



## *Privacy Notice*

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## NOT FOR LAZY MOMS, LLC PRIVACY NOTICE

Not For Lazy Moms, LLC ("NFLM", "we", "our", or "us") respects and is committed to protecting your privacy. That is why we have adopted this Privacy Notice. This Privacy Notice lets you know how and for what purposes we are collecting, processing, and using your Personal Information (as defined herein). We pledge that we will take reasonable steps to ensure that your Personal Information and Usage Information will only be used in ways that comply with this Privacy Notice.

This Privacy Notice applies to any web page, mobile application, blog, third party social media site, email list, onsite electronic data collection, generic information, and Personal Information (as defined herein) collected and/or owned by us, including but not limited to the NFLM website, located at <http://notforlazymoms.com/>. This Privacy Notice is in effect no matter the method of collection (such as by mail, facsimile, sign-up/sign-in page, survey, or some other promotion), including collection through our website and any online features, products, services, and/or programs we offer (collectively, the "Web Properties").

Notwithstanding the foregoing, this Privacy Notice does not apply to any other web page, mobile application, blog, social media site, generic information, or Personal Information collected and/or owned by anyone other than us. We are not responsible or liable for the content, privacy policies or practices of such third parties.

This Privacy Notice also applies to information collected by or for us through a means other than the Web Properties. If the same information is collected through the Web Properties and through a means other than the Web Properties, the terms of this Privacy Notice will apply.

Your use of the Web Properties is also governed by the Terms of Use located at [<http://notforlazymoms.com/terms-use/>].

### **Types of Information Collected**

NFLM and any third party that we hire for the purpose of administering, operating, hosting, configuring, designing, maintaining and providing internal support for our Web Properties may collect two types of information when you visit the Web Properties: personal information and usage information.

**Personal Information:** The types of information that NFLM collects may include, among other things, the following categories of information (collectively, "Personal Information"):

- contact information (such as your name, location, address, zip code, phone number, and email address);
- demographic information (such as your gender);
- bank account and credit/debit card numbers; and
- other information specific to you.

**Usage Information:** The types of usage information that NFLM collects may contain generic information about you when you visit the Web Properties, which may include, among other things, the following categories of information (collectively, "Usage Information"):

- your Internet Protocol (or IP) address, protocol and sequence information;
- your browser language and type;

- domain name system requests;
- your operating system and platform, device type and device identifiers;
- your browsing history (including time spent at a domain, time and date of your visit) and number of clicks;
- any hypertext transfer protocol headers, application client and server banners, and operating system fingerprinting data;
- your MAC address, device ID/UDID, or similar device-specific code; and
- aggregated information, including De-identified Data (as defined herein).

### **How Information Is Collected**

We may collect Personal Information and Usage Information about you from the following sources:

- information we receive from you as a result of your use of our services;
- information we receive from you, or on your behalf, through forms that you complete, or if you contact us, for example to ask a question, to sign up for our mailing list, to receive updates from us, or to access any discounts or giveaways;
- information we receive from you through the Web Properties, such as when you create a user account for use in connection with the Web Properties (your "User Account");
- information we receive from your computer or mobile device;
- information we receive from our partners or service providers; and
- information we receive from other sources, as permitted by applicable laws, rules and regulations.

From time to time, we may sponsor promotions or giveaways through the Web Properties, but we are under no obligation to do so. Your participation is entirely voluntary. You may be asked to provide personally identifiable information including, but not limited to, your name or email address, zip code, or to answer questions in order to participate.

We may transfer Personal Information to certain advertising or marketing partners from whom you have asked to receive information. We will not sell, trade or otherwise transfer your Personal Information to outside parties unless you have requested such transfer or we provide you with advance notice, except for our hosting partners and other trusted third parties who assist us in operating the Web Properties, or as further set forth in this Privacy Notice. However, non-personally identifiable information may be provided to other parties for marketing, advertising or other uses.

We may from time to time send you an email newsletter with information about one or more of our Web Properties and updates about NFLM. You can unsubscribe to our newsletter at any time by clicking the unsubscribe button at the bottom of the email.

The Web Properties may permit you to submit content, including such things as statements, reviews, ratings, opinions, photos, video, text, graphics, music, sounds, questions, suggestions, messages, comments, feedback, ideas, notes, drawings, articles, stories about you, or any other content of any kind whatsoever (collectively, "User Content"). We may now or in the future allow you to create a User Account and electronically submit User Content through the Web Properties.

In addition to contributing User Content, the Web Properties may also permit users to promote their services and products through the Web Properties.

We may collect Usage Information from you in the following ways:

**Cookies:** From time to time, we may use "cookies" to keep track of your visit and your use of the Web Properties. A cookie is a small piece of data that your browser stores on your computer's or device's hard drive and is used to collect information, such as identifying those areas of the Web Properties that you have visited in the past in order to enhance your next visit to the Web Properties. You can choose whether to accept cookies by changing the settings of your browser, but some functionality of the Web Properties may be impaired or not function as intended if you choose not to accept cookies. Each browser is a little different, so look at your Help menu to learn the correct way to modify your cookies.

**Google Analytics:** We may use third party analytics services, such as Google Analytics, in connection with the Web Properties. Such third party services may use cookies and similar technologies to collect and analyze information about use and to report on activities and trends. Such services may also collect information regarding the use of other websites, applications, and online resources. For more information about Google Analytics, please go to [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You may download the Google Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout>.

**Web Beacons:** Some of our web pages and electronic communications may contain images, which may or may not be visible to you, known as Web Beacons (sometimes referred to as "clear gifs"). Web Beacons collect only limited information that includes a cookie number; time and date of a page view; and a description of the page on which the Web Beacon resides. We may also carry Web Beacons placed by third party advertisers. These Web Beacons do not carry any Personal Information and are only used to track usage of the Web Properties and activities associated with the Web Properties.

**Unique Identifier:** We may assign you a unique internal identifier to help keep track of your future visits. We use this information to gather aggregate demographic information about our visitors, and we use it to personalize the information that you see on the Web Properties and some of the electronic communications you receive from us. We keep this information for our internal use.

### **Use of Collected Information**

Information collected by NFLM may be used for the following primary purposes:

1. To enable the features of the Web Properties, including, but not limited to: (a) operating any promotions in which you may participate; (b) setting up and managing your online account, including, but not limited to, processing your requests for information or to contribute content; and/or (c) providing support, products, features or services to you.
2. To improve the Web Properties by determining which of our products, features and services are most popular. We may analyze your information to enable us and our affiliates to

provide services to you, for our internal business purposes, and to develop new features, functionality, and services.

3. To personalize your experience on the Web Properties.
4. To communicate with you and to inform you about our and our trusted third parties' products and services. We and/or any of our third party service providers may send you and keep you updated with information about existing and new services, products, features, and special offers, by email, telephone, mail or by means of any other contact details that you provide to us or our affiliates, or to our third party service providers.

### **When Information Is Disclosed**

We might disclose Personal Information and/or Usage Information when required by law or in the good-faith belief that such disclosure is necessary to: (1) comply with legal processes and applicable law; (2) enforce this Privacy Notice; (3) take precautions against liability and respond to any claim that any document, image, graphic, logo, design, audio, video, audio-visual material, photos, commentary or any other information provided to, from or on the Web Properties by you violates the rights of third parties; (4) assist government enforcement agencies; (5) protect our rights, property, or the safety or the rights, property, or personal safety of our visitors and the public, which includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction, and, if required by law, disclosing information to U.S. federal and state governmental agencies; or (6) investigate potential unauthorized access or misuse of the Web Properties or otherwise enforce or apply our Terms of Use and other agreements.

We use reasonable precautions to keep the information that is disclosed to us secure. We may provide Personal Information and Usage Information to our subsidiaries, affiliated companies, and other businesses or persons for the purposes of processing such information on our behalf and promoting the goods and services of our trusted business partners, some or all of which may store some or all of your information on servers located outside of the United States. We require that these parties agree to process such information in compliance with our Privacy Notice or in a similar, industry-standard manner, and we use reasonable efforts to limit their use of such information and to use appropriate confidentiality and security measures. The use of your information by one of our trusted business partners may be subject to that party's own privacy notice.

We may now or in the future share Usage Information with third parties to demonstrate the usage patterns for advertisements, content, functionality, promotions, and/or services on the Web Properties and/or on third party websites.

In addition to the other rights described herein, we have the right to exploit, share, and use, for any purpose, the collected Personal Information in an aggregated, anonymized form, such that you are not individually identified (collectively, "De-identified Data"). Except as otherwise set forth in this Privacy Notice, we may continue to exploit, share and use De-Identified Data after you deactivate or cancel your User Account.

We reserve the right to transfer your Personal Information, as well as any information about or obtained from you, in connection with the merger, sale or other disposition of all or part of our

business and/or assets. We cannot make any representations regarding the use or transfer of your Personal Information or other information that we may have in the event of our bankruptcy, reorganization, insolvency, receivership, or an assignment for the benefit of our creditors. You expressly agree and consent to the use and/or transfer of your Personal Information or other information in connection with a sale or transfer of some or all of our assets in any of the above described proceedings. Furthermore, we cannot and will not be responsible for any breach of security by any third parties or for any actions of any third parties that receive any of the information that is disclosed to us.

We may disclose your Personal Information for any purpose disclosed by us when you provide the information. We may also disclose your Personal Information with your permission or as directed by you.

### **User Account, Password and Security**

We may now or in the future allow you to create a User Account. For certain features available through the Web Properties, including use of your User Account, we may require the use of encryption technologies provided for your protection. We use reasonable precautions to protect the privacy of your username, password and User Account information and to ensure that information collected through the Web Properties is not lost, misused or altered inappropriately by administering security measures. You are ultimately responsible for protecting your username, password and User Account information from disclosure to third parties, and you are not permitted to circumvent the use of required encryption technologies.

While we may provide certain encryption technologies and use other reasonable precautions to protect your confidential information and provide suitable security, we do not and cannot guarantee or warrant that any information transmitted through the Internet is secure, or that such transmissions are free from delay, interruption, interception or error.

### **Information from Children**

The Web Properties are not intended or designed to attract children under the age of thirteen (13). You will need to affirm that you are more than eighteen (18) years of age, you are an emancipated minor, and are fully able and competent to enter into the terms, conditions, obligations, affirmations, representations, and warranties set forth in this Privacy Notice, and to abide by and comply with this Privacy Notice. In any case, by using the Web Properties, you affirm that you are over the age of thirteen (13), as **THE WEB PROPERTIES ARE NOT INTENDED FOR CHILDREN UNDER THIRTEEN (13) WHO ARE UNACCOMPANIED BY THEIR PARENT(S) OR LEGAL GUARDIAN(S).**

Parents and legal guardians should be aware that this Privacy Notice will govern our use of Personal Information, but also that information that is voluntarily given by children -- or others -- in email exchanges, bulletin boards, or the like, may be used by other parties to generate unsolicited communications. We encourage all parents and legal guardians to instruct their children in the safe and responsible use of their Personal Information while using the Internet.

### **Privacy Outside the Web Properties**

The Web Properties may now or in the future contain various links to other websites, including, but not limited to, Facebook, Instagram, Twitter, Pinterest, Vimeo, and SoundCloud, among others, and may contain advertisements of third parties. We are not and cannot be responsible for the privacy practices or the content of any of those websites. Other than under agreements with certain reputable organizations and companies, and except for third party service providers (as described in this Privacy Notice), we do not share any of the Personal Information that you provide to us with any of the websites to which the Web Properties link, although we may now or in the future exploit, share and use De-Identified Data with those other third parties. Please check with those websites in order to determine their privacy policies and your rights under them.

We may use the services of third party service providers, for example to process payments and other transactions or to provide analytics services. By using our Web Properties, you grant us all necessary rights and consents under applicable laws to disclose to our third party service providers -- or allow those third party service providers to collect, use, retain and disclose -- any Personal Information for purposes of providing services to you, including data that we may collect directly from you using cookies or other similar means.

### **European Union Users**

If you are visiting us from the European Union, please note that we may collect, transfer and continue to use your Personal Information outside the European Union for any of the purposes described in this Privacy Notice. By using the Web Properties and providing us with your Personal Information, you consent to our collection, transfer and continued use of your Personal Information in accordance with this Privacy Notice and our Terms of Use.

### **Social Features**

Certain functionality on the Web Properties is specifically designed to permit interactions that you initiate between the Web Properties and third party websites or services, including third party social networks ("Social Features"). Examples of Social Features include enabling you to "like" or "share" our content on the Web Properties to other websites or services.

If you choose to use Social Features, information that you post or provide access to may be publicly displayed on the Web Properties or by the provider of the Social Feature that you use. Similarly, if you post information on a third party platform that references NFLM or any of its affiliates (for example, by using a hashtag associated with NFLM or mentioning us in a tweet or status update), your post may be published on the Web Properties in accordance with the terms of the third party website or service. In addition, NFLM, its affiliates and the third party may have access to certain information about you and your use of the Web Properties and the third party site or service.

The information that we collect in connection with Social Features is subject to this Privacy Notice. The information collected and stored by third parties remains subject to those third parties' privacy practices, including whether the third parties continue to share information with us, the types of information shared, and your choices with regard to what is visible to others on those third party websites or services. You should review the applicable privacy policies for these third party Social Features providers.

## **Choices with Your Personal Information**

Whether you submit any Personal Information to us is entirely up to you. You are under no obligation to provide any Personal Information to us. However, this information is essential for the provision and quality of some of the services that we offer to you, so we cannot provide you with certain services or provide you with access to certain features if you choose to withhold requested information, for example providing features that require your payment information.

You may choose to prevent us from disclosing or using your Personal Information under certain circumstances ("opt out"). You may opt out of any disclosure or use of your Personal Information for purposes that are incompatible with the purpose(s) for which it was originally collected or for which you subsequently gave authorization by notifying us by one of the methods at the end of this Privacy Notice, or by following the procedures set forth in an electronic communication from us, if applicable. Furthermore, even where your Personal Information is to be disclosed and used in accordance with the stated purposes in this Privacy Notice, you may elect to opt out of such disclosure to and use by a third party that is not acting as our agent. There are some uses from which you cannot opt out, such as to provide products, features or services that you have requested from us.

## **Access and Correction**

Please contact us in the manner specified at the end of this Privacy Notice to access your Personal Information in our possession and correct inaccuracies of that information in our records. We ask individuals to identify themselves and the information requested to be accessed and amended before processing such requests, and we may decline to process requests in limited circumstances, as permitted by applicable laws, rules and regulations.

## **Your California Privacy Rights**

Under California's "Shine the Light" law, California residents who provide certain personally identifiable information in connection with obtaining products or services for personal, family, or household use are entitled to request and obtain from us (once per calendar year) information about the customer information that we shared (if any) with other businesses for their own direct marketing uses. If applicable, this information would include the categories of customer information and the names and addresses of those businesses with which we shared customer information for the immediately prior calendar year. (In other words, requests made in 2018 will receive information regarding 2017 information-sharing activities, if any.)

To obtain this information, please send an email message to [info@notforlazymoms.com] with "Request for California Privacy Information" in the subject line and in the body of your message. We will provide the requested information to you at your email address in response. Please be aware that not all information sharing is covered by the "Shine the Light" requirements, and only information on covered sharing will be included in our response.

## **Notice to California Residents**

Under California Civil Code Section 1789.3, California residents who use the Web Properties are entitled to the following consumer rights notice: If you have a question or complaint regarding the services or products provided through the Web Properties, please send an email to [info@notforlazymoms.com]. You may also contact us by writing to 9812 Falls Road, Suite 114-226, Potomac, MD 20854, or by calling us at (877) 637-NFLM (6356). Currently there is no charge to use the Web Properties, other than any services or products that you may purchase through the Web Properties, and any applicable taxes, shipping fees, and other charges associated with those purchases. Unless otherwise stated, these charges appear for each purchase on the order confirmation pages relating to each purchase. California residents may reach the Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs by mail at 1625 North Market Blvd., Suite N 112, Sacramento, CA 95834, or by telephone at (916) 445-1254 or (800) 952-5210.

### **"Do Not Track" Signals**

Note that your browser settings may allow you to automatically transmit a "Do Not Track" signal to websites and online services that you visit. Like many websites and online services, NFLM currently does not alter its practices when it receives a "Do Not Track" signal from a visitor's browser. To find out more about "Do Not Track," you may wish to visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

### **Your Consent to This Privacy Notice**

By using the Web Properties, you consent to the collection and use of your information (including Personal Information) by us as specified above or as we otherwise see fit, in compliance with this Privacy Notice, unless you inform us otherwise by means of the procedure identified below. If we decide to change this Privacy Notice or some part of it, we will make an effort to post those changes on this web page so that you will always be able to understand what information we collect, how we use that information and under what circumstances we may disclose that information to others. Your use of the Web Properties following our publication of any amendment of this Privacy Notice will signify your assent to and acceptance of its revised terms for all previously collected information and information collected from you in the future. We may use comments, information or feedback that you may submit in any manner that we may choose without notice or compensation to you.

If you have additional questions or comments or would like to access your recorded Personal Information or opt out of certain sharing, please let us know by sending your comments or requests to:

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