

WE HONOR YOUR PRIVACY

Ahoy Baby, LLC. values your privacy and we will do what we can to protect the information that you have provided us.

The objective of this Policy is to provide our users with complete transparency regarding the nature of the information you provide us, how we use it, and the systems we have in place to secure it. This Policy describes our privacy practices in plain language so it is understandable. This policy may be changed to reflect new policies and measures we have taken, so please check it on a fairly regular basis to be notified of any changes and updates.

This Privacy Policy applies beginning August 2022 and covers information that is obtained through the use of the website ahoybaby.com.

In the event that you have any questions or concerns about our Privacy Policy, please contact us at meagan@ahoybaby.com

1. OUR COMPANY

If you live in the United States, the company responsible for your information is: **Ahoy Baby, LLC.**

2. APPLICATION OF PRIVACY POLICY

This Privacy Policy applies to websites, apps, events and other Services operated by Ahoy Baby LLC . "Services", for the purposes of this Privacy Policy, specifically includes but is not limited to classes, workshops and other in home services. "Services" also includes our website.

3. INFORMATION COLLECTION

We collect personal information that you may choose to provide.

We may Process: your personal details (e.g., your name); demographic data (e.g., your age); your contact details (e.g., your address); records of your consents; purchase details; details of your employer (where relevant); information about your interactions with our content or advertising; and any views or opinions you provide to us. Of course, the user (you) chooses to provide us with certain information when using our Services.

We may also Process information about you from your use of our Services (e.g., the type of device you are using, the internet service provider, etc.), including your interactions with content and advertising on the Services. "Personal Information" means information that is about any individual, or from which any individual is directly or indirectly identifiable. "Process", "Processing" or "Processed" means anything that is done with any Personal Information, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

We may Process the following categories of Personal Information about you:

- **personal details:** your name; areas or topics of interest; Demographic information: gender; age/date of birth; nationality; salutation; job title, company information, education, work experience and other professional information; and language preferences.
- **contact details:** postal address; telephone and/or mobile number; email address; and your public social media handles or profile(s). Consent records: records of any consents you may have given, together with the date and time, means of consent and any related information (e.g., the subject matter of the consent). Location information: location data that describes the precise geographic location of your device ("Precise Location Data"). Purchase and payment details: records of purchases and prices; invoice records; payment records; billing address; payment method; cardholder or accountholder name; payment amount; and payment date.
- **employer details:** where you interact with us in your capacity as an employee, the contact information of your employer (including name, address, telephone number and email address) to the extent relevant. Views and opinions: any views and opinions that you or other users choose to send to us, or publicly post about us on social media platforms or in the Services, including on forums.

In the event that you choose to contact our customer care team, we collect the information you give us during the interaction. We may monitor or record these interactions for training purposes and to ensure the integrity of the service.

External Information We Receive

Beyond the information you elect to provide us directly, we also receive information about you from others, such as other healthcare professionals.

Other Partners

It is possible that we will receive info about you from our partners, for instance where Ahoy Baby LLC's advertisements are placed and displayed on a partner's websites and platforms.

Information collected when you use our Services

When using our Services, you will be engaging with many different features of our platforms. We will collect data on which features you use and to what extent you have used them. We may collect information about your activity on our Services, (e.g., when you have logged in, how long you have spent using our Services, features you've been using, clicks, searches, advertising that you click on both to access our Services and the advertisements you've clicked on from our platforms) in addition to how you engage with other users (e.g., chats, messages, videos and pictures exchanged).

Device information

We collect information from and about the device(s) you use to access our Services, including:

Hardware and software information such as, device ID, IP Address ID, device-specific and apps settings and characteristics, mobile analytics to understand the functionality of our applications, advertising IDs (such as Google's AAID and Apple's IDFA, both of which are randomly generated numbers that you can reset through your device' settings), operating system, browser type, version and language, time zones, identifiers associated with cookies or other technologies that may uniquely identify your device or browser (e.g., IMEI/UDID and MAC address); information concerning your mobile network connection and wireless connectivity, including your service provider and signal strength; information on device sensors.

Personal information.

In the event that we are required to Process your Sensitive Personal Information for a legitimate purpose, we do so in accordance with applicable law. The Services are not intended for use of anyone under the age of 18 ("Minor(s)") at any time. Minors should not provide any Personal Information or use our website at any time. Minors under the age of 18 are not permitted to make purchases through the Services. If it is discovered that we have collected Personal Information from a Minor, we will delete that information immediately. To the extent that information we collect is health data or another special category of personal data subject to GDPR, we ask for your explicit consent to process the

data. We obtain this consent separately when you take actions leading to our obtaining the data, for example, when you sign up for a newsletter on our Website. You can withdraw your consent at any time by contacting us.

4. COOKIES AND DATA COLLECTION

Cookies are small text files that may be saved on your computer or other device when you visit a website. They are typically used to allow websites to work more efficiently, to keep track of your actions within the website, to “remember” your login details, and for other similar activities. We collect, use and may allow others to use cookies and similar technologies (e.g., web beacons) to recognize you and/or your device(s).

Your Browser settings permit you to either accept, reject, or limit specific cookies however if you decide to restrict our cookies in anyway, it is possible that certain features of our Service may not be available or fully functional. Not all cookies are the same and they can be differentiated from one another on the basis of their origin, function and duration.

Key features of cookies that our Website may use include the following:

- **First party cookies** are cookies that are installed on your computer or phone vis-à-vis our website, while third party cookies are placed on your device by a website other than ours. Importantly, we do not manage or control the collection or further use of your data by third parties.
- **Necessary cookies** are those cookies, which are needed to allow for the technical workings of the website (e.g., they allow you to move around on a website and to access its various features and Services).
- **Performance cookies** gather data which concerns the performance of a website, including the nature of, number, scope of users of a website. Additionally, performance cookies track technical issues associated with website performance.
- **Functionality cookies** are designed to improve the user experience of the visitor by tracking and logging the visitors’ previous inputs.
- **Advertising cookies** allow a website to send you specific messages geared towards advertising.
- **Geo-Location cookies** enable a website/device to access location-oriented information about a user in real time including but not limited to photographic/video content submitted by a user. Geo-Location cookies may also permit website administrators to obtain a user’s IP address.
- **Session cookies** are present only when the user is engaged with the website; once the user closes the browser which is used when visiting the website, the cookies are erased and are therefore considered “temporary”.

More information on all aspects of cookies can be found on the third party website, www.allaboutcookies.org.

Web Beacons:

Web beacons or pixel tags, are tiny, transparent graphic images (typically 1 pixel x 1 pixel), that are inserted on a given website or email and serve the express function of tracking and monitoring the behavior of the individual who is viewing/browsing the website/email. More information on web beacons can be found on <https://www.allaboutcookies.org/web-beacons>. Please note that we have absolutely no affiliation with, and is not responsible for, this third party website. Our Website may, at our discretion, make use of Web Beacons.

5. INFORMATION-IN-USE

We may obtain and Process User Information for the following purposes: rendering the Services to you; communicating with you; providing advertising to you on the Services; evaluating engagement with our audience; marketing our Services and offerings to current and prospective customers; managing our Technical systems; financial management; ensuring the safety and security of our systems; compliance with applicable law; and improving our Services.

Specifically, we may use your User Information to:

- **Offer and subsequently refine the Services:** operating and managing the Services for you; providing personalized content to you; communicating and interacting with you via the Services; identifying issues with the Services and planning improvements to or creating new Services; and notifying you of changes to any of our Services.
- **Research:** analyzing, benchmarking and conducting research based on User Information and your interactions with the Services.
- **Communications:** communicating with you by any means (including via email, and telephone) concerning content and other information in which you may be interested, subject to compliance with applicable law; maintaining and updating your contact information where appropriate; and obtaining your prior, opt-in consent where required.
- **Technical Monitoring:** administration of Ahoy Baby, LLC. information technology systems; network and device administration; network and device security; identification and mitigation of fraudulent activity; and compliance with legal requirements;
- **To enforce legal rights.** We may also share information: (i) if disclosure would reduce and/or mitigate our liability in a actual or threatened lawsuit; (ii) as required to protect our legal rights and legal rights of our users, business partners, third party associated or other interested parties; (iii) to implement our agreements with you; and (iv) to explore, foil, or act against anyone engaging in illegal activity on our website including fraud.
- **Legal Requirements.** Under certain circumstances, we may be required to disclose your information: (i) to satisfy our requirements under legal orders and/or direction, including a subpoena, court order, search warrant, government / law enforcement investigation or other legal requirements; (ii) to aid in the mitigation or detection of crime (subject in each case to applicable law); or (iii) to guard the safety of our partners, users, and/or third party individuals.

Under certain circumstances, we may use and share information that does not readily identify who you are. For example, we may use and share information concerning the device you are using, general behavioral data of yourself and other users, Geo-location data presented in a form that doesn't identify specific individuals form, personal information in hashed, non-human readable form. Under certain circumstances, we may provide this data to our partners and other third parties including marketing and advertising agencies in order to improve our Services and the advertising of our Services.

6. CROSS-BORDER DATA TRANSFERS

Some and/or all of the information previously laid out in Section 5 of this Privacy policy may be shared across borders State and Country borders. Specifically, our Services allow users to engage with our system administrators located in the United States. In the event that users are located in the European Economic Area ("EEA"), these users may have their personal information transferred to countries outside of the EEA. Standard contractual clauses are commitments between companies transferring personal data, requiring them to protect the privacy and security of your data.

7. USER RIGHTS

The users who engage our Services have access to different settings and tools to update and remove certain information including:

- **Information Settings.** We provide you with access to your profile and account settings so that you may select and deselect what information you'd like to be made available publicly available on our platform. In the event that you have signed up for our newsletter and/or emails, you can unsubscribe at your discretion by following the instructions, which are located at the end of the emails. Please allow a minimum of 7 days for the changes to take effect.
- **Account Termination.** You can terminate and delete your account by notifying us by email, at meagan@ahoybaby.com
- **Reviewing your information.** Depending on jurisdiction, you may have right of access or right of portability, which grants you permission to review the personal information we keep about you in our systems. Please contact our support staff to request a copy of your personal information.
- **Revisiting Your information.** Please contact our support staff if you'd like to update your information and/or delete existing information. In certain instances, we may ask you for proof of identity. Granting your request will be up to our sole discretion and will take into account whether or not the request violates our Terms and Conditions Agreement and the relevant law.

8. INFORMATION PROTECTION MECHANISMS

First and foremost, we adhere to standard practices and guidelines incumbent on web platforms to protect your information. Still, the nature of technology means that it is impossible to guarantee that your personal information is unassailable from bad-actors attempting to gather it.

To the greatest extent possible, we strive to keep your information secure on our website. We reserve the right to suspend your activity on our platforms, even without immediate notice, if we think our systems' security is vulnerable or exposed to attack.

9. PRIVACY POLICY AND CHILDREN

Ahoy Baby, LLC. does permit individuals 18 years of age or younger to use our Services. We do not purposefully and/or knowingly collect personal information from anyone under the age of 18. Please send us a message immediately if it comes to your attention that someone is using one of our Services who is not at least 18 years of age.

10. PRIVACY POLICY CHANGES

This policy may change as we develop new technologies and ways of running our Services.

11. FINAL WAIVER

We do our absolute best to keep our users safe, but you use it at your own risk. Our website and services is offered, "As Is" without any express or implied warranties. We cannot guarantee that Ahoy Baby, LLC. websites will be safe or secure. Ahoy Baby, LLC. is not responsible for the actions, content, information, or data of third parties, and you release us, our directors, officers, employees, and agents from any claims and damages, known and unknown, arising out of or in any way connected with any claim you have against any such third parties.

12. CONTACT US

If you have questions about this Privacy Policy, here's how you can reach us:

meagan@ahoybaby.com