

Privacy Policy

Effective Date: 07-15-2026

Introduction

BBC Systems Inc., doing business as JVZoo (“we,” “us,” or “our”), is committed to protecting the privacy and security of your personal information. This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you visit or use our services.

Scope. This Privacy Policy applies to information collected through our websites JVZoo.com and JVZooMarket.com, the JVZoo mobile application, and any related services, features, or content we offer (collectively, the “Services”).

What This Policy Does Not Cover. This Privacy Policy does not apply to information collected by third parties, including vendors who sell products through our platform. Vendors operate as independent businesses and may have their own privacy policies governing their collection and use of your information. We encourage you to review the privacy policies of any third-party sites or services you access through or in connection with our platform.

Table of Contents

1. Introduction
2. Information We Collect
3. Payment Processing
4. Identity Verification (KYC)
5. How We Use Your Information
6. Affiliate Programs and Contests
7. Risk Scoring and Profiling
8. How We Share Your Information
9. Vendors as Independent Businesses
10. Cookies and Tracking Technologies

11. Data Retention
12. Data Security
13. Children's Privacy
14. Your Privacy Rights
15. International Data Transfers
16. EU Representative
17. Third-Party Links
18. Changes to This Privacy Policy
19. Contact Us

Information We Collect

We collect information in several ways depending on how you interact with our Services.

Information You Provide Directly

When you create an account, make a purchase, contact us, or otherwise use our Services, you may provide us with:

- Full names
- Email addresses
- Mailing addresses (including for tax and shipping purposes)
- Phone numbers
- Account credentials (username and password)
- Support communications and inquiries
- Tax form information, including Employer Identification Numbers (EIN), Social Security Numbers (SSN), and Taxpayer Identification Numbers (TIN), where legally required
- User account preferences and settings

Information Collected Automatically

When you access or use our Services, we may automatically collect certain information, including:

- IP addresses
- Browser type, version, and settings
- Device information (operating system, device type, screen resolution)
- Cookie identifiers and similar tracking technologies
- Geolocation data derived from IP addresses
- Session data and duration
- Clickstream data (pages visited, links clicked, navigation patterns)
- Affiliate tracking data and transaction activity
- Risk, fraud, and transaction monitoring data

Information We Do NOT Collect

We want to be transparent about the types of information we do not collect or store:

- Full payment card numbers (credit or debit card numbers)
- Bank account numbers
- Insurance information
- Biometric information
- Education records
- Health information
- Audio or video recordings
- Precise GPS device location data

Payment Processing

We do not directly process or store your full payment card information. Payment processing for transactions on our platform is handled by trusted third-party payment processors, including Whop, Stripe, and PayPal.

In connection with payment processing, JVZoo may receive:

- Tokenized or hashed payment references
- Limited transaction metadata (transaction amounts, dates, and status)
- Masked payment information (e.g., last four digits of a card)
- Payment status and confirmation details
- Fraud and risk signals from payment processors

These third-party processors maintain their own privacy and security policies governing the handling of your payment information. We encourage you to review their respective policies.

Identity Verification (KYC)

For certain account types or transaction thresholds, we may require identity verification through our third-party provider, Veriff. As part of the verification process, Veriff may collect:

- Government-issued identification documents
- Selfies or facial verification images
- Other Know Your Customer (KYC) materials

JVZoo may access verification status and limited supporting documentation through the provider's portal. However, we do not independently import or store identity documents on our own systems. Veriff's collection and processing of your identity verification data is governed by Veriff's own privacy policy.

CCPA Categories of Personal Information Collected, Sold, or Disclosed

For the purposes of CCPA, in the past 12 months, we have collected the following categories of personal information, as defined in the CCPA:

- Identifiers such as name, email address, mailing address, phone number, account credentials, and IP address
- Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)), such as name, address, telephone number, and tax-related identifiers (EIN, SSN, TIN) where legally required
- Internet or other electronic network activity information, such as browsing history, search history, clickstream data, and information regarding your interaction with our Services
- Commercial information, such as records of products or services purchased, obtained, or considered, and purchasing or consuming histories or tendencies
- Geolocation data (derived from IP addresses)
- Professional or employment-related information, where relevant to vendor or affiliate accounts
- Inferences drawn from other personal information to create a profile reflecting preferences, characteristics, behavior, or trends
- **Disclosure of Personal Information.** We may disclose the categories of personal information identified above for business purposes to service providers and third parties as described in the "How We Share Your Information" section of this Privacy Policy. We do not sell or share personal information, as those terms are defined by CCPA.

How We Use Your Information

We use the information we collect for the following purposes:

- Providing and maintaining platform functionality and Services
- Processing transactions, commissions, and payouts
- Affiliate tracking and commission processing
- Analytics and performance measurement
- Fraud prevention and risk management
- Advertising attribution and marketing
- Payment processing coordination
- Customer support and communication
- Compliance with legal and regulatory obligations
- Tax calculation, collection, and remittance
- Account management and authentication
- Leaderboard and contest administration
- Risk scoring and transaction monitoring
- Vendor and product health monitoring
- Performance analytics and reporting
- Improving and developing our Services

Affiliate Programs and Contests

JVZoo operates affiliate tracking, commission, leaderboard, and contest systems as part of our platform Services. These systems enable:

- Tracking of affiliate referrals and conversions
- Calculation and processing of commission payments
- Leaderboard rankings and performance displays
- Contest participation and winner determination

We also operate incentive and rewards programs, which may include:

- Commission payments based on sales performance
- Performance-based rewards and bonuses
- Milestone awards for achieving platform goals
- Promotional merchandise

Participation in affiliate programs and contests does not require the collection of additional categories of personal information beyond what is described in this Privacy Policy.

Risk Scoring and Profiling

To protect our users and maintain the integrity of our platform, we operate internal systems for:

- Fraud prevention and detection
- Transaction monitoring and anomaly detection
- Dispute monitoring and resolution support
- Affiliate tracking integrity
- Risk scoring for accounts and transactions
- Vendor and product health monitoring
- Performance analytics

These systems may use automated processing to assess risk levels associated with accounts, transactions, and platform activity. Risk assessments are used to protect users from fraudulent activity and to ensure compliance with our Terms of Service.

How We Share Your Information

We do not sell your personal information or customer lists. We may share limited information with service providers and partners for legitimate business purposes, including:

- **Payment Processors:** Whop, Stripe, and PayPal for transaction processing
- **Identity Verification:** Veriff for KYC compliance
- **Infrastructure and Security:** Cloudflare for content delivery and security
- **Analytics:** Google Analytics for website usage analysis
- **Advertising:** Meta/Facebook for advertising attribution and retargeting
- **Customer Support:** Zendesk for support ticket management
- **Payout Facilitators:** For processing affiliate and vendor payments
- **Webinar and Event Platforms:** Zoom and GoToWebinar for live events
- **Tax Remittance:** Numeral for tax compliance

We may also disclose your information when required by law, to protect our rights, or in connection with a merger, acquisition, or sale of assets.

Vendors as Independent Businesses

Vendors who sell products and services through the JVZoo platform operate as independent businesses and are independent data controllers responsible for their own privacy practices. Vendors may independently:

- Collect and process customer information
- Use their own payment processors
- Operate marketing funnels and landing pages
- Conduct email and SMS marketing
- Manage subscription billing

- Handle independent fulfillment and customer support

JVZoo is not responsible for the privacy practices of vendors on our platform. When you purchase a product from a vendor through JVZoo, you may be subject to that vendor's own privacy policy and terms. We encourage you to review any vendor's privacy practices before providing them with your personal information.

Cookies and Tracking Technologies

We use cookies and similar tracking technologies to operate, analyze, and improve our Services. The types of cookies and technologies we use include:

- **Session Cookies:** Temporary cookies that expire when you close your browser, used to maintain your session
- **Authentication Cookies:** Used to recognize you when you return to our Services and keep you logged in
- **Analytics Cookies:** Used to understand how visitors interact with our Services (e.g., Google Analytics)
- **Advertising Cookies:** Used for advertising attribution, retargeting, and measuring ad effectiveness (e.g., Meta/Facebook pixel)
- **Affiliate Tracking Cookies:** Used to track referrals and attribute commissions to affiliates
- **Web Beacons and Pixels:** Small graphic files used in emails and on pages to track opens, clicks, and conversions

We also use the following marketing and communication technologies:

- Email marketing communications
- Push notifications (where you have opted in)
- Retargeting advertisements

Cookie Control Options

You can manage your cookie preferences through:

- Your browser settings (to block or delete cookies)
- Cookie preference tools where available on our Services
- Opting out of specific advertising cookies through industry tools
- For more information about your choices regarding targeted advertising, you can visit:
- In the United States: www.aboutads.info/choices or www.networkadvertising.org/choices

- In the European Economic Area: www.youronlinechoices.eu
- In Canada: www.youradchoices.ca

Please note that if you choose to opt out of third-party cookies, JVZoo may still use first-party and internal cookies that are necessary for core platform functionality, such as authentication and session management.

Data Retention

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected, including to:

- Provide our Services and maintain your account
- Comply with legal, regulatory, and tax obligations
- Resolve disputes and enforce agreements
- Maintain records required by applicable law

When your personal information is no longer needed for these purposes, we will delete or anonymize it in accordance with our data retention policies and applicable law.

Data Security

We implement appropriate technical and organizational measures designed to protect your personal information against unauthorized access, alteration, disclosure, or destruction. These measures include encryption, access controls, secure development practices, and regular security assessments.

However, no method of transmission over the Internet or electronic storage is completely secure. While we strive to use commercially reasonable means to protect your personal information, we cannot guarantee its absolute security.

Children's Privacy

Our Services are not directed to individuals under the age of 16, and we do not intentionally collect personal information from children under 16. Our Terms of Service require that all users be at least 18 years of age.

We do not independently verify the age of consumers who purchase products through our marketplace. If we become aware that we have inadvertently collected personal information from a child under 16, we will take steps to delete such information promptly.

If you believe we have collected information from a child under 16, please contact us using the information provided in the Contact Us section below.

Your Privacy Rights

General Rights and Controls

All users of our Services may exercise the following rights and controls:

- Unsubscribe from marketing emails using the unsubscribe link in any marketing communication
- Control account notification preferences through your account settings
- Manage browser cookies through your browser settings
- Manage push notification preferences on your device
- Submit privacy requests or inquiries through our Zendesk support system

Please note that even if you opt out of third-party cookies, JVZoo may continue to use first-party cookies necessary for core platform functionality.

California Residents (CCPA)

If you are a California resident, you have the following rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA). We provide this notice pursuant to CCPA. Any terms defined in the CCPA have the same meaning when used in this section.

- **Right to Know.** You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive your request and confirm your identity, we will disclose to you: (a) the categories of personal information we collected about you; (b) the categories of sources for the personal information we collected about you; (c) our business or commercial purpose for collecting that personal information; (d) the categories of third parties with whom we share that personal information; (e) if we disclosed your personal information for a business purpose, the personal information categories that each category of recipient obtained; and (f) the specific pieces of personal information we collected about you (also called a data portability request).
- **Right to Correct.** You have the right to request that we correct any inaccurate personal information we maintain about you.
- **Right to Delete.** You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive your request and confirm your identity, we will review your request to see if an exception allowing us to retain the information applies. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to complete the transaction for which

we collected the personal information, detect security incidents, exercise free speech or other legal rights, comply with the California Electronic Communications Privacy Act, comply with a legal obligation, or make other internal and lawful uses of that information that are compatible with the context in which you provided it.

- **Right to Opt Out of Sale or Sharing.** You have the right to opt out of the sale of your personal information or the sharing of your personal information for the purpose of cross-context behavioral advertising. Note: JVZoo does not sell personal information or customer lists.
- **Right to Limit Use of Sensitive Personal Information.** If we use or disclose your sensitive personal information (as defined in CCPA), you may request that we limit our use and disclosure to the purposes permitted under CCPA.
- **Right to Non-Discrimination.** We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not deny you goods or services; charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; provide you a different level or quality of goods or services; or suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

How to Submit Requests

To exercise your rights to know, correct, delete, or other rights described above, please submit a request by:

- Emailing us at support@JVZoo.com
- Submitting a request through our Zendesk support system
- For requests to opt out of sale or sharing, you may also utilize a recognized universal opt-out mechanism such as Global Privacy Control (GPC). When we detect such a signal, we will make reasonable efforts to respect your choices as required by applicable law.

Only you, or someone legally authorized to act on your behalf, may make a request related to your personal information. You may also make a request on behalf of your minor child.

You may only submit a request to know twice within a 12-month period. Your 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, and describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

Response Timing. We will confirm receipt of your request within ten (10) business days. We endeavor to substantively respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to another 45 days), we will inform you of the reason and extension period in writing. If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option. For data portability requests, we will provide your personal information in a format that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance. We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded.

EU/UK Residents (GDPR)

To the extent the processing of your personal information is subject to the European Union (“EU”) General Data Protection Regulation (“EU GDPR”) or UK General Data Protection Regulation (“UK GDPR”), the following terms apply.

Data Controller. BBC Systems Inc. (dba JVZoo) is the controller and responsible for the Services and this Privacy Policy.

Lawful Bases for Processing

We will use your personal information when the law allows us to; most commonly, in the following circumstances:

- **Contract Performance:** Where we need to perform the contract we are about to enter into or have entered into with you, including to provide the Services
- **Legitimate Interests:** Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests. Our legitimate interests include: (a) operating, improving, and securing our Services; (b) fraud prevention and risk management; (c) marketing our products and services to you where permitted by applicable law; (d) analyzing platform usage and performance; and (e) administering affiliate programs, commissions, and contests
- **Legal Obligation:** Where we need to comply with a legal obligation, such as tax reporting, regulatory compliance, or responding to lawful requests from public authorities
- **Consent:** Where you have provided your consent to the processing. You have the right to withdraw consent at any time with effect for the future by contacting us. This will not affect the lawfulness of any processing carried out before you withdraw your consent
- **Your Rights Under GDPR**

- If you are located in the EU/EEA or UK, to the extent provided for by law, you have the following rights:
- **Right of Access:** You have the right to access the personal information we maintain about you and to receive information about how we process your personal data
- **Right to Rectification:** You have the right to request correction of inaccurate or incomplete personal data we hold about you
- **Right to Erasure:** You have the right to request deletion of your personal data in certain circumstances, such as where the data is no longer necessary for the purposes for which it was collected
- **Right to Restriction:** You have the right to request that we restrict the processing of your personal data in certain circumstances, such as where you contest the accuracy of the data
- **Right to Data Portability:** You have the right to request your personal data be transferred to you or a third party in a structured, commonly used, machine-readable format, where technically feasible. Note that this right only applies to personal information which you initially provided consent for us to use or where we used the personal information to perform a contract with or provide services to you
- **Right to Object:** You have a general right to object, on grounds relating to your particular situation, to the processing of your personal data based on our legitimate interests. We will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights, and freedoms, or for the establishment, exercise, or defense of legal claims
- **Right to Withdraw Consent:** Where processing is based on consent, you have the right to withdraw your consent at any time with effect for the future. This will not affect the lawfulness of any processing carried out before you withdraw your consent
- **Right to Lodge a Complaint.** You have the right to lodge a complaint with a supervisory authority in your applicable Member State. In the UK, you have the right to lodge a complaint with the Information Commissioner's Office (ICO). A list of EU supervisory authorities can be found at: https://edpb.europa.eu/about-edpb/about-edpb/members_en
- **Exercising Your Rights.** If you wish to exercise any of the rights available to you under GDPR, or to obtain any other information under applicable law (such as a copy of a legitimate interests balancing test), please contact us by sending an email to support@JVZoo.com. We will respond to your request in accordance with applicable data protection laws. In certain circumstances, we may need to verify your identity before processing your request.

- **Data Retention.** We retain personal information for as long as reasonably necessary to fulfill the purposes for which it was collected, to maintain our relationship and provide you with our Services, to comply with our legal and contractual obligations (including tax, accounting, and regulatory requirements), and to protect ourselves from any potential disputes. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the data, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process the data, and applicable legal requirements.
- **International Data Transfers.** JVZoo may, if necessary to fulfill the purpose for processing the personal information or if required by law or regulation, transfer your personal information to recipients located outside the EU/EEA/UK. Where we do so, we implement appropriate safeguards (such as EU/UK Standard Contractual Clauses and supplementary measures where required) to ensure an adequate level of protection for your personal data. You can obtain a copy of the specifically applicable or agreed safeguards for ensuring the appropriate level of data protection by contacting us at support@JVZoo.com.

Other Jurisdictions

If you reside in another jurisdiction that provides specific privacy rights, you may exercise applicable rights by contacting us using the information in the Contact Us section below. We will respond to your request in accordance with applicable law.

International Data Transfers

JVZoo processes and stores data primarily in the United States. If you access our Services from outside the United States, your information may be transferred to, stored, and processed in the United States or other jurisdictions where our service providers operate. These jurisdictions may have data protection laws that are different from, and potentially less stringent than, those in your country of residence. We implement appropriate safeguards for international data transfers in accordance with applicable law. By using our Services, you acknowledge that your information may be transferred to and processed in jurisdictions that may have different data protection standards than your country of residence. If you have questions about our international data transfers or wish to obtain a copy of the applicable safeguards, please contact us at support@JVZoo.com.

EU Representative

Pursuant to Article 27 of the General Data Protection Regulation, we have appointed VeraSafe as our representative in the European Union for data protection matters.

If you are located in the EU and wish to raise a concern about our data processing practices, you may contact VeraSafe:

- **Online:**
<https://www.verasafe.com/privacy-services/contact-article-27-representative>
- **By Mail:** VeraSafe Ireland Ltd, Unit 3D North Point House, North Point Business Park, New Mallow Road, Cork T23AT2P, Ireland
- **Contact (Czech Republic):** VeraSafe Czech Republic s.r.o., Rohanské nábřeží 678/23, Prague 8, 18600, Czech Republic, Databox ID: eicpabq

Third-Party Links

Our Services may contain links to third-party websites, applications, or services that are not operated or controlled by JVZoo. This Privacy Policy does not apply to third-party sites or services.

We are not responsible for the privacy practices of third-party websites or services. We encourage you to review the privacy policies of any third-party sites before providing them with your personal information.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or other factors. When we make material changes, we will update the “Last Updated” date at the top of this policy.

Your continued use of our Services after any changes to this Privacy Policy constitutes your acceptance of the updated policy. We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

BBC Systems Inc. (dba JVZoo)

1809 E. Broadway Street, Suite 125

Oviedo, FL 32765, USA

Email: support@JVZoo.com

We will respond to your inquiry as promptly as practicable and in accordance with applicable law.