

The WILLOW

Privacy Policy

Effective Date: May 1, 2026

Your privacy matters to us. At The Willow, we understand that our members share personal, sometimes sensitive, information with us — and we take that responsibility seriously. This Privacy Policy explains what information we collect, how we use it, and the choices you have.

1. Who We Are

The Willow (“we,” “us,” or “our”) is a digital platform and community built exclusively for single parents. We are operated by Find The Willow, located at 808 Farmington Avenue, West Hartford, CT 06119. If you have any questions about this policy, you can contact us at privacy@thewillow.com.

2. Information We Collect

Information you provide directly

- Account information: name, email address, username, and password when you register
- Profile information: your parenting stage, location (city/region), and any details you choose to share in your profile
- Community content: posts, comments, messages, and other content you submit to the platform
- Expert session information: if you book a session with an expert, we collect information necessary to facilitate the booking
- Payment information: if you subscribe to a paid plan, payment is processed by a third-party provider (Stripe). We do not store your full credit card details.
- Communications: when you contact us by email or through the platform

Information collected automatically

- Device and usage data: browser type, operating system, IP address, pages visited, and time spent on the platform
- Cookies and similar technologies: we use cookies to keep you logged in, understand how the platform is used, and improve your experience
- Log data: server logs that record platform activity

Information we do not collect

We do not require you to share your relationship status, health information, or the details of your separation or divorce. Any personal story you share in the community is your choice — we encourage members to share only what they're comfortable with.

3. How We Use Your Information

We use the information we collect to:

- Create and manage your account
- Provide access to the platform, community forums, and resources
- Facilitate expert session bookings and process payments
- Send you updates, newsletters, and platform notifications (you can opt out at any time)
- Moderate community content and enforce our Community Guidelines
- Improve the platform through usage analytics
- Comply with legal obligations

We do not sell your personal information to third parties. Ever.

4. How We Share Your Information

Service providers

We share information with trusted third-party vendors who help us operate the platform, including hosting providers, payment processors (Stripe), email delivery services, and analytics tools. These providers are contractually required to protect your information and may only use it to provide services to us.

Expert partners

If you book a session with an expert on The Willow, we share the information necessary to facilitate that session (name, email, session details) with the relevant expert. Experts are vetted and agree to our partner privacy standards.

Community visibility

Content you post in community forums may be visible to other members of The Willow. Your username and profile information will be visible to the community. You can adjust your profile visibility settings at any time.

Legal requirements

We may disclose your information if required to do so by law, or in response to valid legal process, to protect the rights and safety of our members, or to prevent fraud or abuse of the platform.

5. Community Content and Sensitive Sharing

We want The Willow to be a safe space. Please be thoughtful about what you share in community forums. While we moderate the platform actively, community posts are visible to other registered members. Do not share information you would not want others to see.

We will never use your personal stories or community posts for advertising purposes without your explicit consent.

6. Data Retention

We retain your information for as long as your account is active or as needed to provide you with the platform. If you delete your account, we will delete or anonymize your personal data within 30 days, except where we are required to retain it for legal or compliance purposes.

7. Your Rights and Choices

You have the right to:

- Access the personal information we hold about you
- Correct inaccurate information
- Request deletion of your account and personal data
- Opt out of marketing communications at any time (via unsubscribe link or account settings)
- Adjust your profile and notification settings

If you are located in California, the EU, or another jurisdiction with specific privacy rights, additional rights may apply. Please contact us at privacy@thewillow.com to exercise any of these rights.

8. Children's Privacy

The Willow is designed for adults. We do not knowingly collect personal information from anyone under the age of 18. If we become aware that we have inadvertently collected information from a minor, we will delete it promptly.

9. Security

We take reasonable technical and organizational measures to protect your information from unauthorized access, loss, or misuse. However, no online platform is 100% secure. We encourage you to use a strong, unique password and to contact us immediately at privacy@thewillow.com if you suspect any unauthorized access to your account.

10. Cookies

We use cookies and similar tracking technologies to keep you logged in, remember your preferences, and understand how the platform is used. You can control cookies through your browser settings, though disabling them may affect your experience on the platform.

11. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we'll notify you by email and post the updated policy on the platform with a revised effective date. We encourage you to review this policy periodically.

12. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your information, please contact us:

The Willow — Privacy Team

Email: privacy@thewillow.com

Website: www.findthewillow.com

The WILLOW

Terms of Service

Effective Date: May 1, 2026

Welcome to The Willow. By creating an account or using our platform, you agree to these Terms of Service ("Terms"). Please read them carefully. If you do not agree, please do not use The Willow.

1. About The Willow

The Willow is a community platform for single parents, operated by Find The Willow ("The Willow," "we," "us," or "our"). We provide peer community forums, access to expert professionals, and resources designed to support single parents at every stage of their journey.

2. Eligibility

To use The Willow, you must:

- Be at least 18 years of age
- Be a single parent, a person navigating separation or divorce, or someone in a co-parenting situation
- Agree to these Terms and our Community Guidelines
- Provide accurate and truthful information when creating your account

We reserve the right to verify eligibility and to refuse or terminate access at our discretion.

3. Your Account

You are responsible for maintaining the confidentiality of your account credentials and for all activity that occurs under your account. Please notify us immediately at support@thewillow.com if you believe your account has been compromised.

You may not share your account with others or create multiple accounts. Accounts are personal and non-transferable.

4. Community Guidelines and Acceptable Use

The Willow is built on trust, warmth, and mutual respect. By using the platform, you agree to:

You will:

- Engage with other members with kindness and respect
- Share your experiences honestly
- Respect other members' privacy — what is shared in the community stays in the community
- Report content or behavior that violates these guidelines

You will not:

- Harass, threaten, bully, or demean other members
- Share another member's personal information without their consent
- Post content that is hateful, discriminatory, sexually explicit, or violent
- Attempt to use The Willow as a dating platform — this is not our purpose
- Solicit money from other members or engage in commercial activity without our authorization
- Post misinformation, spam, or content designed to deceive
- Impersonate another person or misrepresent your identity
- Attempt to access the platform or other users' accounts in unauthorized ways

Violations of these guidelines may result in content removal, account suspension, or permanent termination, at our sole discretion.

5. Expert Services

The Willow provides a marketplace connecting members with vetted independent professionals ("Experts") including therapists, family law attorneys, financial planners, and co-parenting coaches.

Important limitations:

- Experts on The Willow are independent contractors, not employees of The Willow

- Content provided in community forums, webinars, or Q&A sessions does not constitute legal, financial, therapeutic, or medical advice
- One-on-one sessions are between you and the Expert; The Willow is not a party to that relationship
- We vet Experts for credentials and professional standing, but we do not guarantee outcomes or the suitability of any Expert for your specific needs

Always consult with a licensed professional for advice specific to your situation.

6. Subscriptions and Payments

Free tier

Access to the Free tier is available at no cost and includes core community forum access and basic resources.

Paid subscriptions

Willow Premium and Willow Founder are billed on a monthly or annual basis. By subscribing, you authorize us to charge your payment method on a recurring basis until you cancel.

Cancellation and refunds

- You may cancel your subscription at any time through your account settings
- Cancellation takes effect at the end of the current billing period; you retain access until then
- We do not offer refunds for partial billing periods, except as required by applicable law
- Expert session fees are subject to the cancellation policy communicated at the time of booking

7. Your Content

You retain ownership of content you post on The Willow (posts, comments, profile information). By posting, you grant The Willow a non-exclusive, royalty-free, worldwide license to display, distribute, and use your content within the platform for the purpose of operating the community.

We will never use your personal stories or content for advertising or commercial purposes without your explicit written consent.

You are responsible for ensuring that content you post does not violate the rights of others, including copyright, privacy rights, or defamation law.

8. Our Content and Intellectual Property

All content created by The Willow — including the platform design, resource library, guides, templates, and branding — is owned by The Willow and protected by applicable intellectual property law. You may not reproduce, distribute, or create derivative works from our content without written permission.

9. Disclaimers

The Willow is provided “as is” and “as available.” We do not warrant that the platform will be uninterrupted, error-free, or free of harmful components. Community content reflects the views of individual members, not The Willow.

Nothing on The Willow constitutes professional legal, financial, therapeutic, or medical advice. Always consult a licensed professional for matters specific to your situation.

10. Limitation of Liability

To the fullest extent permitted by law, The Willow and its officers, directors, employees, and agents will not be liable for any indirect, incidental, special, consequential, or punitive damages arising from your use of the platform, including but not limited to reliance on community content, expert sessions, or platform unavailability.

Our total liability to you for any claim arising from these Terms or your use of the platform shall not exceed the total amount you paid to The Willow in the 12 months preceding the claim.

11. Termination

You may delete your account at any time through your account settings. We may suspend or terminate your account if you violate these Terms, engage in harmful conduct, or if we discontinue the platform, with or without notice.

Upon termination, your right to access the platform ends. Provisions of these Terms that by their nature should survive termination (including intellectual property, disclaimers, and limitation of liability) will continue to apply.

12. Governing Law and Disputes

These Terms are governed by the laws of the State of Illinois, without regard to conflict of law principles. Any disputes arising from these Terms or your use of The Willow will be resolved in the state or federal courts located in Illinois, and you consent to personal jurisdiction in those courts.

We encourage you to contact us first at support@thewillow.com to resolve any concerns before pursuing legal action.

13. Changes to These Terms

We may update these Terms from time to time. When we do, we'll notify you via email and post the updated Terms on the platform. Your continued use of The Willow after the effective date constitutes acceptance of the revised Terms.

14. Contact Us

If you have questions about these Terms, please contact us:

The Willow — Support Team

Email: support@thewillow.com

Website: www.findthewillow.com