



# FOCCUS, Inc. USA - PRIVACY NOTICE

Effective January 1, 2026

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### Our Commitment to Privacy

FOCCUS, Inc. USA (“FOCCUS”, “we”, “us” or “our”) is committed to safeguarding your privacy. This Privacy Notice is designed to inform you about how we collect, use and share information about you, including in person, by phone, through mail or email or through this website and any other FOCCUS-owned and/or operated website, mobile sites, mobile applications or social media accounts (collectively, our “Sites”).

**By accessing or using our Sites or otherwise disclosing information to FOCCUS, you acknowledge and consent to our collection, use and sharing of your information in accordance with this Privacy Notice.**

### The Information We Collect

We collect information you provide directly or indirectly to us to further our legitimate interests. For example, we collect information when you: interact with FOCCUS (or our representatives) in person, by phone or through mail or email, chat, text or other digital method; register for an account;

purchase a product; use our products or services (including receipt of training, instruction, consultation or support); participate in any interactive features of the Sites; subscribe to a newsletter or email list; participate in a survey, drawing, giveaway, promotion or event; request customer support or otherwise communicate with us. FOCCUS is the controller of this information.

Depending upon the function on our Sites, some of the information that we ask you to provide is required prior to use or access to such function. If you do not provide any required information with respect to a particular use or access, you may not be able to use or access such function on the Sites.

### Accountholders

Certain functions on our Sites may require you to register for an account with FOCCUS, for example, to purchase third party products through our Sites. In connection with registering for an account, we may collect the following categories of information:

- Contact information, including your name, email, mailing address and phone number.
- Billing information, including mailing address, credit card number, expiration date and CVV2 code.
- Demographic information, including company name (if applicable).
- Profile data, including your username and password.
- Transaction information, including details about your purchases.

### Site Users

Anyone who accesses our Sites is a site user. We collect content you submit to the Sites, including your posts and comments.

In addition, when you access or use the Sites, the types of information we may automatically collect about you include:

- Usage Information: We collect information about your usage of, and interaction with the Sites and may store statistics and other information about the online activities of our users on an aggregated (collective) basis. For example, we may track the number of people who view each page to learn which features are the most popular.
- Log Information: When you access or use the Sites, our servers automatically record certain log file information, such as your Internet Protocol (“IP”) address, operating system, browser type and language, referring URLs, access times, pages viewed, links clicked and other information about your activities on the Site.
- Information Collected by Cookies: We and our service providers use various tracking technologies, including cookies, to collect information about you when you interact with our Sites, including information about your browsing and purchasing behavior. Cookies are small data files stored on your hard drive or in device memory that help us improve the Sites and your experience, see which areas and features of the Sites are popular and count visits. Most

web browsers are set to accept cookies by default. You may refuse to accept browser cookies, by activating the appropriate setting on your browser. However, if you select this setting, you may be unable to access certain parts of our services. Unless, you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Sites. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of the Sites.

### [Administrators / Primary Administrators / Facilitators / Trainers](#)

Certain of the functions on our Sites are designed for use by individuals who are utilizing the FOCCUS® Pre-Marriage Inventory and/or REFOCCUS® Marriage Enrichment Inventory, including facilitators, administrators, primary administrators and trainers who work with FOCCUS in connection with the provision of the FOCCUS® Pre-Marriage Inventory and/or REFOCCUS® Marriage Enrichment Inventory. Use of and access to the Sites for this purpose may require registration of an account on our Sites and/or the collection of other information, for example, contact information (name, email and phone number).

### [Respondents](#)

The Sites provide access to respondents for the use of the FOCCUS® Pre-Marriage Inventory and/or REFOCCUS® Marriage Enrichment Inventory. Use of and access to the Sites for this purpose may require respondents to register for an account on our Sites and/or require the collection of information, for example, contact information, profile data and billing information.

In addition to the registration for an account on our Sites, each respondent will provide information in connection with a respondent's use of the FOCCUS® Pre-Marriage Inventory and/or REFOCCUS® Marriage Enrichment Inventory, for example, sex, age, income, race and demographic information.

## **The Information We Collect From Third Parties**

We may collect and receive additional information about you from third party websites, social media and/or other sources that help us provide services to you, prevent fraud, and for marketing and advertising purposes. For example, we may collect information about you when you post content to our pages or feeds on third party social media sites. This Privacy Notice does not apply to information collected through or by any third party. If you have any questions about such third parties' privacy practices, you should review their privacy policies.

## **The Way We Use Information**

We may use your information for various purposes related to our operations and your use of the Sites. For example, we may use your information to:

- Provide our products and services to you.
- Provide, maintain and improve our Sites and provide you with relevant information and content.

- Send you technical notices, updates, security alerts and support and administrative messages.
- Respond to your comments, questions and requests and provide customer service.
- Monitor and analyze trends, usage and activities in connection with our Sites.
- Detect, investigate and prevent fraudulent transactions and other illegal activities and protect the rights and property of FOCCUS and others.
- Maintain appropriate records for internal administrative purposes.
- To comply with legal and regulatory requirements, required disclosures and choices and controls that may be available.
- To carry out obligations and enforce our rights arising from any contracts entered into between you and us.
- To personalize online content and user experiences.
- To perform operational functions in connection with our business, including data analysis, audits, developing and improving products and services, enhancing the Sites and identifying usage trends.
- To link or combine with information we get from others to help understand your needs and provide you with a better experience.
- To carry out any other purpose described to you at the time the information was collected.

Although some parts of the Sites may be private, other parts of the Sites are public and you should take that into consideration before posting to the Sites.

We may use the information a third party provides about someone else when placing an order only to ship the product and to confirm delivery.

We may also use non-identifying and aggregate information, which cannot reasonably be used to identify you, including, for example, for research to share with certain organizations or in research publications. Once de-identified and aggregated so that data does not personally identify you, it is no longer personal data. Such de-identified and/or aggregated information which does not identify individuals is not subject to this Privacy Notice.

We may process your personal information for more than one lawful ground depending on the specific purpose for which we are using your information.

In addition, based on your role or interaction with us, we may use your information as follows:

#### Administrators / Primary Administrators / Facilitators / Trainers

We may use information collected from administrators, primary administrators, facilitators and/or trainers to:

- With your consent, disclose your name under your organization in the FIND A FACILITATOR public search area of our Sites. In addition, once your account is associated with an organization, your contact information and certifications will be visible to all approved administrators for that organization.
- With your consent, disclosure your training event so that it is publicly available on our Sites.
- Once an organization is approved, your organization name and contact information (address, phone, fax and email) will be publicly visible on the Sites.

#### Respondents

If you are taking the FOCCUS© Pre-Marriage Inventory and/or REFOCCUS© Marriage Enrichment Inventory online, we use your email address provided by your FOCCUS facilitator to send you the account log-in information in order for you to access and complete the Inventory.

## **The Way We Share Information**

We may share information about you as follows or as otherwise described in this Privacy Notice:

- When you register for an account, certain information may be shared with third parties, including your FOCCUS facilitator, in order to provide you services, including your name, email or other information you choose to provide.
- With vendors, consultants and other service providers who need access to such information to carry out work or perform services on our behalf, including our payment processor or the applicable archdiocese for billing purposes.
- With third party businesses to provide you with information about products and services that may be useful to you.
- In response to a request for information if we believe disclosure is in accordance with, or required by, any applicable law, rule, regulation or legal process.
- If we believe your actions are inconsistent with our Terms of Use or other policies, or to protect the rights, property or safety of FOCCUS or others.

- In connection with, or during negotiations of, any merger, acquisition, sale of assets or any business, other change of control transaction or financing.
- To comply with any court order, law or legal process, including to respond to any government or regulatory request.
- To enforce any agreement we may have with you.
- Between and among FOCCUS and any current or future parent, subsidiary and/or affiliated company.
- With your consent or at your direction.

We also may share aggregated or de-identified information, which cannot reasonably be used to identify you, and which is not subject to this Privacy Notice.

## Links to Third-Party Websites

The Sites may contain links to third-party content, services or products by linking to a third-party's website. If you click on a third-party link, you will be directed to that third-party's website. FOCCUS does not exercise control over third-party websites and is not responsible for the privacy and security practices or the content of any such third-party websites, social media platforms, or other information they may collect. Please note that if you provide any information to parties who provide services to us or to any other sites you encounter on the Internet (even if these sites reflect our branding), each third-party site has its own separate and independent privacy policies and practices, including in connection with their use or disclosure of any personal information you disclose to them. We encourage you to check the privacy policies of third-party websites before providing your information to them. The fact that we may link to a third-party website or present a banner ad or other type of advertisement from a third party is not an endorsement, authorization, or representation of any affiliation by us with that third party, nor is it an endorsement of their privacy or information security policies or practices.

## Third-Party Analytics Services

We may work with certain third parties to collect, analyze, and use some of the information described above. For example, we may allow third parties to set cookies or use web beacons on the Sites or in email communications from FOCCUS. The information collected by third parties using these technologies may be used to engage in analysis and reporting. These third parties may set and access cookies on your computer or other device and may collect information about your online activities across different websites or services over time, including on websites and mobile applications that are not owned or operated by FOCCUS. In particular, the Sites may use Google Analytics to help collect and analyze certain information for the purposes discussed

above. You may opt out of the use of cookies in web browsers by Google Analytics by clicking here <https://tools.google.com/dlpage/gaoptout>. FOCCUS is not responsible or liable for information collected by such third parties, and FOCCUS is not responsible for the privacy policies and/or practices of these third-party services.

## How You Can Access or Correct Your Information

### Visitors

If you created an account on our Sites, you can access your information by logging into your account. Once you are logged in, you can update and correct your information.

### Administrators / Primary Administrators / Facilitators / Trainers

You can access your information by logging into your account. You can correct factual errors and update information by updating your account information.

### Respondents

If completing the inventory online, once you have answered a statement and/or question, you can go back one screen to make changes to that statement and/or question. You are not able to change demographic questions once submitted. If you wish to continue your inventory online question entry at a different time, click on the SAVE AND FINISH LATER button.

If you need to correct your email or spelling of your name or any other information, please either contact your FOCCUS facilitator or contact support at 877.883.5422 / [foccus@foccusinc.com](mailto:foccus@foccusinc.com).

## Email Opt-Outs

You may opt-out of marketing emails at any time by clicking on the unsubscribe link on any such emailed communication and making the appropriate selections. You will still receive emailed communications from us that relate to the Site and/or our products or services including, a registration email, benefit notification emails, emails automatically triggered by actions you took on the Site and bill related notices.

## Our Commitment to Data Security

The personal data that you provide in connection with the use of our Sites is protected in several ways, including the following protections:

- Access by you to your account profile is available through a password and unique customer ID selected by you. This password is encrypted. You should strive to use a strong, alphanumeric password which you should not divulge to anyone.
- Your personal data resides on secure servers that only selected FOCCUS personnel and contractors have access to via password.
- When you enter sensitive information (such as credit card number) on the registration or order forms, we encrypt that information using transport layer security technology.

We strive to protect the personal data submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we take into account the sensitivity of the personal data we collect, process and store, and the current state of technology to use measures to protect your personal data, we cannot guarantee its absolute security.

If you have any questions about the security on our Sites, contact us at [foccus@foccusinc.com](mailto:foccus@foccusinc.com).

## Our Commitment to Children's Privacy

Protecting the privacy of young children is especially important. Our Site is not intended for children under the age of 13. No one under the age of 13 may provide any information to or on the Site. We do not knowingly collect personal information from children under 13. If we become aware that a user is under 13 and has provided us with information, we will take steps to comply with any applicable legal requirement to remove such information. If you believe a child of yours under the age of 13 has entered personal data please contact [foccus@foccusinc.com](mailto:foccus@foccusinc.com) to have the data removed and terminate the child's account.

## EU Individual Rights

FOCCUS is committed to complying with the General Data Protection Regulation ("GDPR") when dealing with personal data from the European Union, the European Economic Area and their member states, Switzerland and the United Kingdom. Effective May 25, 2018, residents of certain nations who have adopted GDPR ("EU Residents") may have certain statutory rights in relation to their personal data. Subject to any exemptions provided by law, EU Residents may have the following rights:

- Access - You have the right to obtain from us confirmation that your personal data is being processed, any relevant information about such processing as provided under GDPR and a copy of the personal data undergoing processing.
- Rectification - You have the right to obtain from us the rectification of inaccurate personal data concerning you and to have incomplete personal data completed.
- Objection - You have the right to object to the processing of your personal data on grounds relating to your particular situation. You can also object at any time to the processing of your personal data for marketing purposes. (Please note that even if you object to your use of personal data for direct marketing purposes, we will still send you transactional messages in relation to services that you have purchased from us. These include responses to your questions and information about a service you have purchased from us.)
- Portability – You may have the right to receive the personal data concerning you which you have provided to the controller in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from the controller.

- Restriction – You may request to restrict processing of your personal data.
- Erasure – You may request to erase (delete) your personal data.
- Right to Lodge a Complaint – If you have any concerns about our processing of your personal data, you have the right to complain to your local data protection regulator.
- Right to Refuse or Withdraw Consent – If the lawfulness of any processing is based on your consent, you are free to refuse to give consent and you can withdraw (with effect for the future) your previously provided consent to the processing at any time without any adverse negative consequences. The lawfulness of any processing of your personal data that occurred prior to the withdrawal of your consent will not be affected.

EU Residents may access, correct, or request deletion of their personal data by contacting FOCCUS at [foccus@foccusinc.com](mailto:foccus@foccusinc.com). We will respond to such request within a reasonable timeframe. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights).

FOCCUS processes personal data for the purposes set forth above under the sections entitled “The Way We Use Information” and “The Way We Share Information”. The processing of personal data we collect from you is justified on one or more of the following legal bases:

- Your consent.
- Our legitimate interests as specified in this Privacy Notice.
- The necessity to perform a contract to which you are a party or in order to take steps at your request prior to entering into a contract.
- The necessity to comply with a legal obligation to which we are subject.
- The necessity to establish, exercise or defend legal claims.
- The necessity to process for reasons of substantial public interest, on the basis of EU or member state law.

We reserve the right to retain your data, subject to compliance with the applicable data protection laws. In certain cases, personal data may be kept for an extended period of time in order to comply with legal obligations, or for the establishment, exercise or defense of a legal claim, in accordance with the applicable data protection laws. In the event that your data is to be shared with a third-party, we will anonymize your data prior to sharing to make it reasonably incapable of being associated with your individuality.

We use several safeguards if we transfer EU Resident personal data originating from the European Union, the European Economic Area and their member states, Switzerland and

the United Kingdom to other countries not deemed adequate under applicable data protection law, in compliance with GDPR, including using contractual protections that EU regulators have pre-approved to ensure your data is protected. Further, where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the US.

We will retain your data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of enforcing our agreement or satisfying any legal, regulatory, tax, accounting or reporting requirements.

To determine the appropriate retention period for data, we consider the amount, nature and sensitivity of the data, the potential risk of harm from unauthorized use or disclosure of your data, the purposes for which we process your data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

In some circumstances we will anonymize your data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

Any questions with respect to data originating from the European Union, the European Economic Area and their member states, Switzerland and the United Kingdom to other countries may be sent to: [foccus@foccusinc.com](mailto:foccus@foccusinc.com).

## Changes in Privacy Notice

We reserve the right to change, modify or amend this Privacy Notice, at any time in our sole discretion, to reflect changes in our products and service offerings, regulatory requirements, and other purposes. If we modify our Privacy Notice, we will provide notice by email or on the home page of the Site when we make material changes to this Privacy Notice prior to the change becoming effective. We encourage you to review this Privacy Notice whenever you use or access the Sites or otherwise interact with us to stay informed about our information practices and the ways you can help protect your privacy.

## How to Contact Us

For questions or concerns specifically about your FOCCUS® Pre-Marriage Inventory or REFOCCUS® Marriage Enrichment Inventory, please contact your FOCCUS/REFOCCUS facilitator.

For all concerns related to this Privacy Notice contact us at:

By Phone: 877.883.5422

By Email: [foccus@foccusinc.com](mailto:foccus@foccusinc.com)

By Mail: FOCCUS, Inc. USA, 2222 N. 111<sup>th</sup> St.,  
Omaha, NE 68164