

REQUEST FOR FACEBOOK PAGE ACCESS THROUGH A BUSINESS MANAGER PARTNERSHIP REQUEST

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.

We Have Requested Page Access in Order To Support Your Advertising Lead Routing

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Every location is now required to utilize Xponential Fitness data compliance tools. These tools ensure your business gives consumers the rights protected and provided to them under new data law(s) such as the California Consumer Privacy Act (CCPA). The requirements, in short, call for companies to “implement and maintain reasonable security procedures,” and this is the reason for the creation of the Digital Partner and Agency Certification programs.

A key component of the program is routing leads, securely, directly from your Facebook advertising to ClubReady. To accomplish this technical task, we have developed proprietary technology that leverages Facebook and ClubReady APIs to do this instantly and automatically. Certified Agencies and Owners have access to this technology that is non-disruptive to existing advertising workflows and advertising tools. A requirement of Facebook is that to route these leads programmatically, Page Admin access is required. Access is established through your business manager and can be revoked at any time. Please follow these steps to ensure you or your agency can continue running your advertising without disruption or delay.

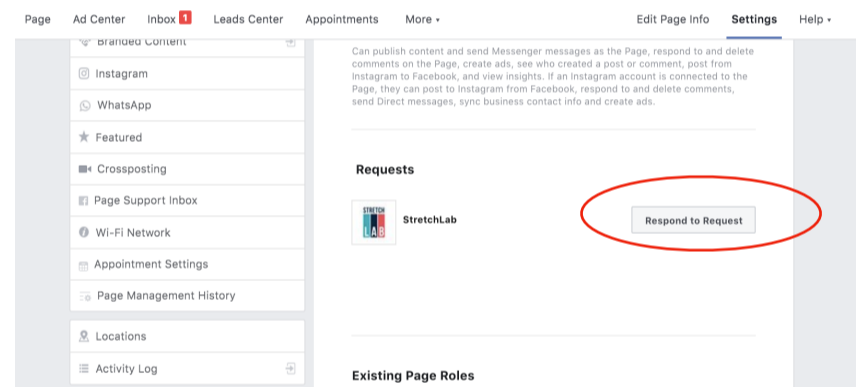
Thank you.

Please accept the request at your earliest convenience:

- 1) You will receive a partnership Admin request to your Facebook page.
- 2) Go to your page > Settings > Page Roles > Click "Respond to Request"
- 4) You will receive requests from three Business manager IDs*:

Comma,8 - CAP, Comma,8, Xponential Fitness

- 5) Grant access to the request for each ID.



*Note: There are three business managers to create redundancy and backups to lead routing. This partnership can be revoked at any time. However, if revoked, leads will stop routing from your advertising to ClubReady.

^ Unfortunately, no lower permission can be granted. This is a Facebook setting.

WHAT DO THESE NEW DATA PRIVACY LAWS MEAN?

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

Under these laws, consumers have a right to access through a data subject access request (DSAR) and also have the “right to delete” — with some exemptions — consumer personal information on request. These laws also give consumers a right of action to sue if they’re the victim of a data breach. The law calls for companies to “implement and maintain reasonable security procedures,” and this is the reason for the creation of the Digital Partner and Agency Certification programs.