

Privacy Policy

Last Updated: 07/25/24

This Privacy Policy outlines the privacy practices of Wyndy.com, Inc. ("Wyndy.com," "we," "us," or "our") and governs the handling of personal information collected through our digital platforms linked to this Privacy Policy, including our website and mobile application (collectively, the "Service"). This policy also extends to personal information obtained through social media, marketing activities, and other specified channels.

Collection of Personal Information

Information You Provide to Us. Personal information that you might share with us via the Service or other means encompasses:

- **Account information:** First and last name, email address, billing and mailing addresses, and phone number.
- **User profile:** Username, password, date of birth, referral code, biographical details, photograph, links to social network profiles, and other added account information.
- **Communications:** Correspondence exchanged with you, whether through the Service, social media, or other means.
- **Payment and transactional information:** Information required for order processing and payments, including payment card details and purchase history.
- **Marketing data:** Preferences for receiving marketing communications and engagement details.
- **User-generated content:** Profile pictures, images, comments, reviews, and other content provided on the Service.
- **Messaging:** The platform enables users to communicate with each other through the messaging feature. We may retain these messages to facilitate delivery and provide you with the ability to manage your communications.
- **Inviting Friends/Providers:** Users have the option to invite friends to join the platform by sharing their contact details, selecting Facebook friends for invitations, or importing their address book through login information. We use the provided contact information to send invitations for connecting on the platform. While we may

store their Personal Information in our records, we refrain from sending promotional emails unless they choose to register for an account or explicitly request such communication.

- **Reference Data:** Users (if a babysitter) have the option to provide past babysitting job references from parents. During this process, parents are requested to input their contact information, including first name, last name, email address, and phone number, which is securely stored in our records. Further details on "How We Utilize Your Personal Information" and "How We Share Your Personal Information" can be found in the sections below.
- **Babysitting data:** Information about your child (if a parent) and details related to your babysitting experience (if a babysitter).
- **Identity data:** National identification number (e.g. Social Security Number), state or local identification number (e.g. Driver's License or State Identification Number), and an image of the relevant identification card.
- **Other data:** Additional information used as described in this Privacy Policy.

Third-Party Sources. We might merge the personal information received from you with information we acquire from other sources, including:

- **Public sources:** Information from public records, social media platforms, and other publicly available sources.
- **Data providers:** Information services, identity verification services, background check providers, and data licensors.

Should you opt to log in to the Service through a third-party platform or social media network or link your account on said platform or network to your Service account, we may gather information from that specific platform or network. This information may encompass your Facebook username, user ID, profile picture, email address, and friends list, among other details.

Automatic Data Collection. Us, along with our service providers and business partners, may automatically record information about you, your computer or mobile device, and your interactions over time with the Service, our communications, and other online services. Examples include:

- **Device data:** Operating system details, device type, IP address, unique identifiers, language settings, and location information.
- **Online activity data:** Pages or screens viewed, navigation paths, access times, and interactions with our communications and services.
- **Precise geolocation data:** When authorized through our mobile application.

Cookies and Comparable Technologies. Similar to many online services, we employ the following technologies:

- **Cookies:** To enhance your experience on the Site, we collect anonymous information through cookies, small text files stored on your computer. These cookies track aspects such as your site visits, viewed pages, and post-Site navigation. It's important to note that these cookies don't link to any personal information about you. However, disabling cookies may restrict your access to certain features on the Site.
- **Activity and Log Data:** Our system automatically stores information related to your Site usage in log files. This includes details like the pages you've visited, your browser type, IP address, operating system, and the date and time of your visits. We leverage this information for effective site administration and to analyze trends, ensuring we continually enhance and optimize your experience on the Site.
- **Web Beacons (Pixel Tags or Clear GIFs):** Used to indicate that a webpage or email address was accessed or opened, or that specific content was viewed or clicked.
- **Software Development Kits (SDKs):** These incorporate third-party computer code into our app, allowing service providers or advertising partners to collect user data directly. This serves various purposes, such as providing analytics on app usage, integrating with social media, adding features to the app, or facilitating online advertising.
- **Session Replay Technologies:** Leveraging third-party services like Mouseflow, these technologies use software code to record users' interactions with the Services. This allows us to review DVR-like replays of user sessions, including clicks, mobile app touches, mouse movements, scrolls, and keystrokes. These

replays aid in diagnosing usability issues and identifying areas for improvement. Further information about Mouseflow can be found at <https://mouseflow.com/legal/company/privacy-policy/>.

Information about Others: Users of the Service may be able to recommend friends or other contacts to us and provide their contact details. Please refrain from referring someone to us or sharing their contact information unless you have obtained their explicit permission to do so.

How We Utilize Your Personal Information:

We might employ your personal information for the following purposes or as explicitly detailed at the point of collection:

Delivery of Services: We might utilize your personal information to:

- Provide, enhance, and manage the Service and our business.
- Process your payments and finalize transactions with you.
- Establish and maintain your user profile on the Service.
- Perform background checks.
- Facilitate your invitations to friends you wish to join the Service.
- Enable security features of the Service, such as sending security codes via email or SMS and remembering devices from which you have previously logged in.
- Communicate with you regarding the Service, including sending announcements, updates, security alerts, and support and administrative messages.
- Comprehend your needs and interests, personalizing your experience with the Service and our communications.
- Offer support for the Service and address your requests, questions, and feedback.

Research and Development: Your personal information may be employed for research and development endeavors, aiming to analyze and enhance the Service and our business. As part of these initiatives, we may generate aggregated, de-identified, or other anonymous data from the collected personal information. The process involves eliminating details that identify you personally. This anonymized data may be utilized and shared with third parties for lawful business purposes, contributing to the analysis and improvement of the Service and the promotion of our business.

Marketing and Advertising: We, along with our service providers and third-party advertising partners, may gather and utilize your personal information for marketing and advertising purposes:

- **Direct Marketing:** We may dispatch communications related to Wyndy.com or other direct marketing in accordance with applicable laws. You have the option to decline our marketing communications, as detailed in the Opt-out of Marketing section below.
- **Interest-Based Advertising:** We might collaborate with third-party advertising firms and social media entities to exhibit advertisements on our Service and other online platforms. These entities may employ cookies and akin technologies to amass data about your interactions (inclusive of the information outlined in the automatic data collection section above) throughout the Service, our communications, and additional online services. Utilizing this data, they personalize online advertisements believed to capture your interest—a practice known as interest-based advertising. Additionally, we may share user information with these entities to facilitate interest-based advertising to those with similar characteristics on alternative online platforms. Further details about restricting interest-based advertising are available in the Advertising Choices section below.

Compliance and Safeguarding: We might utilize your personal information to:

- Adhere to relevant laws, legal requests, and judicial procedures, including responding to subpoenas or requests from government authorities.
- Safeguard our, your, or others' rights, privacy, safety, or property, which may involve initiating and defending legal claims.
- Conduct internal audits to ensure compliance with legal, contractual requirements, or internal policies.
- Enforce the terms and conditions governing the Service.
- Prevent, identify, investigate, and deter fraudulent, harmful, unauthorized, unethical, or illegal activities, including cyberattacks and identity theft.

With Your Consent: On certain occasions, we may explicitly seek your consent to gather, use, or disclose your personal information, as required by law.

Retention: Generally, we retain personal information to fulfill the purposes for which it was collected. This includes meeting legal, accounting, or reporting obligations, establishing or defending legal claims, or preventing fraud. Determining the appropriate retention period involves considering factors such as the quantity, nature, and sensitivity of the personal information, potential risks from unauthorized use or disclosure, the purposes of processing, whether those goals can be achieved through other means, and applicable legal requirements.

Upon no longer requiring the personal information collected, we may opt to delete it, anonymize it, or isolate it from further processing.

How We Share Your Personal Information:

We may disclose your personal information to the following entities, in alignment with the descriptions provided in this Privacy Policy or as communicated at the time of collection.

Affiliates: Our corporate parent, subsidiaries, and affiliated entities, for purposes consistent with this Privacy Policy.

Service Providers: Third parties offering services on our behalf or aiding in the operation of the Service or our business. This includes services like hosting, identity verification, background checks, screening services, information technology, customer support, email delivery, marketing, and website analytics.

Payment Processors: Any payment card details used for Service purchases are directly collected and processed by our payment processors, such as Stripe. Refer to Stripe's privacy policy at <https://stripe.com/privacy> for information on how they handle your payment data.

Advertising Partners: Third-party advertising companies engaged for the interest-based advertising purposes outlined earlier.

Third-Party Platforms and Social Media Networks: If you activate features linking the Service to a third-party platform or social media network, authorizing us to share personal information, we may disclose such information. It's important to note that we don't control how the third party uses your personal information.

Professional Advisors: Legal, auditing, banking, and insurance professionals, engaged as needed in the provision of their professional services to us.

Authorities and Other Parties: We may disclose information to law enforcement, government authorities, and private entities when we believe, in good faith, that such disclosure is necessary or appropriate for the compliance and protection purposes outlined above.

Business Transferees: In scenarios involving corporate divestiture, merger, consolidation, acquisition, reorganization, sale, or any disposition of business or assets, acquirers and other relevant participants in such transactions (including negotiations and due diligence) may be privy to information. This also applies in connection with bankruptcy or similar proceedings involving Bambino or our affiliates.

Other Users and the Public: Your profile and user-generated content could be visible to other Service users and the public. For instance, if you choose to make your profile or personal information available through the Service, such as when creating a babysitter profile, booking a babysitter, providing reviews, or sharing other content, other users or the public may access your information. This data may be viewed, collected, and used by others, including caching, copying, screen capturing, or storage by third parties (e.g., search engines). We disclaim responsibility for any such use of information.

Your Options:

Concerning your personal information, you have the following choices:

Access or Update Information: If you've registered for an account through the Service, you can review and update specific account details by logging into your account.

Opt-out of Marketing Communications: To stop receiving marketing-related emails, you can follow the opt-out or unsubscribe instructions found at the bottom of the email or contact us directly. Please be aware that opting out of marketing emails does not affect your receipt of service-related and other non-marketing emails.

Opt-out of Marketing Text Messages: If you receive marketing text messages from us, you can opt out by replying STOP to the marketing message.

Choices Regarding Advertising: To control the use of your information for interest-based advertising, you can take the following actions:

- **Browser Settings:** Adjust your browser settings to block third-party cookies.
- **Privacy Browsers/Plug-ins:** Use privacy browsers or ad-blocking browser plug-ins that enable you to block tracking technologies.
- **Platform Settings:** Google and Facebook provide opt-out features, allowing you to opt out of the use of your information for interest-based advertising:
 - Google: <https://adssettings.google.com/>
 - Facebook: <https://www.facebook.com/about/ads>
- **Ad Industry Tools:** Opt out of interest-based ads from companies participating in industry opt-out programs:
 - Network Advertising Initiative: http://www.networkadvertising.org/managing/opt_out.asp
 - Digital Advertising Alliance: <https://optout.aboutads.info/>
 - AppChoices Mobile App: Access the AppChoices mobile app at <https://www.youradchoices.com/appchoices> to opt out of interest-based ads in mobile apps served by participating members of the Digital Advertising Alliance.
- **Mobile Settings:** Use your mobile device settings to limit the use of the advertising ID associated with your device for interest-based advertising purposes.

To opt out, please apply these settings on each device you intend to opt out from.

Be aware that we may collaborate with companies offering their own opt-out methods, which may differ from the mechanisms linked above.

Do Not Track Signals: While some internet browsers can send "Do Not Track" signals to visited online services, we currently do not respond to such signals. Learn more about "Do Not Track" at <http://www.allaboutdnt.com>.

Declining to Provide Information: To offer specific services, we need to collect personal information. If you choose not to provide required or mandatory information, we may be unable to provide those services.

Third-Party Platforms: If you connect to the Service through a social media account or other third-party platform, you can potentially use settings within your platform account to limit the information we receive. If you revoke our access to information from a third-party platform, this choice won't affect information already received from that third party.

User Data Deletion: To delete an account, please contact us via email or phone. Once we verify your request, we will completely delete your personal information.

Email: support@wyndy.com

Phone: (888) 449-9639

Other Websites and Services:

The Service may include links to third-party websites, mobile applications, and other online services. Additionally, our content may be integrated into web pages or other online services unrelated to us. These links and integrations do not imply our endorsement or affiliation with any third party. We lack control over websites, mobile applications, or online services operated by third parties and are not accountable for their actions. We recommend reviewing the privacy policies of other websites, mobile applications, and online services you engage with.

Security Measures:

We implement various technical, organizational, and physical safeguards to secure the personal information we collect. Despite these measures, security risks are inherent in all internet and information technologies, and we cannot guarantee the absolute security of your personal information.

International Data Transfer:

As our headquarters are in the United States, we may engage service providers operating in other countries. This may result in the transfer of your personal information to the United States or other locations where privacy laws may not offer the same level of protection as those in your state, province, or country.

Children's Privacy:

The Service is not intended for use by individuals under 13 years of age. If we discover that we have collected personal information from a child under 13 through the Service without the required consent from the child's parent or guardian, we will promptly delete it. We encourage concerned parents or guardians to reach out to us.

Changes to this Privacy Policy:

We retain the right to amend this Privacy Policy at any time. In the event of substantial changes, we will notify you by updating the date of this Privacy Policy and posting it on the Service. If mandated by law, we may also provide notifications through other means, such as email or another method within the Service, which we believe is reasonably likely to reach you. Any modifications to this Privacy Policy will be effective upon posting the modified version (or as otherwise indicated at the time of posting). By using the Service after the effective date of any modified Privacy Policy, you indicate your acceptance of the changes.

How to Contact Us:

- **Email:** support@wyndy.com
- **Phone:** (888) 449-9639