

# Privacy Notice

Protecting your private information is our priority. This Statement of Privacy applies to [www.miveratech.com](http://www.miveratech.com), [www.beta.miveratech.com](http://www.beta.miveratech.com), and Mivera Technologies Inc and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Mivera Technologies Inc include [www.miveratech.com](http://www.miveratech.com), [www.beta.miveratech.com](http://www.beta.miveratech.com) and Mivera. Mivera is a platform that enables families to connect over wellness and allows the user to schedule and send wellness check ins, reminders, and question prompts using SMS and other messaging services. By using the Mivera website, you consent to the data practices described in this statement.

## Information Collection, Use, and Sharing

### Information we collect

In order to better provide you with products and services offered on our Site, Mivera may collect personally identifiable information, such as your:

- First and Last Name
- E-mail Address
- Phone Number
- ZipCode

If you purchase Mivera's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction.

Mivera may also collect anonymous demographic information, which is not unique to you, such as your:

- Age
- Gender

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. These may include: (a) registering for an account on our Site; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment

information when ordering and purchasing products and services on our Site. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

### **Use of your personal information**

We are the sole owners of the information collected on this site. We only have access to/collect information that you voluntarily give us via email or other direct contact from you. We will not sell or rent this information to anyone.

Mivera collects and uses your personal information to operate its website(s) and deliver the services you have requested.

Mivera may also use your personally identifiable information to inform you of other products or services available from Mivera and its affiliates.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request, e.g. to ship an order.

Unless you ask us not to, we may contact you via email or messaging service in the future to tell you about specials, new products or services, or changes to this privacy policy.

### **Sharing information with Third Parties**

Mivera does not sell, rent or lease its customer lists to third parties.

Mivera may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Mivera or the site; (b) protect and defend the rights or property of Mivera; and/or (c) act under exigent circumstances to protect the personal safety of users of Mivera, or the public.

### **Tracking User Behavior**

Mivera may keep track of the websites and pages our users visit within Mivera, in order to determine what Mivera services are the most popular. This data is used to deliver

customized content and advertising within Mivera to customers whose behavior indicates that they are interested in a particular subject area.

### **Automatically Collected Information**

Information about your computer hardware and software may be automatically collected by Mivera. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Mivera website.

### **Use of Cookies**

The Mivera website may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Mivera pages, or register with Mivera site or services, a cookie helps Mivera to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Mivera website, the information you previously provided can be retrieved, so you can easily use the Mivera features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Mivera services or websites you visit.

### **Links**

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

### **Surveys**

Our site requests information via surveys. Participation in these surveys is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact information (such as email, name and address), and demographic information (such as age level, educational level). Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

### **Your access and control over information**

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the Contact Us form on the website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

### **Security of your personal information**

Mivera secures your personal information from unauthorized access, use, or disclosure. Mivera uses the following methods for this purpose:

- SSL Protocol

When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

Wherever we collect sensitive information (such as credit card data), that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock

icon in the address bar and looking for "https" at the beginning of the address of the Web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

### **Right to Deletion**

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:

- Delete your personal information from our records; and
- Direct any service providers to delete your personal information from their records.

Please note that we may not be able to comply with requests to delete your personal information if it is necessary to:

- Complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us;
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;
- Debug to identify and repair errors that impair existing intended functionality;
- Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law;
- Comply with the California Electronic Communications Privacy Act;
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent;
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;
- Comply with an existing legal obligation; or

- Otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.

### **Children's Privacy**

Mivera's service is not intended for children under the age of 18. We do not knowingly or intentionally collect information about children who are under 13 years of age. If you are under the age of 13, you may not use Mivera's service in any way.

### **External Data Storage Sites**

We may store your data on servers provided by third party hosting vendors with whom we have contracted.

### **Social Media Platforms and Websites**

Any information, communications, or material of any type or nature that you submit to our Web site (including, but not limited to any of our pages contained on a social media platform or web site such as Facebook or Twitter) by email, posting, messaging, uploading, downloading, or otherwise (collectively, a "Submission"), is done at your own risk and without any expectation of privacy. We cannot control the actions of other users of any social media platform or web site and we are therefore not responsible for any content or Submissions contained on such sites and platforms. By visiting any of our pages or web sites that are contained on a social media platform or web site, you are representing and warranting to us that you have reviewed the applicable privacy policy and terms of use of such platform or web site and that you will abide by all such provisions contained therein.

Additionally, in the event that we offer a message board or any other interactive or social-type feature on a website administered directly by us, please be aware that these areas may allow you to publicly post, and share with other users, certain messages, content, or other information (e.g., stories, pictures, ingredients, tips, etc.). Although we may take certain precautions to protect those who use these areas of one of our Websites, we encourage you to be wary of giving out any personal information in such public forums. The information you post can be collected and used by people you don't know. We cannot guarantee the privacy and safety of these areas and are therefore not responsible for any information you choose to post. Your use of these features is fully at your own risk.

### **Changes to this Statement**

Mivera reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

Effective as of DATE 10/1/2020