

PRIVACY POLICY

INTRODUCTION

The AffirmedMe LLC (“AffirmedMe”, “we” “us” or “our”) operates the AffirmedMe Website and AffirmedMe App (each and “app” or “site”, respectively) and several related services (all such services, “Services”). The Privacy Policy should serve as an accessible guide to the information we collect during your use of the Services. By using the Services, you agree to this Privacy Policy. Please read our privacy policy carefully and if you do not agree with any provision provided herein you should not access or use our services.

INFORMATION YOU ARE REQUIRED TO PROVIDE

We require you to provide certain pieces of personal information in order to operate as designed.

Requested information for use of the Services may include, but is not limited to:

- i. Full Name
- ii. E-mail address
- iii. Telephone
- iv. Your Country
- v. Date of Birth
- vi. Self-selected habits.

Some of user-provided information may be optional, but a name and an active email address are required to use any of the Services.

ADDITIONAL INFORMATION

We will also collect non-personally identifiable information. This will typically include:

- i. Browser or platform type
- ii. IP address, referring site, and the date and time of each visitor request.
- iii. Location Information
- iv. Transactional Information and Billing Information.
- v. Device Information
- vi. Account Information

We collect this data to best serve our users. This information will never be released to others on a personally identifiable basis but may be released in a compiled manner.

THIRD PARTY PAYMENT PROCESSING

We may sell subscriptions or merchandise through our Services. When you make purchases through the Services, we process your payments through a third party application, including the Apple App Store, Google Play App Store, Amazon App Store (together with any similar applications, “App Stores”), Social Networking Sites (“SNS”) such as Facebook, and other third-party payment processors. The third-party application may collect certain financial information from you to process a payment on our behalf including your name, email address, address, and other billing information.

WHY WE NEED YOUR INFORMATION?

We collect your personal information for the following purposes.

- i. To register you with us.
- ii. To deliver you services you have applied for.
- iii. To communicate with you.
- iv. To comply with the contractual obligations.
- v. To send you important notices in lieu of services.
- vi. For research and development.
- vii. To verify your identity.
- viii. To conduct surveys and researches.
- ix. To conduct marketing, promotions, and advertising activities.
- x. To monitor online activity on Company's properties.
- xi. To market, improve and add our products and services (including online).
- xii. To respond to a serious threat to an individual's life or to public health or safety.
- xiii. To administer relationship with you by responding to your enquiries and providing you with information about our events, products and services that may be of interest to you.
- xiv. To fulfil our obligations, rights or claims in legal proceedings.
- xv. To authenticate users.
- xvi. To investigate and prevent possible fraud and illegal activity.
- xvii. To process and facilitate payment for goods and services facilitated by us.
- xviii. To deal with disputes and complaints.
- xix. To comply with laws, including assisting government agencies and law enforcement investigations.
- xx. To use or disclose it as otherwise authorized or permitted by law.

COOKIES

We may also use cookies or web beacons to track a user's interactions with the Services. This information will be used to deliver or optimize the Services, manage accounts, for research and analysis, to communicate with users and to develop content. You can opt-out of cookies by utilizing the settings provided in their browsers, but some of the functionality of the Services may be disabled or inaccessible if you do so.

Additionally, we may collect information from our mobile application users who have installed our application in a similar manner to optimize the mobile experience. Any entries made on the mobile application will be used to optimize the Services, manage accounts, for research and analysis, to communicate with users and to develop content. This information will never be released to others on a personally identifiable basis but may be released in a compiled manner.

HOW WE MAY USE YOUR INFORMATION

We may also disclose certain Personal Information:

- i. To third party vendors who helped us to provide you the services.
- ii. To third parties to whom you demand us to send Personal Information.
- iii. To our affiliates, partners, subsidiaries, joint ventures, or other companies.
- iv. If we believe in good faith that such disclosure is important to:
 - ❖ Resolve disputes, investigate problems, or enforce our terms and conditions.
 - ❖ To comply with relevant laws or to respond to requests from law enforcement or other government officials relating to investigations or alleged illegal activity, in which case we can (and you authorize us to) disclose Personal Information without subpoenas or warrants served on us; or

- ❖ To protect and defend our rights or property or the rights and property of you or third parties.

THIRD PARTY LINKS

Your dealings with advertisers or other third parties found on or accessible through the Services are solely between you and such third party. These dealings include, but are not limited to, your participation in promotions, the payment for and delivery of items if any, and any terms, conditions, warranties, or representations associated with such dealings. Third party links are provided solely as a convenience to you and should not be construed as an endorsement by us. You shall access and use such third-party sites, including the content, items, or services on those sites, solely at your own risk. We do not make any representations or warranties with respect to any content or privacy practices, or otherwise with respect to such third parties or any items or services that may be obtained from such third parties, and you agree that we will have no liability with respect to any loss or damage of any kind incurred as a result of any dealings between you and any third party, or as a result of the presence of links or ads of such third parties on the Services.

CHILDREN UNDER THIRTEEN (13)

Our Services and App are not for children under thirteen (13). We do not necessary collect the information of children under 13. Protecting the privacy of children is very important to us. If we later learn that a user is under 13 years of age, we will take steps to remove that user's Personal Information from our databases and to prevent the user from utilizing the Sites and the Services. However, you are under the age of thirteen (13) and using our services you understand that we shall not be held liable to you for any loss of data.

YOUR RIGHT

You can review and/or change certain of your Personal Information by logging into the Site or the App and accessing your account. You authorize us to use and disclose any new or modified information that you provide in accordance with this Privacy Policy. You can stop all collection of information by the App(s) by uninstalling the App(s). You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network. You can access and modify the Personal Information associated with your Account through your Account settings. If you want us to delete your Personal Information and your Account, please contact us at, “affirmedme@protonmail.com” with your request. We will start the process to delete your information in a reasonable time.

CHANGES TO THE PRIVACY POLICY

Although most changes are likely to be minor, we may change our Privacy Policy from time to time, and at our sole discretion. We encourage you to frequently check this page for any changes to its Privacy Policy. Your continued use of the Services after any change in this Privacy Policy will constitute your acceptance of such change.

QUESTIONS, COMPLAINTS AND FEEDBACK

Should you have any question, feedback, concern, or complaint regarding our privacy policy you are encouraged to contact us at, “affirmedme@protonmail.com”.