

BEAUTY AFFAIR SPOTLIGHT PROGRAM PRIVACY POLICY

Effective Date: August 28, 2025

Company: Leenex Media Corp.

Website: beautyaffairli.com

Contact: Magazine@beautyaffairli.com

Leenex Media Corp. ("Company," "we," "us," or "our") operates the Spotlight Program, a premium quarterly advertising and promotional program for beauty professionals and businesses. This Privacy Policy describes how we collect, use, disclose, and safeguard your personal information when you participate in our Spotlight Program.

2.1 Personal Information

We collect the following categories of personal information:

- **Business Information:** Business name, owner/contact person name, business address, phone number, email address
- **Professional Details:** Business description, services offered, years in operation, professional licenses
- **Digital Presence:** Website URL, social media handles, business logos, promotional materials
- **Marketing Content:** Photos, videos, testimonials, business stories, and other promotional materials you provide

2.2 Payment Information

- Payment processing is handled exclusively by FluidPay, our third-party payment processor
- We do not directly collect, store, or process sensitive payment information such as credit card numbers or bank account details
- FluidPay maintains PCI DSS compliance and handles all financial transactions securely

2.3 Usage Information

- Program participation data, engagement metrics, and communication preferences
- Website usage data through cookies and similar technologies when accessing our application portal

We use your personal information for the following purposes:

3.1 Program Administration

- Processing applications and managing Spotlight Program enrollment
- Facilitating quarterly program benefits and deliverables
- Coordinating with FluidPay for automated monthly payment processing

3.2 Marketing and Promotion

- Creating and publishing advertisements in Beauty Affair Magazine
- Featuring your business across our digital platforms, including beautyaffairli.com

- Developing social media content, including quarterly promotional reels
- Including your business in email marketing campaigns and VIP group communications

3.3 Communication

- Sending program updates, policy changes, and important notifications
- Providing customer support and responding to inquiries
- Delivering quarterly program materials and benefits

4.1 Third-Party Service Providers

- **FluidPay:** We share necessary billing information with FluidPay to process recurring monthly payments
- **Marketing Partners:** We may share your business information with approved partners for collaborative promotional opportunities within the beauty industry

4.2 Public Disclosure

By participating in the Spotlight Program, you expressly consent to the public display of your business information, marketing materials, and promotional content across Beauty Affair's platforms, including:

- Beauty Affair Magazine (print and digital editions)
- Company website and social media channels
- Industry events
- Promotional email campaigns and newsletters

4.3 Legal Requirements

We may disclose your information if required by law, legal process, or government request, or to protect our rights, property, or safety.

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure.

We retain your personal information for the duration of your participation in the Spotlight Program and for a reasonable period thereafter as necessary for business purposes, legal compliance, and dispute resolution.

Depending on your location, you may have certain rights regarding your personal information:

- **Access:** Request copies of your personal information
- **Correction:** Request correction of inaccurate information
- **Deletion:** Request deletion of your personal information, subject to legal and contractual obligations
- **Opt-out:** Unsubscribe from non-essential marketing communications

To exercise these rights, contact us at magazine@beautyaffairli.com.

Our website may use cookies and similar technologies to enhance user experience, analyze website traffic, and improve our services. You may control cookie settings through your browser preferences.

Our communications may contain links to third-party websites. This Privacy Policy does not apply to such external sites, and we are not responsible for their privacy practices.

If you are located outside the United States, please note that your information may be transferred to and processed in the United States, where our servers and service providers are located.

The Spotlight Program is intended for business use only and is not directed to individuals under 18 years of age. We do not knowingly collect personal information from children.

We reserve the right to update this Privacy Policy at any time. We will notify participants of material changes via email or through our program communications. Continued participation after such notification constitutes acceptance of the revised policy.

For questions about this Privacy Policy or our privacy practices, please contact:
Kleenex Media Corp.

Email: magazine@beautyaffairli.com Website: beautyaffairli.com

This Privacy Policy is effective as of the date listed above and governs the collection and use of information by Leenex Media Corp. in connection with the Spotlight Program.