

# AUTHORIZATION FOR CUSTOMER DATA ROUTING AND DATA COMPLIANCE SYSTEM ACCESS

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.

## Please Read Carefully.

To: Xponential Fitness, LLC  
17877 Von Karman Ave, Irvine, CA 92614

Club # _____	Club Name _____
Club Phone _____	Club Email _____
Club Address _____	
Requestor First Name _____	Requestor Last Name _____
Facebook Page Name _____	Ad Account ID _____

I \_\_\_\_\_ request access to the Xponential Fitness customer routing and data compliance system. I certify that I am an individual owner/operator advertiser and that the personally identifiable information generated and routed through the system will have obtained the proper permissions that authorize the individual(s) to be contacted regarding scheduling, class reminders, promotions, specials, or in other ways related to Club business; and not from advertising from an unapproved digital partner or advertising agency.

Signature of Requestor \_\_\_\_\_ Date \_\_\_\_\_

Please complete and provide to the Certified Agency you are requesting individual advertiser access from.

## GET CONNECTED TO A CERTIFIED DIGITAL PARTNER AGENCY.

CONNECT TO A DIGITAL PARTNER AGENCY

Connect with an Xponential certified digital partner agency to help you stay compliant – and keep running your campaigns exactly as you do now, but without the legal worry or a managed service fee. They will help you get started and stay compliant. Or turn over the keys to a certified digital partner agency and focus on other aspects of your business while the leads come in.

# A GUIDE TO CREATING A FACEBOOK AD ACCOUNT FOR INDIVIDUAL OWNER ADVERTISING IN 5 STEPS

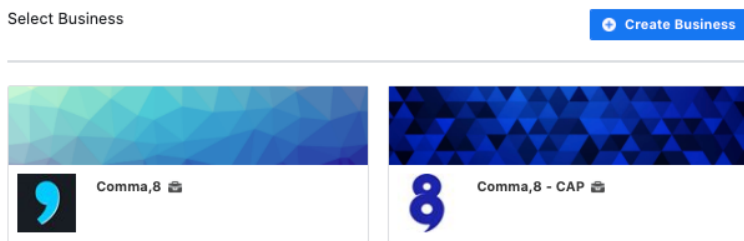
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## Creating Your Own Ad Account

For you to run your advertising, we require you to have an individual advertising account on Facebook. Your own ad account is essential. It allows you to maintain custody of your data as well as establish a payment method. The individual account additionally enables your brand to provide reporting and analysis of your efforts.

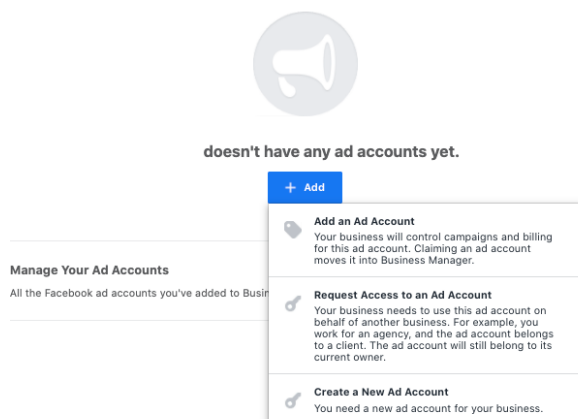
### 1. Create a "Business:"

Navigate to <https://business.facebook.com/create> and click "Create Business." Follow the prompts and fill out the information about your studio.



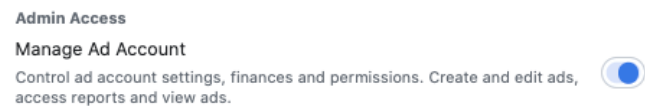
### 2. Create an Ad Account:

Once your business is created, navigate to <https://business.facebook.com/settings/ad-accounts/> (click on the company you just created). Click 'Add' and select "Create a New Ad Account" and follow the prompts.



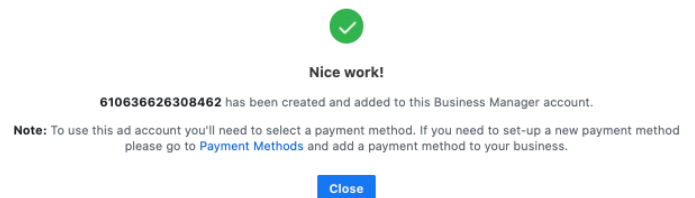
### 3. Assign Yourself Permissions

As you follow the prompts to create an account, you will be asked to assign permissions. Be sure to assign yourself and any members of your team the Manage permission.



### 4. Copy Your ID and Add to the Request

The ID generated should be included in your individual owner request access form. It's also available in other user interface elements, so you can always come back and get it later. After complete, be sure to set a payment method which is available in the left-hand navigation and in the success messaging.



### 5. Add Xponential & Comma,8 As Partners

To be granted access to the routing tools, we need to establish a "Partnership" with your new Business Account. Go to <https://business.facebook.com/settings/partners/> and click "Add," Give a Partner Access to Your Assets, and share your business and new ad account with these Business Manager IDs: 2440164992904003, 507935926354186, 203647950668054 (add one at a time).

