferences: You can stop receiving promotional email communications from us by clicking on the “unsubscribe link” provided in such communications. We make every effort to promptly process all unsubscribe requests. You may not opt out of service-related communications (e.g., account verification, transactional communications, changes/updates to features of the Services, technical and security notices). You may also be able to adjust certain communications preferences by logging into your Member Account.</p> <p>Location and Device Information: You may control the Service’s access to your device information through your “Settings” app on your device. For instance, you can withdraw permission for the Service to access your address book, location, photo stream, and camera. You may also control precise location tracking by adjusting your location services settings on your mobile device. We may continue to approximate your location based on your IP address or through other means when you access the Service through a computer or device in order to enable certain Services.</p> <p>Online Advertising and Tracking: You can use the cookie consent manager on our SUCCESS<sup>®</sup> Sites to adjust your</p>	<p>If you apply for a job or contractor position with SUCCESS<sup>®</sup> Space, we will keep your Personal Information in our application database for future consideration unless you direct us not to do so. If you are a current employee or contractor or a former employee or contractor, we must obtain and retain some Personal Information in order to comply with our obligations to you and/or applicable law. When we no longer have a legitimate need to retain your Personal Information or are no longer required by law to retain your Personal Information, we will delete it in accordance with our data retention standards.</p> <p>Please note that if you apply for a position in a café or co-working space, you may be submitting your application information to a SUCCESS<sup>®</sup> Space franchisee organization. Our franchisees may have their own data collection and use practices that are not governed by this Privacy Policy.</p>



<p>cookie settings and understand the implications of your choices. You may also adjust your advertising settings directly with <a href="#">Google</a>, on your device or browser, or by visiting the <a href="#">Network Advertising Initiative's page</a> to learn more.</p>	
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## “Do Not Track” Signals

Your browser settings may allow you to automatically transmit a “Do Not Track” signal to websites and online services you visit. There is no consensus among industry participants as to what “Do Not Track” means in this context. Depending on the nature of the “Do Not Track” signal, certain features of the SUCCESS® Space Sites and Services may not work as expected.

## Age Requirements; Children’s Information

The SUCCESS® Space Site and Services are not intended for or designed to attract children under the age of thirteen (13), we do not knowingly collect Personal Information of anyone under the age of thirteen (13), and we request that individuals under the age of sixteen (16) do not provide us with Personal Information. If we discover we have collected Personal Information of an individual under the age of thirteen (13), we will immediately delete such Personal Information. If you are the parent or legal guardian of a child under



the age of 13 and you believe we are in possession of Personal Information of that child, please contact us using the individual rights request form.

By using the Services, you affirm that you are at least eighteen (18) years of age or the age of majority in your jurisdiction, or an emancipated minor, or possess parental or legal guardian consent, and are fully able and competent to enter into the terms, conditions, obligations, affirmations, representations, and warranties set forth in this Privacy Policy, and to abide by and comply with this Privacy Policy.

## **How We Transfer Data Across Country Borders**

The SUCCESS® Space Sites and the Services are operated primarily in the United States. If you are located outside of the United States, please be aware that any information you provide to us will be transferred to and stored in the United States, where the data protection laws may be different from those of your country of residence. If you are visiting the SUCCESS® Space Sites or requesting the Services from outside the United States, please note that we may collect, transfer, and continue to use your Personal Information outside of your country of residence for any of the purposes described in this Privacy Policy. When we transfer Personal Information across borders the service providers that receive Personal Information are contractually obligated to ensure certain security measures are in place and the data use is limited to a specific purpose with regard to the cross-border transfer. By using the Services and providing us with your Personal Information, you consent to our



collection, transfer, storage, and continued use of your Personal Information in accordance with this Privacy Policy.

## **How We Transfer Data as a Result of Change in Company Control**

We reserve the right to transfer your Personal Information, as well as any information about or from you, in connection with the merger, sale, or other disposition of all or part of our business and/or assets. We cannot make any representations regarding the use or transfer of your Personal Information or other information that we may have in the event of our bankruptcy, reorganization, insolvency, receivership, or an assignment for the benefit of creditors. By providing any Personal Information, you expressly agree and consent to the use and/or transfer of your Personal Information or other information in connection with a sale or transfer of some or all of our assets in any of the above-described proceedings.

## **How We Keep and Secure Your Data**

*1. Commitment to Online Security:* SUCCESS® Space intends to protect Personal Information and to maintain its quality. We use commercially reasonable technical, administrative, and physical safeguards and security measures designed to protect your Personal Information from unauthorized



access, use, disclosure, loss, misuse, alteration, or destruction. We limit access to your Personal Information to those who have a genuine business need to access it. However, the internet is an insecure environment and no system can be made 100% secure from all attack vectors. We have procedures in place designed to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

2. *Security of Username/Password:* You are ultimately responsible for safeguarding and ensuring the security of your username, password, and Member Account information from unauthorized access, use or disclosure to others. When using the Services, you are not permitted to circumvent the Services' security features. You agree to: (a) immediately notify us of any unauthorized use of your username, password and/or Member Account, and/or any other breach of security; and (b) ensure that you log out from your Member Account at the end of each session.

3. *No Liability for Acts of Third Parties:* We will exercise all reasonable efforts to safeguard the confidentiality of Personal Information. However, transmissions protected by industry standard security technology and implemented by human beings cannot be made absolutely secure, and we do not represent or warrant that transmissions will be free from delay, interruption, interception, or error. Consequently, except where precluded by applicable law, SUCCESS® Space shall not be liable for unauthorized disclosure of Personal Information due to no fault of ours, including but not limited to errors in transmission and unauthorized acts of our staff and third parties. You provide Personal Information to us through the Services at your own risk.



Your Personal Information will be retained by SUCCESS® Space only for as long as necessary to accomplish the identified purpose for which it was collected, or as required by law, whichever is longer. If you choose to delete your Member Account, or your Member Account becomes inactive, information associated with your Member Account may remain stored on our servers for a period of time that can vary subject to our data retention policies and legal obligations. When we are no longer required to retain your Personal Information, we will destroy it or render it anonymous.

## How to Review and Correct Your Personal Information

You can make a request to review and correct your Personal Information collected via the SUCCESS® Space Sites or Services via our [Individual Rights Request form](#). If you have a Member Account, by accessing and reviewing your Member Account you may review your Personal Information and make any necessary corrections. We may take steps to verify your identity before providing you access to your Personal Information. You can help us to maintain the accuracy of your information by notifying us of any change to your mailing address, phone number, or email address.

## Links to Other Sites



The SUCCESS® Space Sites and/or Services may now or in the future contain links to other sites such as our Affiliates, Independent Third Parties professional organizations, service providers, and third-party businesses that advertise on the Services. While we try to link only to sites that share our high standards and respect for privacy, we are not responsible for the content, security, or privacy practices employed by other sites. This Privacy Policy applies only to the SUCCESS Sites and Services and our collection and use of your information. We are not responsible for the information collection practices of other organizations that link to the Services, or to which the Services link. Please refer to the privacy policies of those websites in order to determine their usage of your Personal Information and your rights.

## Accessibility

We are committed to making our website and our products accessible for all our users. You may use the “accessibility options” link at the bottom of our Sites, as applicable, to make changes to web accessibility settings. If you have difficulty accessing any portion of the SUCCESS Sites or Services, please contact us at [privacy@success.com](mailto:privacy@success.com).

## Complaints

If you have complaints regarding our collection, use, or disclosure of your Personal Information, please contact us at the e-mail address referenced in the “How to Review and Correct Your Personal Information,” above or by submitting a request on our [individual rights form](#). We will investigate all complaints.

Last updated and effective as of April 28, 2023



## Contact Us

If you have additional questions or comments please let us know by sending your comments to [privacy@success.com](mailto:privacy@success.com).