



PRIVACY POLICY

Last modified August 1, 2018

Mind Your Loved Ones, Inc., (“MYLO”), (“**Company**” or “**We**”) respects your privacy and are committed to protecting it through our compliance with this policy.

We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy, or our practices with regards to your personal information, please contact us at: CustomerSupport@MindYour-LovedOnes.com

When you visit our mobile application, and use our services, you trust us with your personal information. We take your privacy very seriously. In this privacy notice, we describe our policy. We seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in relation to it. We hope you take the time to read through this document carefully, as it is important. If there are any terms in this privacy policy that you do not agree with, please discontinue use of our Apps and our services.

This privacy policy applies to all information collected through our mobile application, (“Apps”), and/or any related services, sales, marketing or events (we refer to them collectively in this privacy policy as the “Sites”).

Please read this privacy policy carefully as it will help you make informed decisions about sharing your personal information with us.

1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us. *Note:* MYLO is a native app. User data input is only accessible to the User unless the share the information. To download the App, the User provides the Company, the User’s name and email address.

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In Short: We collect personal information that you provide to us such as name and email address and to the extent applicable, contact information, passwords, security data, and payment information.

We collect personal information that you voluntarily provide to use when registering at the App stores or express interest in obtaining information about us or our products and services, when participating in activities on the Apps or otherwise contacting us.

The personal information that we collect depends on the context of your interactions with us and the Apps, the choices you make and the products and features you use. The personal information we collect can include the following:

Name and Contact Data. We collect your first and last name and email address. Depending on your use of the Apps, and as applicable we may collect other contact information such as phone numbers, home addresses, and other similar contact data.

Credentials. Depending on your use of the Apps, and as applicable we collect passwords, password hints, and similar security information used for authentication and account access.

Payment Data. Depending on your use of the Apps, and as applicable we collect data necessary to process your payment if you make purchases, such as your payment instrument number (such as a credit card number), and the security code associated with your payment instrument. All payment data is stored by our payment processor and you should review its privacy policies and contact the payment processor directly to respond to your questions.

All personal information that you provide to us must be true, complete and accurate, and you must notify us of any changes to such personal information.

Information collected through our Apps -

In Short: We may collect information when you use our Apps.



If you use our Apps, we may also collect the following information: Information about you from other sources, such as public databases, joint marketing partners, as well as from other third parties. Example of the information from other sources include – social media profile information, marketing leads, and search results and links, including paid listings (such as sponsored links).

2. HOW DO WE USE YOUR INFORMATION?

***In Short:** We process your information for purposes based on legitimate business interests, the fulfillment of our contract with you, compliance with our legal obligations, and/or your consent.*

We use personal information collected via our Apps for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests (“Business Purposes”), in order to enter into or perform a contract with you (“Contractual”), with your consent (“Consent”), and/or for compliance with our legal obligations (“Legal Reasons”). We indicate the specific processing grounds we rely on next to each purpose listed below.

We use the information we collect or receive:

- **To facilitate account creation and logon process** with your Consent. Also, if you choose to link your account with us to a third party accounts (e.g. such as your Google or Facebook account), we use the information you allowed us to collect from those third parties to facilitate account creation and logon process.
- **To send you marketing and promotional communications** for Business Purposes and/or with your Consent. We and/or our third party marketing partners may use the personal information you send to use for our marketing purposes, if this is in accordance with your marketing preferences. You can opt-out of our marketing emails at any time (see the “[WHAT ARE YOUR PRIVACY RIGHTS](#)” below).
- **To send administrative information to you** for Business Purposes, Legal

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Reasons and/or possibly for Contractual. We may use your personal information to send you product, service and new feature information and/or information about changes to our terms, conditions, and policies.

- **Fulfill and manage your orders** for Contractual reasons. We may use your information to fulfill and manage your orders, payments, returns, and exchanges made through the Apps.
- **To post testimonials with your Consent.** We post testimonials on our Apps that may contain personal information. Prior to posting a testimonial, we will obtain your consent to use your name and testimonial. If you wish to update, or delete your testimonial, please contact us at CustomerSupport@MindYourLovedOnes.com and be sure to include your name, testimonial location, and contact information.
- **Deliver targeted advertising to you** for our Business Purposes and/or with your Consent. We may use your information to develop and display content and advertising (and work with third parties who do so) tailored to your interests and/or location and to measure its effectiveness.
- **Request Feedback** for our Business Purposes and/or with your Consent . We may use your information to request feedback and to contact you about your use of our Apps.
- **To protect our Sites** for Business Purposes and/or Legal Reasons. We may use your information as part of our efforts to keep our Apps safe and securities (e.g. fraud monitoring and prevention).
- **To enforce our terms, conditions and policies** for Business Purposes, Legal Reasons and/or possibly Contractual.
- **To respond to legal requests and prevent harm** for Legal Reasons. If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.
- **For other Business Purposes.** We may use your information for other



Business Purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Apps, products, services, marketing and your user experience.

3. WILL YOUR INFORMATION BE SHARED WITH ANYONE?

In Short: We only share information with your consent, to comply with laws to protect your rights, or to fulfill business obligations.

We only share and disclose your information in the following situations:

- **Compliance with Laws.** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).
- **Vital Interests and Legal Rights.** We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to any person and illegal activities, or as evidence in litigation in which we are involved.
- **Vendors, Consultants and other Third party Service Providers.** We may share your data with third party vendors, service providers, contractors or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include: payment processing, data analysis, email delivery, hosting services, customer service and marketing efforts. We may allow selected third parties to use tracking technology on the Apps, which will enable them to collect data about how you interact with the Apps over time. This information may be used to, among other things, analyze and track data, determine the popularity of certain content and better understand online activity. Unless described in this Policy, we do not share, sell, rent, or trade any of your information with third parties for their promotional purposes.

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- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Third-Party Advertisers.** We may use third-party advertising companies to serve ads when you visit the Apps. These companies may use information about your visits to our Website(s) and other websites that are contained in web cookies and other tracking technologies in order to provide advertisements about goods and services of interest to you.
- **Affiliates.** We may share information with our affiliates, in which case we will require those affiliates to honor this privacy policy. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.
- **Business Partners.** We may share your information with our business partners to offer you certain products, services or promotions.
- **With Your Consent.** We may disclose your personal information for any other purpose with your consent.
- **Other Users.** When you share personal information or otherwise interact with public areas of the Apps, such personal information may be viewed by all users and may be publicly distributed outside the Apps in perpetuity.

4. WHAT IS OUR STAND ON THE SAFETY OF THIRD-PARTY WEBSITES?

In Short: We are not responsible for the safety of any information that you share with third-party providers who advertise, but are not affiliated with, our Apps or websites.

The Apps may contain advertisements from third parties that are not affiliated with us and which may link to other websites, online services or mobile applications. We cannot guarantee the safety and privacy of data you provide to any third parties. Any data collected by third parties is not covered by this privacy policy.

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We are not responsible for the content or privacy or security practices and policies of any third parties, including other websites, services or applications that may be linked to or from the Apps. You should review the policies of such third parties and contact them directly to respond to your questions.

5. HOW LONG DO WE KEEP YOUR INFORMATION?

***In Short:** We keep your information for as long as necessary to fulfill the purposes outlined in this privacy policy unless otherwise required by law.*

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements). No purpose in this policy will require us keeping your personal information for longer than 2 years past the termination of the user's account.

When we have no ongoing legitimate business needs to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

6. HOW DO WE KEEP YOUR INFORMATION SAFE?

***In Short:** We aim to protect your personal information through a system of organizational and technological security measures.*

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted using SSL technology.

The safety and security of your information also depends on you. Your name and email provide you access to our **App**, and you are responsible for keeping this

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information confidential.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our **App**. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any **privacy** settings or security measures we provide.

7. DO WE COLLECT INFORMATION FROM MINORS?

***In Short:** We do not knowingly collect data from or market to children under 18 years of age.*

We do not knowingly solicit data from or market to children under 18 years of age. By using the App, you represent that you are at least 18 years or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Apps. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information.

8. WHAT ARE YOUR PRIVACY RIGHTS?

***In Short:** You may review, change, or terminate our account at any time.*

Accessing and Correcting Your Personal Information : You must send us an email at CustomerService@MindYour-LovedOnes.com to request access to, correct, or delete any personal information that you have provided to us.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use/End User License Agreement and/or to comply with legal requirements.

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Opting out of email marketing: You can unsubscribe from our marketing email list at any time by clicking on the unsubscribe link in the emails that we send or by contacting us using the details provided below. You will then be removed from the marketing email list – however, we will still need to send you service-related emails that are necessary for the administration and use of your account. To otherwise opt-out, you may contact us CustomerService@MindYourLovedOnes.com

European Clients GDPR: If you are a resident in the European Economic Area and you believe we are unlawfully processing your personal information, you have the right to complain to your local data protection supervisory authority. You can find their contact details here: http://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080

DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

***In Short:** Yes, if you are a resident of California, you are granted specific rights regarding access to your personal information.*

California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

HOW DO WE MAKE UPDATES TO THIS PRIVACY POLICY?

***In Short:** We will update this policy as necessary to stay compliant with relevant laws and our operating procedures.*

We may update our **privacypolicy** from time to time. The updated version will be

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indicated by an updated “Revised” date and the updated version will be effective as soon as it is accessible. If we make material changes to how we treat our users’ personal information, we will post the new **privacypolicy** on this page and may notify you by email or through an in-**App** alert the first time you use the **App** after we make the change.

The date the **privacypolicy** was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address you and for periodically visiting this **privacypolicy** to check for any changes.

HOW CAN YOU CONTACT US ABOUT THIS POLICY?

If you have questions or comment about this **privacypolicy** and our **privacy** practices, you may email us at:

CustomerSupport@MindYour-LovedOnes.com

or via the following telephone number: 212 709-8104

Address

30 Wall Street, 8 th floor, New York, New York 10005

End.