

4B Advisory, LLC – Privacy Policy

Effective Date: November 1, 2025 Last Updated: August 3, 2026

Introduction

4B Advisory, LLC (“**4B Advisory**,” “**we**,” “**our**,” or “**us**”) has prepared this Event & Website Privacy Policy (this “**Policy**”) to describe our privacy practices regarding information collected from visitors, participants, and registrants in connection with our event, **The Wellness Oasis** (the “**Event**”), and our related event website and registration pages (collectively, the “**Website**”).

By registering for, participating in, or otherwise engaging with the Event or the Website, and by submitting your personal information to us, you acknowledge the collection, processing, storage, and transfer of your personal information as described in this Policy. **Your personal information will be stored and processed in the United States (U.S.)** and may be transferred to other jurisdictions as described in Section 4. This Policy is part of, and is incorporated by reference into, our **Event Terms & Conditions**.

1. Personal Data We Process About You

1.1 Event Registration Data

We use our registration process to collect personal data that you directly input into our registration forms or any other page we set up as event organizer. We collect and process this data in performance of a contract with you (your Event registration) and in our legitimate interests to manage the Event and communicate with you, in order to:

- Manage our Event attendees;
- Contact you about the Event;
- Run statistics and analytics about the Event; and
- Improve our future events.

By completing the registration form, you represent and warrant that you are the person making the registration or that you have the express authority of that person to register on their behalf.

We collect the following information during registration (collectively with other data described here, “**personal information**”):

- First and last name; and
- Email address.

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We may also collect additional details you choose to provide, such as organization/company, job title, phone number, dietary or accessibility needs, and session preferences.

1.2 Payment Data

If the Event requires payment, our third-party payment processor (currently **Stripe, Inc.**) collects and processes your payment card and billing information. 4B Advisory does not store full payment card numbers.

1.3 Media Captured at the Event

We may collect images, audio, and video recordings of you captured during the Event. By attending the Event, you consent to the collection of such media for the purposes described in this Policy and the Event Terms & Conditions (see Section 5).

1.4 Information We Collect Automatically Through the Website

When you visit or interact with the Website, we and our service providers automatically collect certain technical and usage information through cookies, pixels, tags, and similar technologies, including:

- IP address and approximate geographic location derived from it;
- Device type, operating system, browser type and version, and language settings;
- Pages viewed, links clicked, referring/exit URLs, search terms, and session duration;
- Date and time stamps of your visits; and
- Unique identifiers stored in cookies or similar technologies.

1.5 Analytics

We use web analytics services—including **Google Analytics**—to understand how visitors engage with the Website and to measure Event interest and registration activity. These services use cookies and similar technologies to collect the automatic information described in Section 1.4 and generate aggregated reports about Website usage. Analytics providers may process this data on servers located outside your jurisdiction. You can learn more about, and opt out of, Google Analytics by installing the Google Analytics Opt-Out Browser Add-on at **tools.google.com/dlpage/gaoptout**.

1.6 Cookies and Your Choices

We use the following categories of cookies and similar technologies:

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- **Strictly Necessary Cookies** – required for the Website and registration process to function (including security and session management).
- **Analytics / Performance Cookies** – help us understand Website usage (e.g., Google Analytics).
- **Functional Cookies** – remember your preferences.
- **Marketing Cookies** – where used, to measure and promote the Event and future events.

You may manage cookies through your browser settings. Where required by law (including in the EEA and UK), we will request your consent before setting non-essential cookies. Disabling certain cookies may affect Website functionality.

2. How We Use Your Information

We use the information described above to:

- Process and manage your Event registration and attendance;
- Communicate with you about the Event (logistics, updates, reminders) and, where permitted, future events;
- Process payments and manage related transactions;
- Operate, secure, analyze, and improve the Website and our events;
- Produce aggregated statistics and analytics;
- Create and use promotional and marketing materials (including Event media, subject to Section 5);
- Comply with legal obligations and enforce our Terms & Conditions; and
- Establish, exercise, or defend legal rights.

3. How We Share This Information

We disclose your personal information only for the purposes and to the categories of third parties described in this Policy, and we take appropriate steps to ensure your personal information is processed, secured, and transferred in accordance with applicable laws.

3.1 Disclosure to Third Parties

We share only the strictly necessary elements of your personal information, on a need-to-know basis, with trusted third parties solely for Event-related purposes. These

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third parties are contractually obligated to keep your information confidential and to use it only for the purposes we specify. We may share information with:

(a) Event Partners – co-hosts, sponsors, and participating partners involved in delivering the Event.

(b) Third-Party Service Providers (“Processors”) – vendors that help us run the Event and Website, including:

- Processors involved in organizing a live Event, such as conference centers, hotels, event planners, and consultants;
- Processors that help us run the Event, register participants, host the Website, and provide email or communication services; and
- Our current registration provider, **Splash**, and our current payment card processor, **Stripe, Inc.**

(c) Analytics and Technology Providers – such as Google Analytics, as described in Sections 1.4–1.6.

We will also disclose your personal information to third parties:

- If you request or authorize us to do so;
- To persons demonstrating legal authority to act on your behalf;
- Where we are under a duty to disclose or share it to comply with legal obligations, any lawful request from government officials, or as may be required to meet national security or law enforcement requirements or to prevent illegal activity;
- To respond to claims, to protect our rights or the rights of third parties, to protect the safety of any person, or to prevent illegal activity; and
- To protect the rights, property, or safety of 4B Advisory, our employees, customers, suppliers, or other persons.

We do **not** sell your personal information. We do not rent it, and we do not disclose it to third parties for their own direct marketing purposes without providing notice and, where required, choice.

4. Transfers of Personal Data

Please be aware that the personal information we collect may be transferred to and maintained on servers or databases located **outside your state, province, country, or**

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other jurisdiction, where privacy laws may not be as protective as those in your location. In particular, **if you are located outside the United States (including in the EEA or United Kingdom), your personal data will be transferred to, processed, and stored in the United States** and potentially in other countries where we or our service providers operate.

Where such transfers involve personal data originating in the EEA or UK, we implement appropriate safeguards required by applicable law.

By participating in the Event or using the Website, you acknowledge these international transfers. You may request more information about our transfer safeguards by contacting us at the information below.

5. Media Consent

By attending the Event, you consent to being photographed, filmed, or otherwise recorded by us or authorized third parties. These images and recordings may be used in promotional and marketing materials by us, our authorized sponsors, or participating talent. If you do not wish to be recorded, please notify Event staff and contact us at the information below.

6. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this Policy, including to manage the Event, comply with legal, tax, and accounting obligations, resolve disputes, and enforce our agreements. When no longer needed, we securely delete, destroy, or de-identify the information.

7. Data Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or method of electronic storage is completely secure, and we cannot guarantee absolute security.

8. GDPR and UK GDPR Disclosures

If you are located in the **European Economic Area (EEA)**, the **United Kingdom**, or Switzerland, the following disclosures apply under the **EU General Data Protection Regulation (GDPR)** and the **UK GDPR**.

8.1 Data Controller and Processor

4B Advisory, LLC is a data controller or a data processor for personal data depending on the context in which the personal data is being processed. For example, when you

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are engaging directly with 4B, we may act as a data controller. In other cases, for example, in connection with the Event, we may be acting as a data processor. In any case, we agree to process your personal information in accordance with this privacy policy.

8.2 Legal Bases for Processing

We process your personal data on the following legal bases:

- **Contract** – to process your registration, deliver the Event, and provide requested services;
- **Consent** – for optional processing such as non-essential cookies, marketing communications, and Event media use (which you may withdraw at any time);
- **Legitimate Interests** – to manage and improve the Event and Website, run analytics and statistics, secure our systems, and promote future events, provided these interests are not overridden by your rights; and
- **Legal Obligation** – to comply with applicable laws and lawful requests.

8.3 Your GDPR / UK GDPR Rights

Subject to applicable law, you have the right to:

- **Access** your personal data;
- **Rectify** inaccurate or incomplete personal data;
- **Erase** your personal data (“right to be forgotten”) in certain circumstances;
- **Restrict** processing of your personal data;
- **Object** to processing based on legitimate interests or for direct marketing;
- **Data portability** – receive your personal data in a structured, commonly used, machine-readable format;
- **Withdraw consent** at any time, without affecting the lawfulness of prior processing; and
- **Not be subject** to a decision based solely on automated processing that produces legal or similarly significant effects.

8.4 International Transfers

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As described in Section 4, your personal data will be transferred to and processed in the United States and possibly other jurisdictions, subject to appropriate safeguards such as the SCCs and the UK IDTA/Addendum.

8.5 Right to Lodge a Complaint

If you are in the EEA or UK, you have the right to lodge a complaint with your local data protection supervisory authority. In the UK, this is the **Information Commissioner's Office (ICO)** at ico.org.uk. A list of EEA supervisory authorities is available from the European Data Protection Board.

9. Your Rights (All Jurisdictions)

Depending on your jurisdiction, you may have rights regarding your personal data—including the right to access, correct, delete, or restrict its processing, and to opt out of certain uses. Residents of U.S. states with comprehensive privacy laws (such as California, Virginia, Colorado, Connecticut, and others) may have comparable rights, including the right to non-discrimination for exercising them. To exercise any of these rights, please contact us at **the information below**. We may need to verify your identity before responding and will respond within the timeframes required by applicable law.

10. Children's Privacy

The Event and Website are intended for adults. We do not knowingly collect personal information from children. If you believe a child has provided us with personal information, please contact the information below and we will take appropriate steps to delete it.

11. Changes to This Policy

We may update this Policy from time to time. Material changes will be reflected by an updated "Last Updated" date and, where appropriate, additional notice. Your continued participation in the Event or use of the Website after changes are posted constitutes acceptance of the revised Policy.

12. Contact Us

For questions or concerns regarding this Policy, or to exercise any of your data rights, please contact us at:

4B Advisory, LLC

Email: hello@4b-advisory.com

Mailing Address: 11 Island Ave Unit 1110 Miami Beach, FL 33139

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