

TWO OPTIONS FOR BEING CCPA COMPLIANT IN YOUR DIGITAL ADVERTISING

The California Consumer Privacy Act (CCPA) and other privacy laws currently enforced in Massachusetts, New York, Hawaii, Maryland, North Dakota with similar proposals in nearly 20 states nationwide enhance privacy rights and consumer protection but will impact the way leads are collected and transferred into your ClubReady account.

1) Use a Certified Digital Partner Agency

The easiest and best solution, official digital partner agencies help grow your business. Xponential works with approved digital agencies to ensure integration and compliance with our platforms and systems. Our initial certified advertising partners are listed below. Additional detail on their services is located at partners.xponential.com. Please note that not all agencies are approved for each brand or each channel. Contact your CMO or visit the partners' detail pages to confirm which agencies are approved to work with your brand.

Bridgetek



ClubBuzz



CODEMAY



Drive Social



Franchise Ramp



JL Marketing



2) Run Your Own Individual, Self-Managed Digital Campaigns

Keep running your own digital campaigns exactly as you do now, but without the legal worry. Xponential requires three commitments for individual access to our CCPA compliant tooling.

1) Must Get Access to Tools Through a Certified Digital Partner Agency

Xponential works with approved digital partner agencies to ensure integration and compliance with our platforms and systems. You are not required to pay managed service fees for individual access, but there may be a nominal monthly fee set by the agency to get you connected, given the efforts and maintenance required.

2) Must Use Connector App & Approved Landing Pages

Digital partner agencies have access to technology and landing pages that are non-disruptive to existing advertising workflows and advertising tools. After getting connected, advertisers simply have to place a single parameter in any lead form that needs to route member data securely and CCPA compliant to ClubReady, and/or use approved landing pages. These tools will be provided to you before the deadline to become compliant.

3) Must Comply With Naming Conventions Guidelines

All advertisers must utilize Xponential tracking and naming parameter conventions. Please see the guide to 'Xponential Advertising Naming Conventions' for guidance and answers to questions around our approved practices for using UTM parameters and naming conventions in your online marketing.

GET CONNECTED TO A CERTIFIED DIGITAL PARTNER AGENCY.

[LEARN MORE AT PARTNERS.XPONENTIAL.COM](https://partners.xponential.com)

Official digital partner agencies help grow your business. Xponential works with approved agencies to ensure integration and compliance with our platforms and systems and make it easy for you to manage the flow of personal identifiable information (PII) from Facebook and your landing pages – all the way to ClubReady.