

# Minder Group LLC Privacy Policy

This privacy policy has been compiled to show you how we might use your 'Personally Identifiable Information' (PII) within our app. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our app.

## **What personal information do we collect from the people who use our app?**

When ordering or registering in our app, as appropriate, we collect and store information you give us voluntarily, to create your user profile, such as: your name, email address, mailing address, or phone number, or uploaded photos to help you with your experience.

## **When do we collect information?**

We collect information from you when you set up an account to use the app or give device permissions.

## **How do we use your information?**

We may use the information we collect from you when you register, make a purchase, or use certain other site features in the following ways:

- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To ask for ratings and reviews of services or products
- Communicate with you about the app sending announcements, updates or services alerts and responding to your questions and requests.
- To allow user generated content such as participating in forums, bulletin boards, chat rooms, and other similar features.

## **How do we protect your information?**

An external PCI compliant payment gateway handles all CC transactions. Our database servers are firewalled.

## **Do we use 'cookies'?**

We do not use cookies for tracking purposes

You can choose to have your computer warn you each time a cookie is being sent, or

you can choose to turn off all cookies. You do this through your browser settings. Since browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies or refer to the following:

### **Internet Explorer**

1. Click 'Tools' (the gear icon) in the browser toolbar.
2. Choose Internet Options.
3. Click the Privacy tab, and then, under Settings, move the slider to the top to block all cookies or to the bottom to allow all cookies, and then click OK.

### **Safari**

1. Click the Safari menu from the top toolbar.
2. Choose Preferences.
3. Click the Privacy tab.
4. Click the Never checkbox for Block Cookies.

### **Google Chrome**

1. Click the context menu in the browser toolbar to the right of the address bar.
2. Choose Settings.
3. Click "Show Advanced Settings."
4. Click Content settings in the Privacy section.

If you turn cookies off, some of the features that make your site experience more efficient may not function properly that make your site experience more efficient and may not function properly.

### **Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information.

### **In app Advertising**

We do not use in app ads and do not plan to. We offer free content, with the ability to purchase content separately.

### **Data Retention and Deletion Policies**

We retain your data as long as you are an active user. You may request we delete your data by emailing [Supoort@theminderapp.com](mailto:Supoort@theminderapp.com). We will delete your data automatically after three years of inactivity.

### **California Online Privacy Protection Act**

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being

shared. - See more at: <http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

**According to CalOPPA, we agree to the following:**

Users can visit our site anonymously.

Once this privacy policy is created, we will add a link to it on our home page or as a minimum, on the first significant page after entering our website.

Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.

You will be notified of any Privacy Policy changes:

- On our Privacy Policy Page

Can change your personal information:

- By logging in to your account

**How does our site handle Do Not Track signals?**

We honor Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

**Does our site allow third-party behavioral tracking?**

We do not allow third-party behavioral tracking

**COPPA (Children Online Privacy Protection Act)**

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under the age of 13 years old.

Do we let third-parties, including ad networks or plug-ins collect PII from children under 13?

**Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

**In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:**

We will notify you via email

- Within 7 business days

We will notify the users via in-site notification

- Within 7 business days

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who

fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

### **CAN SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

#### **We collect your email address in order to:**

- Send information, respond to inquiries, and/or other requests or questions
- Process orders and to send information and updates pertaining to orders.
- Send you additional information related to your product and/or service
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

#### **To be in accordance with CANSPAM, we agree to the following:**

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

#### **If at any time you would like to unsubscribe from receiving future emails, you can email us at**

support@theminderapp.com and we will promptly remove you from **ALL** correspondence.

### **Contacting Us**

If there are any questions regarding this privacy policy, you may contact us using the information below.

Minder Group LLC  
United States  
support@theminderapp.com

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