



Effective Date: 23rd November, 2023

Nurture Wellness, LLC. (hereinafter referred to as “The Company,” “Nurture Wellness,” “we,” “our,” or “us”) respects the privacy of individuals who avail our websites, mobile application, and related services (hereinafter collectively referred to as “our Services”). Our privacy policy (hereinafter referred to as “our Privacy Policy”) elucidates how we gather, utilize, and disseminate information from users of our Services (hereinafter referred to as “Users”, “you”, or “your”). By availing our Services, you consent to the collection, use, disclosure, and procedures our Privacy Policy outlines. Apart from our Privacy Policy, your use of our Services is also subject to our Terms of Use.

## Information We Gather

We may gather a variety of information from or about you or your devices from various sources, as outlined below.

### Information You Share with Us

When a user accesses one of our websites, information that personally identifies the user can be gathered and processed by The Company’s employees. Typically, the only information that will be gathered is the user’s name, business address, mailing address, telephone number, fax number, e-mail address, and professional licensing information when this information is willingly provided to us. Furthermore, this information can be gathered as a result of the services or the products a user requests information about or purchases from us. Lastly, The Company can gather or process personally identifiable information, such as a user’s Internet domain or IP address, as part of the standard operation of our websites, or during the standard course of a user’s activities on or use of our websites. In nearly all instances this data is gathered or processed by, or transferred to, The Company’s corporate headquarters. When a user accesses our websites, the user is consenting to the gathering, processing, transfer, or use of this information. If a user chooses not to consent to the gathering, processing, transfer, or use of this information in this manner, then the user should not access, or should cease accessing, our websites.

### Account Information

If you register for an account on our Services, then we request information about you, such as your name, mailing address, email address, telephone number, and date of birth. We may also provide you the option to share additional information, such as your professional licensing information if you are a licensed health-care practitioner.



## Communications

If you reach out to us directly, then we may receive additional information about you. For instance, if you contact us for customer support, then we may receive your name, email address, telephone number, the contents of the message, and any attachments you send to us, as well as any other information you choose to provide. If you sign up to receive updates, offers, or other promotional information, then we will gather certain information from you, such as your email address. You can unsubscribe from our promotional emails via the link provided in the emails. Please note that even if you opt out from receiving promotional messages from us, you will continue to receive administrative messages from us.

## Payment Information

If you make a purchase through our Services, then we request information, such as your name, email address, telephone number, shipping address, and billing address. Your payment information, such as your credit card information or other financial information, will also be gathered and processed by a third-party payment processor on our behalf.

## Health and Wellness Information

To provide testing services (including generating meaningful results), we request certain health and wellness information from you, including your height and weight, demographic information, health history, medication history, and dietary, sleep, and exercise habits (“Health and Wellness Information”). With your consent, we use your Health and Wellness Information, your test results, and information about the purchases you make through our Services for research, analytics, and product development purposes and to create de-identified or aggregate data that we might share with third parties for their own research and product development purposes. In addition, if you are a customer of one of our third-party partners and you use our Services as part of a promotion with that partner, with your consent, we will share your test results with that third-party partner.

## Surveys

If you opt to participate in one of our surveys to assist you in identifying which The Company’s products are suitable for you, then we gather information you choose to provide in response to the quiz, such as your contact details, demographic information, and health and medical information.

## Biological Sample

To utilize our tests, we may necessitate a biological sample, such as a saliva, urine, blood, or stool sample. We employ your biological sample to provide your test results.

## Other Content

We also receive other information or content you choose to provide to us through the Services, such as product ratings and reviews you opt to post to the Services. Please refer to the “User Content” disclosure in the “How We Share the Information We Collect” section, below, for information about how this information or content is viewable by other users of our Services.



## Information We Automatically Gather When You Utilize Our Services

Information from Cookies and Similar Technologies. We and our third-party partners gather information using cookies, pixel tags, or similar technologies. Our third-party partners, such as analytics partners and advertising partners, may use these technologies to gather information about your online activities and across different services. Cookies are small text files containing a string of alphanumeric characters. We may use session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and can be used by your browser on subsequent visits to our Services. Please review your web browser's "Help" file to learn the proper way to modify your cookie settings. Please note that if you delete or choose not to accept cookies from the Services, then you might not be able to utilize the features of the Services to their fullest potential.

### Location Information

If you opt to use certain features of our Services, such as to find a licensed health-care practitioner near you, then we receive location information you opt to provide to us, such as your city or Zip Code, or, with your permission, we receive your precise location information. We may also infer your general location information; for example, by using your internet protocol (IP) address.

### Device Information

We receive information about the device and software you use to access our Services, such as your IP address, web browser type, and operating system version.

### Usage Information

To assist us in understanding how you use our Services and to help us improve them, we automatically receive information about your interactions with our Services, such as the pages or other content you view, the searches you conduct, the products you purchase, your favorites and comments, content you post, and the dates and times of your visits.

## Information Dissemination Practices

### Affiliated Entities

Information collected may be shared with our corporate affiliates in accordance with our Privacy Policy.

### Service Providers and Vendors

Information collected may be shared with vendors and service providers engaged in the delivery of our Services.

### User Content

Our Services enable you to share content such as product reviews and ratings. By default, the content you post on the Services will be displayed on the Services and accessible to other users. We are not liable for other users' use of available information, hence, you should consider what to post and how to identify yourself on the Services.



## Advertising Partners

We collaborate with third-party advertising partners to display ads we believe may interest you. Some advertising partners are members of the Network Advertising Initiative (<https://optout.networkadvertising.org>) or the Digital Advertising Alliance (<https://optout.aboutads.info>). If you prefer not to receive personalized ads, you can visit their opt-out pages to learn how to opt out of receiving web-based personalized ads from member companies. You can also access settings offered by your mobile operating system to limit ad tracking, or install the AppChoices mobile app to learn how to opt out of personalized ads in mobile apps.

## Third-party Partners

With your consent, we anonymize or aggregate your Health and Wellness Information and share it, along with your test results and information about products you have purchased, with third parties for their own research and product development purposes. Additionally, if you are a customer of one of our third-party partners and you use our Services as part of a promotion with that partner, with your consent, The Company will share your test results with that third-party partner.

## Legal Requirements and Similar Disclosures

We may access, preserve, and disclose your information if we believe it is necessary or appropriate to: (a) comply with law enforcement requests and legal processes, such as a court order or subpoena; (b) respond to your requests; or © protect your, our, or others' rights, property, or safety. For clarity, the disclosure of your information may occur if you post objectionable content on or through the Services.

## Asset Transfers, Mergers, or Sales

We may transfer your information to service providers, advisors, potential transactional partners, or other third parties in connection with the consideration, negotiation, or completion of a corporate transaction in which we are acquired by or merged with another company or we sell, liquidate, or transfer all or a portion of our assets. The use of your information following such an event will be governed by the provisions of our Privacy Policy in effect at the time the applicable information was collected.

## Consent

We may also disclose your information with your permission.

## Third-Party Entities

Our Services may include links to websites, products, or services that are not under our ownership or control. We do not hold responsibility for the privacy practices of these third parties. Please note that our Privacy Policy does not govern your activities on these third-party services or the information you disclose to these third parties. We recommend reading their privacy policies prior to providing them with information.



## Security Measures

We strive to protect your information by employing safeguards intended to enhance the security of the information we hold. However, as no electronic transmission or storage of information can be entirely secure, we cannot provide an absolute guarantee or warranty regarding the security or privacy of your information.

## Children's Privacy

We do not intentionally collect, maintain, or use personal information from children under the age of 13, and our Services are not targeted towards children. If you discover that a child has provided us with personal information in contravention of our Privacy Policy, you can notify us at [hello@nurture-wellness.com](mailto:hello@nurture-wellness.com).

## International Data Transfers

Our Services are hosted in the United States and are intended for visitors located within the United States. If you opt to use the Services from the European Union or another region of the world with laws governing data collection and use that may differ from U.S. law, please note that you are transferring your personal information outside of those regions to the United States for storage and processing. Furthermore, we may transfer your data from the United States to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating the Services. By providing any information, including personal information, on or to the Services, you consent to such transfer, storage, and processing.

## Supplementary Details for Residents of California

The California Consumer Privacy Act, also known as the "CCPA", mandates us to furnish Users who are residents of California with the supplementary notice provided below.

We gather and reveal for a business objective the subsequent categories of Personal Information about Users to the subsequent categories of third parties. For the context of this section of our Privacy Policy, the term "Personal Information" (PI) is as defined in the CCPA:

### Identifiers

We may share your PI, such as name, postal address, internet protocol address, email address, or other similar identifiers with vendors and service providers, advertising partners, analytics partners, third parties as required by law or similar disclosures.

### Categories of Personal Information in California Civil Code Section 1798.80(e)

We may share your PI, such as name, physical characteristics or description, address, telephone number, education, employment, employment history, credit card number, debit card number, or any other financial information, or medical information with vendors and service providers, and third parties as required by law or similar disclosures.



## Characteristics of protected classifications under California or federal law

We may share this type of information, such as race or color, age (over 40), mental or physical disability, sex (including gender and pregnancy, childbirth, breastfeeding or related medical conditions), or medical condition with vendors and service providers, and third parties as required by law or similar disclosures.

## Commercial Information

We may share this data, such as records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies with vendors and service providers, advertising partners, analytics partners, third parties as required by law or similar disclosures.

## Internet or other electronic network activity information

Information regarding your interaction with an internet website, application, or advertisement may be shared by us with advertising partners or third parties as required by law or similar disclosures.

## Geolocation data

Information indicating your precise physical location may be shared with advertising partners or third parties as required by law or similar disclosures by us.

## Professional or employment-related information

Your PI, such as job application or resume information may be shared with vendors and service providers, and third parties as required by law or similar disclosures by us.

Furthermore, inferences drawn from Personal Information, including consumer profiles reflecting a consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes may be shared with advertising partners or third parties as required by law or similar disclosures by us.

The section titled "Information We Collect" in our Privacy Policy outlines the types of sources from which we gather your Personal Information. The section titled "How We Use the Information We Collect" explains the reasons for which we gather your Personal Information.

If you reside in California, you are entitled to exercise the following rights:

- The right to request a copy of the Personal Information we have gathered about you in the past 12 months.
- The right to request information about the categories of Personal Information we gather, the categories of sources, the business or commercial reasons for gathering Personal Information, and the categories of third parties with whom we share Personal Information.
- The right to request the deletion of the Personal Information we have gathered about you, subject to certain exemptions.
- The right to opt out of the sale of your Personal Information.



Please be aware that you have the right to make these requests, but we may not be able to fulfill certain requests if we are unable to verify your identity to the extent required by law.

Residents of California can submit access and deletion requests online by emailing us at [hello@nurture-wellness.com](mailto:hello@nurture-wellness.com) or by contacting our customer support team through our toll-free number: (800)-228-1966. An authorized agent can submit an access or deletion request on your behalf by sending a written authorization signed by you to [hello@nurture-wellness.com](mailto:hello@nurture-wellness.com). We can still require you to directly verify your identity and confirm that you provided the authorized agent permission to submit the request.

The CCPA defines “selling” Personal Information to include providing it to a third party in exchange for valuable services. We disclose identifiers and other internet activity to certain third parties in exchange for valuable services, such as to advertising partners and analytics partners, which might constitute a “sale” under the CCPA. [Click here to opt out of the sale of your Personal Information.](#)

You have the right to not receive discriminatory treatment for the exercise of your CCPA privacy rights, subject to certain limitations.

### **Access and Update of Account Information**

You have the ability to access and modify your account information via your account settings.

### **Modifications to Our Privacy Policy**

Any modifications to our Privacy Policy will be published on this page, and the revised version will become effective upon publication. If we significantly alter the methods in which we use or share personal information previously collected from you through the Services, we will notify you via the Services, email, or other forms of communication.

### **Contact Information**

Should you have any queries, comments, or concerns regarding our Privacy Policy, please reach out to us via email at [hello@nurture-wellness.com](mailto:hello@nurture-wellness.com).

