

Village Care App LLC.

Privacy Policy

Last updated September 10, 2024

Village Care App INC. ("Village Care App", "we" or "us") is committed to respecting the privacy of your information. This Privacy Policy ("Privacy Policy") describes the personal information we collect through our website and mobile applications (the "Site"), and how we collect and use this information. Terms not defined in this Privacy Policy have the meanings given to them in the Terms of Service.

This Privacy Policy is organized into the following sections:

1. Collection and Use of Personal Information
2. Automatically Collected Information
3. Disclosure of Your Information to Third Parties
4. Updating and Correcting Information
5. Your Choices
6. Security of Information
7. Age Restrictions
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1. Collection and Use of Personal Information

Depending on how you use the Site, we may ask you to share personally identifiable information ("Personal Information") with us. Whether you choose to share Personal Information is completely up to you, but keep in mind that you may not be able to access some areas of the Site or effectively use the Services without sharing Personal Information. Personal Information includes any information that identifies or can be used to identify, contact, or locate an individual. Examples include name, address, email address, phone number, age, household information, educational background, and credit card information. The types of Personal Information that we may collect about you, and our uses of that Personal Information, are:

1. **Account Information:** When you register for the Site, we will ask for certain information about you, such as your name, address, email, birth date, and phone number. If you are registering as a Family, we will also ask for any school/group affiliations and the number of children you have and their ages; if you are registering as a Provider, we will also ask for your total years of babysitting and/or nanny experience, your hourly rate(s), transportation information, and booking availability.

Social Platform Integration: If you use an account from an online social platform (e.g., Facebook) to register for the Site, we will request your permission to access certain information about you from that social platform. For example, if you log in using your Facebook account, we will request your permission to access your basic information on Facebook, such as your name, profile picture, and list of friends. We will use your information from these online social platforms to make the Site registration process easier and to enhance and personalize your use of the Site (e.g., by connecting you with Families or Providers you or your online network know).

Verification and Communication: We may use your email address and/or phone number (if you choose to provide it) to send you account confirmations, notifications, and appointment status reminders, to request reviews, to contact you on behalf of other Users sending you messages, and to otherwise provide the Services to you. We may also send you promotional emails, such as monthly newsletters, new Services, special discounts, and third-party offers. If you would rather not receive promotional emails, please see the section below titled "Your Choices."

Administrative Purposes: We use your Personal Information for administrative purposes, such as addressing account and billing issues, troubleshooting Site issues, investigating abuse on the Site, responding to User inquiries, and enforcing and applying our Terms of Service. We may also send you text message communications in connection with the Services if you opt in to receive text messages by providing your mobile phone number as part of your registration process or in your account settings.

Group Membership: If you choose to join groups, we may use your address to include you in the appropriate groups.

2. User Profile: After you register for the Site, you will have the opportunity to create a Profile about yourself. Your Profile may include different information depending on whether you are a Family or a Provider. How much Personal Information you add to your Profile is entirely up to you, though at a minimum, your Profile will include Personal Information you provided to us in the account registration process. The information you add to your Profile depends on whether you are part of a Family or a Provider:

- 1. For Families:** Families may include information on their Profile about their children (age, school, allergies, special needs), emergency contact information, parking availability, and group affiliations.

2. **For Providers:** Providers may include information about their hourly rates, background, availability, education, certifications, languages spoken and experience, and any geographic or other limitations or preferences.

3. **Reviews and Public Content:** Families will have the opportunity to provide Reviews about Providers they have used. Providers will have the opportunity to provide Reviews about Families with whom they have a completed booking on the site. Users may also have other opportunities to contribute to the Site, such as public forums, bulletin boards, and talk threads. We may store these contributions ("Public Content"), display them to other Users, and use them for promotional purposes. Your Public Content becomes public information once you post it, and copies of it may continue to be viewable even after you delete your account. Your Public Content may appear on other websites or web searches, and therefore this information can be read, collected, and used by others. Note that if you include Personal Information about yourself in your Public Content, it can be used and viewed by others. Please remember that you are not permitted to disclose any Personal Information about another User or anyone else in your Public Content (see our content guidelines).

4. **Third Party References:** Providers may request third parties to provide Recommendations on the Site by providing the third-party reference's email. We will use the email only to contact the third-party reference and to invite the third-party reference to provide a Recommendation for the Provider. Third-party references will be required to become a registered Family in order to post a review. The Recommendation and the Family's user name will be posted on the Provider's Profile and search results pages that include the Provider.

5. **Inviting Friends/Providers:** Users may invite friends to join the Site by providing their contact information, selecting Facebook friends to be invited, or by entering your log-in information to import your address book from other sites. We will use your friends' contact information to invite them to join and connect with you on the Site. We may store their Personal Information in our records but will not send them promotional emails (other than the initial invitation) unless they register for an account or otherwise request us to do so.

6. **Messaging:** The Site allows you to exchange messages with other Users using the messaging feature. We may store these messages in order to deliver them and allow you to manage them.

7. **Facebook and Other Third Party Services:** In addition to Facebook, the Site may also provide you with the option to access other third-party services to interact with friends and to import information about who you are connected with on those other services so you can connect with them on the Site. Some of those third-party services may also provide us with information from accounts on those services to enhance and personalize your use of the Site. For example, you may be able to follow a Facebook

friend's activity on the Site (e.g., a friend's booking activity or reviews they have posted) or see other Users whom they know. You may also allow your activity on the Site to be shared on the third-party site. For example, if you post a Review on the Site, you may have the option to post your Review on Facebook. You can modify your privacy settings with those other services directly.

8.Payment Information: To process payments, you will be required to submit your credit card information and billing information to our third-party payment processor. Credit card transactions are processed through industry-standard Secure Socket Layer by the payment processor, which only uses your information for that purpose.

9.Job Postings: Information in your job postings, excluding your name (unless you include it in your job description) and profile photo, but including such other information as your neighborhood, city and state, job description (including number and age of children, hours needed, qualifications desired, rate offered) and job posting date may be shared with third-party search engines and other services who run classified advertisements. Note that if you include Personal Information about yourself in your job description (e.g., your name or contact information), it may appear in the shared job postings and may be accessible to the public. These shared job postings may appear in third-party website search results and would allow the public to link back to your Village Care App posting. To view your complete job posting, a user would then need to register and/or log in to the Village Care App site.

10.Feedback: If you contact us to give us feedback, register a complaint, or ask questions about the Site or Services, we may store your communications, including any Personal Information you include in them, so we can effectively respond to you.

2. Automatically Collected Information

1. Cookies. Village Care App INC. uses cookies to track how often users visit the site and which pages they view. Cookies also help third-party services, like payment processors, work effectively. Users can disable cookies through browser settings, but it may affect site functionality.
2. Activity and Log Data. Information such as the pages viewed, browser type, IP address, operating system, and time of visit is stored to help manage and analyze site traffic.
3. Web Beacons/Tracking Devices. Village Care App INC. may use tools like web beacons to monitor user interaction, track traffic, and understand where users are coming from. Some third parties may assist with these.
4. Do Not Track Signals. Village Care App INC. doesn't track users across third-party websites and doesn't respond to Do Not Track signals.

3. Disclosure of Information to Third Parties

1. Family Profiles. Other registered users can see family details such as photos, first names, last initials, neighborhoods, and children if included.
2. Provider Profiles. Non-registered visitors can view provider profiles, but personal contact information (email, address, phone) is only shared with families after a confirmed booking.
3. Bookings and Site Activity. Information like completed bookings, reviews, and social media connections may be shared with other users within the same network. Booking activity might be displayed on friends' dashboards or used in promotional emails. Certain accomplishments (like background checks) can be displayed as badges on profiles.
4. Information You Share**: Personal details included in messages or job postings will be viewable by other users with access to that content.
5. Disclosure by Law. Village Care App INC. may disclose user information to comply with legal requests, protect property, rights, or safety.
6. Aggregate Data. Non-identifying aggregate data may be shared with third parties, like advertisers and marketing partners.
7. Service Providers. Companies that provide services for Village Care App INC., such as payment processors and marketing assistance, may access personal data, but they cannot use it for other purposes.
8. reCAPTCHA. In order to protect the input forms on our website, we utilize Google's reCAPTCHA service to differentiate between human and machine activity on input forms. The use of automated information entry violates Village Care App INC. Terms of Service Your use of reCAPTCHA is subject to Google's Terms of Service and Privacy Policy.
9. Business Changes. If Village Care App INC. undergoes significant changes (e.g., acquisitions), user information may be transferred to the new owner.
10. Promotional Partners. If a user signs up with a promotional code, their information might be shared with the promotional partner.
11. Third-Party Advertisers. Village Care App INC. does not share personal information with advertisers, but advertisers may gather data through cookies or similar tools. Village Care App INC. does not rent, share, or sell personal information for direct marketing.

4. Updating and Correcting Information

If you need to change your Personal Information, you may access, update, or correct this information by logging into your account and accessing either the "Profile" section within your account or the "Settings" section under "My Account." We encourage you to update your Personal Information promptly if it changes.

You may submit a request for us to delete your personal information by emailing our Chief Privacy Officer at info@villageapp.care. You will need access to the email account

associated with your Village Care App INC. account in order to verify your identity and complete this process. We need certain types of information so that we can provide our Services. If you ask us to delete it, you may no longer be able to access or use our Services. In addition, we may retain certain personal information as authorized under applicable law, including: (i) to help ensure the security and integrity of the Site and Services, including, without limitation, to help detect security incidents or fraud or to help ensure the physical safety of others, (ii) to identify and repair errors that impair existing functionality, or (iii) to enable solely internal uses compatible with the context in which the information was provided. In addition, we may deny a deletion request if (i) the denial is necessary for us to comply with applicable law, or (ii) the request pertains to content that you posted on a publicly available portion of the Services and that cannot be deleted without impacting the Services experience for other users. You may not request the removal of de-identified, anonymous, or aggregate data from our databases.

5. Your Choices

Village Care App INC. provides you with the ability to opt-out of receiving promotional emails (e.g., monthly newsletters, new Services, special discounts, and third-party offers) from us. If you wish to discontinue receiving promotional emails, you can opt-out by using the link on the bottom of every promotional email you receive from Village Care App INC.

Please note that you cannot opt-out of receiving administrative and transaction-related emails from us. These are emails that relate to your account or your activity on the Site.

6. Security of Information

We take the security of your Personal Information seriously and take precautions to protect your Personal Information. Among these safeguards, we maintain and follow policies and practices so that Personal Information is handled in accordance with applicable law. We encrypt certain sensitive information (such as credit card information) using Secure Socket Layer (SSL) technology, and implement other commercially reasonable procedures to protect your Personal Information. But no method of data transmission over the Internet or data storage is 100% secure, and therefore, we cannot guarantee the absolute security of any information transmitted to or from the Site.

7. Age Restrictions

The Site is not intended for individuals under the age of 18. We do not knowingly collect Personal Information from individuals under 18, and no part of the Site is designed to attract anyone under the age of 18. If you become aware that your child has provided us with Personal Information, please contact us. If we become aware that an individual

under 18 has opened an account and provided us with Personal Information, we take steps to remove such information and terminate that person's account.

8. Additional Information for California Residents

California law permits users who are California residents to request and obtain from us once a year, free of charge, a list of the third parties to whom we have disclosed their personal information (if any) for their direct marketing purposes in the prior calendar year, as well as the types of personal information disclosed to those parties. If you are a California resident and would like to request this information, please submit your request in an email to our Chief Privacy Officer at privacy@villagecareapp.com.

9. Changes to Our Privacy Policy

We may revise our Privacy Policy from time to time. The most current version of the Privacy Policy will govern our use of your information and will always be located on this webpage. If we make a change to our Privacy Policy that is material, we will notify you either by prominently posting a notice of such changes before implementing the change on the Site and/or via the email associated with your account. By continuing to access the Site and use the Services after those changes become effective, you agree to be bound by the revised Privacy Policy.

10. Contact Us

If you have any feedback, questions, or complaints about this Privacy Policy or any of our privacy-related practices, please contact our Chief Privacy Officer directly at:

Village Care App INC. Privacy
P.O. Box 141
Edgewater, NJ 07020
Email: info@villvillageapp.care
Phone: (917) 740-2110