

Mended Family Inc. PRIVACY POLICY

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Welcome to the website (the “**Site**”) of Mended Family Inc. (“**Mended**,” “**we**,” “**us**,” or “**our**”). Mended is a platform for individuals (“**Creators**”) to talk to other people, including therapists, about their mental health using the Mended platform (collectively, the “**Service**”).

This Privacy Policy explains the personal information we collect from Creators, Customers and other Site visitors and Service users (collectively, “**you**”), how we use and share that information, and your choices concerning our information practices. This Privacy Policy is incorporated into and forms part of our Terms of Service.

Before using the Service or submitting any personal information to Mended, please review this Privacy Policy carefully and contact us if you have any questions. By using the Service, you agree to the practices described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not access the Site or otherwise use the Service.

1. PERSONAL INFORMATION WE COLLECT

Personal Information You Provide: We collect the following categories of personal information from you when you use or interact with us through the Services:

- **Identification Information:** We collect your name, email address, phone number, address, profile photo, and, for Creators, social security number. We may also collect any additional information you provide to us when you create an account or use the Services.
- **Communication Information:** We may collect information when you contact us with questions or concerns and when you voluntarily respond to questionnaires, surveys or requests for market research seeking your opinion and feedback. Providing communication data is optional to you.
- **Commercial Information:** We may retain a history of the data you browse, make available, and/or purchase using the Service.
- **Demographic Information:** We collect your age and gender.
- **Social Media Information:** We have pages on social media sites like Instagram, Facebook, Instagram, YouTube, and TikTok (“**Social Media Pages**”). When you interact with our Social Media Pages, we will collect personal information that you elect to provide or make available to us through your settings with the relevant Social Media Pages, such as your contact details, profile photos, and friend lists. In addition, the companies that host our Social Media Pages may provide us with aggregate information and analytics regarding the use of our Social Media Pages.
- **Internet Activity Information:** When you visit, use, and interact with the Service, we may receive certain information about your visit, use, or interactions. For example, we may monitor the number of people that visit the Service, peak hours of visits, which page(s) are visited, the domains our visitors come from (e.g., google.com, yahoo.com, etc.), and which browsers people use to access the Service (e.g., Chrome, Firefox, Microsoft Internet Explorer, etc.), broad geographical information, and navigation pattern. In particular, the following information is created and automatically logged in our systems:
 - **Log Information:** Information that your browser automatically sends whenever you visit the Site. Log Information includes your Internet Protocol address, browser type and settings, the date and time of your request, and how you interacted with the Site.
 - **Cookies Information:** Please see the “Cookies” section below to learn more about how we use cookies.
 - **Device Information:** Includes name of the device, operating system, and browser you are using. Information collected may depend on the type of device you use and its settings.
 - **Usage Information:** We collect information about how you use our Service, such as the types of content that you view or engage with, the features you use, the actions you take, and the time, frequency, and duration of your activities.

- **Location Information:** We derive a rough estimate of your location from your IP address.
- **Email Open/Click Information:** We use pixels in our email campaigns that allow us to collect your email and IP address as well as the date and time you open an email or click on any links in the email.
- **Google Information:** In order to provide the Service, we will synch with your gmail account so we can help you monetize your business. Through this integration, we will have access to your gmail inbox and any information available there (“**Google Information**”). Notwithstanding anything else in this Privacy Policy, we (1) only use the Google Information to provide the Service; (2) do not transfer Google Information to third parties except as necessary to provide or improve the Service, as required by law, or in connection with a merger, acquisition, or sale of assets where we provide notice to users; (3) do not use the Google Information for serving advertisements; and (4) do not permit humans to read Google Information, except (a) if we obtain your affirmative consent, (b) as necessary for security purposes or to comply with applicable law, or (c) our use is limited to internal operations and the Google Information (including derivations) have been aggregated and anonymized.
- **Zoom Information:** In order to provide the Service, we will synchronize with your Zoom account so we can help you monetize your business. Through this integration, we will have access to your Zoom meetings and webinars and any information available there (“**Zoom Information**”). We (1) only use the Zoom Information to provide the Service; (2) do not transfer Zoom Information to third parties except as necessary to provide or improve the Service, as required by law, or in connection with a merger, acquisition, or sale of asset where we provide notice to users; (3) do not use the Zoom Information for serving advertisements; and (4) do not permit humans to read Zoom Information, except (a) if we obtain your affirmative consent, (b) as necessary for security purposes or to comply with applicable law, or © our use is limited to internal operations and the Zoom Information (including derivations) have been aggregated and anonymized. We retain personal data for as long as required to engage in the use described in this Privacy Statement, unless a longer retention period is required by applicable law.

Cookies: We use cookies to operate and administer our Site, gather usage data on our Site, and improve your experience on it. A “cookie” is a piece of information sent to your browser by a website you visit. Cookies can be stored on your computer for different periods of time. Some cookies expire after a certain amount of time, or upon logging out (session cookies), others survive after your browser is closed until a defined expiration date set in the cookie (as determined by the third party placing it), and help recognize your computer when you open your browser and browse the Internet again (persistent cookies). For more details on cookies please visit All About Cookies.

On most web browsers, you will find a “help” section on the toolbar. Please refer to this section for information on how to receive a notification when you are receiving a new cookie and how to turn cookies off.

Please note that if you limit the ability of websites to set cookies, you may be unable to access certain parts of the Site and you may not be able to benefit from the full functionality of the Site.

Advertising networks may use cookies to collect personal information. Most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit the Network Advertising Initiative’s online resources at <http://www.networkadvertising.org> and follow the opt-out instructions there.

If you access the Site on your mobile device, you may not be able to control tracking technologies through the settings.

Analytics: We use Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses cookies to help us analyze how users use the Site and enhance your experience when you use the Site. For more information on how Google uses this data, go to www.google.com/policies/privacy/partners/.

Online Tracking and Do Not Track Signals: We and our third party service providers may use cookies ,pixels, or other tracking technologies to collect information about your browsing activities over time and across different websites following your use of the Site. Our Site currently does not respond to “Do Not Track” (“DNT”) signals and

operates as described in this Privacy Policy whether or not a DNT signal is received. If we do respond to DNT signals in the future, we will update this Privacy Policy to describe how we do so.

2. HOW WE USE PERSONAL INFORMATION

We may use personal information for the following purposes:

- To provide you with access to or use of the Services or functionality, including sharing personal information of Customers with Creators they purchase goods or services from, and to analyze your use of such Services or functionality;
- To respond to your inquiries, comments, feedback, or questions;
- To send administrative information to you, for example, information regarding the Service and changes to our terms, conditions, and policies;
- To analyze how you interact with our Service;
- To maintain and improve the Service;
- To develop new products and services;
- To prevent fraud, criminal activity, or misuses of our Service, and to ensure the security of our IT systems, architecture, and networks; and
- To comply with legal obligations and legal process and to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or other third parties.

Aggregated Information. We may aggregate personal information and use the aggregated information to analyze the effectiveness of our Service, to improve and add features to our Service, and for other similar purposes. In addition, from time to time, we may analyze the general behavior and characteristics of users of our Service and share aggregated information like general user statistics with prospective business partners. We may collect aggregated information through the Service, through cookies, and through other means described in this Privacy Policy.

Marketing. We may use your personal information to contact you to tell you about products or services we believe may be of interest to you. For instance, if you elect to provide your email or telephone number, we may use that information to send you special offers. You may opt out of receiving emails by following the instructions contained in each promotional email we send you. You can also control the marketing emails and/or text messages you receive by updating your settings through your account. In addition, if at any time you do not wish to receive future marketing communications, you may contact us. If you unsubscribe from our marketing lists, you will no longer receive marketing communications but we will continue to contact you regarding management of your account, other administrative matters, and to respond to your requests.

3. SHARING AND DISCLOSURE OF PERSONAL INFORMATION

In certain circumstances we may share the categories of personal information described above without further notice to you, unless required by the law, with the following categories of third parties:

- **Vendors and Service Providers:** To assist us in meeting business operations needs and to perform certain services and functions, we may share personal information with vendors and service providers, including providers of hosting services, cloud services, and other information technology services providers, event management services, email communication software and email newsletter services, advertising and marketing services, payment processors, customer relationship management and customer support services, and web analytics services. Pursuant to our instructions, these parties will access, process, or store personal information in the course of performing their duties to us.
- **Business Transfers:** If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of all or a portion of our assets, or transition of service to another provider (collectively a “Transaction”), your personal information and other information may be shared in the diligence process with counterparties and others assisting with the Transaction and transferred to a

successor or affiliate as part of that Transaction along with other assets.

- **Legal Requirements:** If required to do so by law or in the good faith belief that such action is necessary to (i) comply with a legal obligation, including to meet national security or law enforcement requirements, (ii) protect and defend our rights or property, (iii) prevent fraud, (iv) act in urgent circumstances to protect the personal safety of users of the Service, or the public, or (v) protect against legal liability.

4. PERSONAL INFORMATION YOU MAKE AVAILABLE TO OTHERS

Certain information you provide through the Services may be shared with your therapist. We take the privacy and security of your personal health information seriously, and any personal information you share is protected under applicable healthcare privacy laws. By using the Services to communicate or otherwise engage with your therapist, you consent to this sharing of information for the purpose of providing healthcare services. Your therapist is responsible for maintaining compliance with all relevant healthcare privacy regulations. We are not responsible for the actions of your therapist or other authorized recipients once your information has been shared. We encourage you to review and understand your therapist's privacy practices and policies to ensure you are comfortable with how they manage and protect your data.

5. CALIFORNIA PRIVACY RIGHTS DISCLOSURES

Where provided for by law and subject to any applicable exceptions, California residents may have the right:

- To know the categories of personal information that Mended has collected about you, the business purpose for collecting your personal information, and the categories of sources from which the personal information was collected;
- To access the specific pieces of personal information that Mended has collected about you;
- To know whether Mended has disclosed your personal information for business purposes, the categories of personal information so disclosed, and the categories of third parties to whom we have disclosed your personal information;
- To have Mended, under certain circumstances, delete your personal information;
- To instruct businesses that sell personal information to stop doing so – Mended, however, does not sell personal information; and
- To be free from discrimination related to the exercise of these rights.

If you would like to exercise any or all of these rights, you may do so by [contacting us](#). After we receive your request, we may request additional information from you to verify your identity. Your authorized agent may submit requests in the same manner, although we may require the agent to present signed written permission to act on your behalf, and you may also be required to independently verify your identity with us and confirm that you have provided the agent permission to submit the request.

Please [contact us](#) with questions or to request access to an alternative format of this Privacy Policy.

6. CHILDREN

Our Service is not directed to children who are under the age of 16. Mended does not knowingly collect personal information from children under the age of 16. If you have reason to believe that a child under the age of 16 has provided personal information to Mended through the Service please contact us and we will endeavor to delete that information from our databases

7. LINKS TO OTHER WEBSITES

The Service may contain links to other websites not operated or controlled by Mended, including social media services (“**Third Party Sites**”). The information that you share with Third Party Sites will be governed by the specific privacy policies and terms of service of the Third Party Sites and not by this Privacy Policy. By providing these links we do not imply that we endorse or have reviewed these sites. Please contact the Third Party Sites

directly for information on their privacy practices and policies.

8. SECURITY

You use the Service at your own risk. We implement commercially reasonable technical, administrative, and organizational measures to protect personal information both online and offline from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. However, no Internet or e-mail transmission is ever fully secure or error free. In particular, e-mail sent to or from us may not be secure. Therefore, you should take special care in deciding what information you send to us via the Service or e-mail. Please keep this in mind when disclosing any personal information to Mended via the Internet. In addition, we are not responsible for circumvention of any privacy settings or security measures contained on the Service, or third party websites.

9. INTERNATIONAL USERS

By using our Service, you understand and acknowledge that your personal information will be transferred from your location to our facilities and servers in the United States.

10. YOUR CHOICES

In certain circumstances providing personal information is optional. However, if you choose not to provide personal information that is needed to use some features of our Service, you may be unable to use those features.

11. CHANGES TO THE PRIVACY POLICY

The Service and our business may change from time to time. As a result we may change this Privacy Policy at any time. When we do we will post an updated version on this page, unless another type of notice is required by the applicable law. By continuing to use our Service or providing us with personal information after we have posted an updated Privacy Policy, or notified you by other means if applicable, you consent to the revised Privacy Policy and practices described in it.

12. CONTACT US

If you have any questions about our Privacy Policy or information practices, please feel free to contact us at our designated request address:

Support@Mended.love