

The Nourished Nest Foundation Privacy Policy

The Nourished Nest Foundation, (collectively, “**The Nourished Nest Foundation,**” “**we,**” “**our,**” and “**us**”) provides outpatient mental health treatment for young adults, individuals & families. This Privacy Policy is designed to help clarify how we collect, use, and share your personal information and to help you understand and exercise your privacy rights.

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1. SCOPE

This Privacy Policy applies to personal information processed by us, including on our websites, mobile applications , and other online platforms. To make this Privacy Policy easier to read, our websites, mobile applications, and other offerings are collectively called “**Services.**” The Nourished Nest Foundation may provide additional privacy notices and authorizations to individuals at the time we collect their personal information.

HIPAA Notice of Privacy Practices. This Privacy Notice does not apply to our processing of “Protected Health Information” as a “Covered Entity” under the Health Insurance Portability and Accountability Act of 1996 (“**HIPAA**”). Where we or

related members of our organized health care arrangement act as a “Covered Entity”, we provide a specific privacy notice and patient consent form to participants that describes our privacy practices in connection with collecting medical information when you sign up for an intake or consultation as well as any other session or meeting with a healthcare provider. Such separate HIPAA Notice of Privacy Practices will govern our use of your personal information related to the therapy, including any “Protected Health Information.”

2. PERSONAL INFORMATION WE COLLECT

The categories of personal information we collect, with your consent, depend on how you interact with us, our Services, and the requirements of applicable law. For example, we may collect different information depending on whether you are a patient or visitor to our website. We collect information that you provide to us, information we obtain automatically when you use our Services, and information from other sources such as third-party services and organizations, as described below.

A. Information You Provide to Us Directly

We may collect the following personal information that you provide to us.

- **Initial Information.** We may collect information when you create an account on our site, such as your name, date of birth, guardian name (if applicable), email, and phone number.
- **Contact Us.** If you use one of our “Contact Us”, “Get Help Now” or similar features or subscribe or register for one of our products or services (or create an account for any such product or service), we may collect your email address, first and last name, telephone number, address, and, if applicable, organization information.
- **Filling in Forms on our Websites.** If you request to receive information, subscribe to a mailing list, or register to volunteer, we will collect information such as your first and last name, email address, and phone number.

- **Service Access.** We may collect information when you access our Services through our website or related online portals.
- **Purchases.** We may collect personal information and details associated with your purchases, including payment information. Any payments made via our Services are processed by third-party payment processors. We do not directly collect or store any payment card information entered through our Services, but it may receive information associated with your payment card information (e.g., your billing details).
- **Your Communications with Us.** We may collect personal information, such as email address, phone number, or mailing address when you request information about our Services, request customer or technical support, apply for a job, or otherwise communicate with us.
- **Surveys.** We may contact you to participate in surveys. If you decide to participate, you may be asked to provide certain information which may include personal information.

B. Information Collected Automatically

We may collect personal information automatically when you use our Services:

- **Automatic Data Collection Through Our Services.** We may collect certain information automatically when you use our Services, such as your Internet protocol (IP) address, user settings, MAC address, cookie identifiers, mobile carrier, mobile advertising and other unique identifiers, browser or device information, location information (including approximate location derived from IP address), and Internet service provider. We may also automatically collect information regarding your use of our Services, such as pages that you visit before, during and after using our Services, information about the links you click, the types of content you interact with, the frequency and duration of your activities, and other information about how you use our Services.
- **Cookies, Pixel Tags/Web Beacons, and Other Technologies.** We, as well as third parties that provide content, advertising, or other functionality on our Services, may

use cookies, pixel tags, local storage, and other technologies (“**Technologies**”) to automatically collect information through your use of our Services.

C. Information Collected from Other Sources

We may obtain information about you from other sources, including through third-party services and organizations. For example, we may obtain information related to your medical history through your healthcare provider (a “**Healthcare Provider**”).

3. HOW WE USE YOUR INFORMATION

We use your information for a variety of business purposes, including to provide our Services, for administrative purposes, and to market our products and Services, as described below.

A. Provide Our Services

We use your information to fulfill our contract with you and provide you with our Services, such as:

- Managing your information and accounts;
- Providing access to certain areas, functionalities, and features of our Services;
- Answering requests for customer or technical support;
- Communicating with you about your account, activities on our Services, and policy changes;
- Processing your financial information and other payment methods for products or Services purchased;
- Processing applications if you apply for a job we post on our Services; and
- Allowing you to register for events.

B. Administrative Purposes

We use your information for various administrative purposes, such as:

- The purposes set forth in the authorization you provide to The Nourished Nest Foundation;

- Pursuing our legitimate interests such as direct marketing, research and development (including marketing research), network and information security, and fraud prevention;
- Detecting security incidents, protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for that activity;
- Measuring interest and engagement in our Services;
- Short-term, transient use, such as contextual customization of ads;
- Improving, upgrading or enhancing our Services;
- Developing new products and Services;
- Ensuring internal quality control and safety;
- Authenticating and verifying individual identities, including requests to exercise your rights under this policy;
- Debugging to identify and repair errors with our Services;
- Auditing relating to interactions, transactions and other compliance activities;
- Enforcing our agreements and policies; and
- Complying with our legal obligations.

C. Marketing and Advertising our Products and Services

We may use personal information to tailor and provide you with content and advertisements. We may provide you with these materials as permitted by applicable law.

Some of the ways we market to you include email campaigns, custom audiences advertising, and “interest-based” or “personalized advertising,” including through cross-device tracking.

If you have any questions about our marketing practices or if you would like to opt out of the use of your personal information for marketing purposes, you may contact us at any time as set forth in “Contact Us” below.

D. Analytics

We may use Technologies and other third-party tools to process analytics information on our Services. Some of our analytics partners include:

- **Google Analytics.** We use analytics services provided by Google Inc. This allows us to process usage data to better understand how our website and web-related Services

are used. This enables us to continually improve our website, making it relevant to your interests and needs. This may involve personal data, such as cookie and other device identifiers. The data collected by Google Analytics is usually transferred to a Google server in the USA and processed there. In addition, Google uses your data for its own purposes, e.g. for profiling or linking it to other data.

E. Other Purposes

We also use your information for other purposes as requested by you or as permitted by applicable law.

- **Consent.** We may use personal information for other purposes that are clearly disclosed to you at the time you provide personal information or with your consent.
- **De-identified and Aggregated Information.** We may use your personal information and other information about you to create de-identified and/or aggregated information, such as de-identified demographic information, de-identified location information, de-identified health information, de-identified information about your use of the connected medical device, information about the device from which you access our Services, or other analyses we create. De-identified and/or aggregated information is not personal information, and we may use and disclose such information in a number of ways, including the development of future learnings, research, internal analysis, analytics, and any other legally permissible purposes.
- **Share Content with Patients and Healthcare Providers.** Our Services may offer various tools and functionalities. For example, we may allow you to provide information about your patients or Healthcare Provider through our referral services. Our referral services may allow you to forward or share certain content with a patient or Healthcare Provider, such as an email inviting a patient to enroll in our Services. Please only share with us contact information of people with whom you have a relationship (e.g., your patients or Healthcare Provider) and in all cases in accordance with all applicable law.

4. HOW WE DISCLOSE YOUR INFORMATION

We disclose your information to third parties for a variety of business purposes, including to provide our Services, to protect us or others, or in the event of a major business transaction such as a merger, sale, or asset transfer, as described below.

A. Disclosures to Provide our Services

The categories of third parties with whom we may share your information are described below.

- **Service Providers.** We may share your personal information with our third-party service providers who use that information to help us provide our Services. This includes service providers that provide us with IT support, hosting, payment processing, customer service, and related services.
- **Business Partners.** We may share your personal information with business and co-branding partners to provide you with a product or service you have requested. We may also share your personal information to business and co-branding partners with whom we jointly offer products or services.
- **Affiliates.** We may share your personal information with our company affiliates for our administrative purposes, including activities for them to provide services to you or support and supplement the Services we provide.
- **Healthcare Providers.** We may share your personal information with your Healthcare Provider in order to provide the Services.
- **Other Users/Website Visitors.** As described above in “Personal Information We Collect,” our Services allow you to share User Content publicly, including to those who do not use our Services.
- **Third-Party Services.** Certain features and functionalities within the Services may allow you to interface or interact with, access, use, and/or disclose personal information to third-party services, products, technology, medical device implant manufacturers, health care providers, and applications (collectively, “**Third-Party Services**”). The Nourished Nest Foundation does not provide any aspect of the Third-Party Services and is not responsible for your use of or sharing of information

with the Third-Party Services. Once your personal information has been shared with the Third-Party Service, it will also be subject to the Third-Party Service's privacy policy and the Third-Party Service may use your personal information for its own purposes. We encourage you to closely read each Third-Party Service's privacy policy with whom you share your personal information. You acknowledge sole responsibility for and assume all risk arising from your use of or sharing of information with any Third-Party Services.

- **Advertising Partners.** We may share your personal information with third-party advertising partners, subject to applicable law. These third-party advertising partners may set Technologies and other tracking tools on our Services to collect information regarding your activities and your device (e.g., your IP address, cookie identifiers, page(s) visited, location, time of day). These advertising partners may use this information (and similar information collected from other services) for purposes of delivering personalized advertisements to you when you visit digital properties within their networks. This practice is commonly referred to as "interest-based advertising" or "personalized advertising."

- **APIs/SDKs.** We may use third-party Application Program Interfaces ("APIs") and Software Development Kits ("SDKs") as part of the functionality of our Services. For more information about our use of APIs and SDKs, please contact us as set forth in "Contact Us" below.

B. Disclosures to Protect Us or Others

We may access, preserve, and disclose any information we store associated with you to external parties if we, in good faith, believe doing so is required or appropriate to: comply with law enforcement or national security requests and legal process, such as a court order or subpoena; protect your, our, or others' rights, property, or safety; enforce our policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual illegal activity.

C. Disclosure in the Event of Merger, Sale, or Other Asset Transfers

If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, purchase or sale of assets, or transition of service to another

provider, your information may be sold or transferred as part of such a transaction, as permitted by law and/or contract.

5. YOUR PRIVACY CHOICES AND RIGHTS

Your Privacy Choices. The privacy choices you may have about your personal information are determined by applicable law and are described below.

- **Email and Telephone Communications.** If you receive an unwanted email from us, you can use the unsubscribe link found at the bottom of the email to opt out of receiving future emails. Note that you will continue to receive transaction-related emails regarding products or Services you have requested. We may also send you certain non-promotional communications regarding us and our Services, and you will not be able to opt out of those communications (e.g., communications regarding our Services or updates to our Terms or this Privacy Policy).

- **Text Messages.** You may opt out of receiving text messages from us by following the instructions in the text message you have received from us or by otherwise contacting us.

- **Mobile Devices.** We may send you push notifications through our mobile application. You may opt out from receiving these push notifications by changing the settings on your mobile device. With your consent, we may also collect precise location-based information via our mobile application. You may opt out of this collection by changing the settings on your mobile device.

- **“Do Not Track.”** Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. Please note that we do not respond to or honor DNT signals or similar mechanisms transmitted by web browsers.

Your Privacy Rights. In accordance with applicable law, you may have the right to:

- **Access Personal Information** about you, including: (i) confirming whether we are processing your personal information; (ii) obtaining access to or a copy of your personal information;

- **Request Correction** of your personal information where it is inaccurate, incomplete or outdated. In some cases, we may provide self-service tools that enable you to update your personal information;
- **Request Deletion, Anonymization or Blocking** of your personal information when processing is based on your consent or when processing is unnecessary, excessive or noncompliant;
- **Request Restriction of or Object to** our processing of your personal information when processing is noncompliant;
- **Withdraw your Consent** to our processing of your personal information. If you refrain from providing personal information or withdraw your consent to processing, some features of our Service may not be available;
- **Request data portability and receive an electronic copy of personal information that you have provided to us;**
- **Be informed** about third parties with which your personal information has been shared; and
- **Request the review of decisions taken exclusively based on automated processing** if that could affect data subject rights.

If you would like to exercise any of these rights, please contact us as set forth in “Contact Us” below. We will process such requests in accordance with applicable laws.

6. SECURITY OF YOUR INFORMATION

We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, no system is 100% secure, and we cannot ensure or warrant the security of any information you provide to us. We have taken appropriate safeguards to require that your personal information will remain protected

and require our third-party service providers and partners to have appropriate safeguards as well. To the fullest extent permitted by applicable law, we do not accept liability for unauthorized disclosure.

By using our Services or providing personal information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of our Services. If we learn of a security system's breach, we may attempt to notify you electronically by posting a notice on our Services, by mail or by sending an email to you.

7. INTERNATIONAL DATA TRANSFERS

All information processed by us may be transferred, processed, and stored anywhere in the world, including, but not limited to, the United States or other countries, which may have data protection laws that are different from the laws where you live. We endeavor to safeguard your information consistent with the requirements of applicable laws.

8. RETENTION OF PERSONAL INFORMATION

We store the personal information we collect as described in this Privacy Policy for as long as you use our Services or as necessary to fulfill the purpose(s) for which it was collected, provide our Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws.

9. CHILDREN'S INFORMATION

The Services are not directed to children under 13 (or other age as required by local law), and we do not knowingly collect personal information from children, except where we have parent's verifiable consent.

If you are a parent or guardian and wish to review information collected from your child, or have that information modified or deleted, you may contact us as described

in “Contact Us” below. If we become aware that a child has provided us with personal information in violation of applicable law, we will delete any personal information we have collected, unless we have a legal obligation to keep it, and terminate the child’s account if applicable.

10. OTHER PROVISIONS

Third-Party Websites/Applications. The Services may contain links to other websites/applications and other websites/applications may reference or link to our Services. These third-party services are not controlled by us. We encourage our users to read the privacy policies of each website and application with which they interact. We do not endorse, screen or approve, and are not responsible for, the privacy practices or content of such other websites or applications. Providing personal information to third-party websites or applications is at your own risk.

Supervisory Authority.

If you are located in the European Economic Area, Switzerland, the United Kingdom or Brazil, you have the right to lodge a complaint with a supervisory authority if you believe our processing of your personal information violates applicable law.

Changes to our Privacy Policy. We may revise this Privacy Policy from time to time at our sole discretion. If there are any material changes to this Privacy Policy, we will notify you as required by applicable law. You understand and agree that you will be deemed to have accepted the updated Privacy Policy if you continue to use our Services after the new Privacy Policy takes effect.

13. CONTACT US

If you have any questions about our privacy practices or this Privacy Policy, or to exercise your rights as detailed in this Privacy Policy, please contact us at:

The Nourished Nest Foundation
info@nourishednestfoudation.org