

The Human Experience Privacy Policy

EFFECTIVE DATE: November 30, 2017

TheHumanExperience, Inc. (“T.H.E.,” “we,” “us,” or “our”) values your privacy. In this Privacy Policy (“Policy”), we describe how we collect, use, and disclose information that we obtain about users of our services (the “Service”), including those available through our website www.thehumanexperience.info (collectively, “Site”).

By using any of our Services, or otherwise visiting the Site, you agree that your personal information will be handled as described in this Policy. Your use of our Site or Services, and any dispute over privacy, is subject to this Policy and our Terms of Service www.thehumanexperienceapp.com/terms, including its applicable limitations on damages and the resolution of disputes. The Terms of Service are incorporated by reference into this Policy.

The Information We Collect About You
How We Use Your Information
How We Share Your Information
Our Use of Cookies and Other Tracking Mechanisms
Third-Party Links
Security of My Personal Information
Access to My Personal Information
Communications Choices
Children Under 13
Your California Privacy Rights
Contact Us
Changes to this Policy

The Information We Collect About You

We collect information about you directly from you and from third parties, as well as automatically through your use of our Site or Services. We may combine the information we collect about you from these sources.

Registration and Account Profile. To access most of the Services you must have an account with us. In order to register for an account, you must provide us certain information including name, email address, gender, and age, and choose a password. You may also be able to sign into our Services using third party accounts, such as Google, Twitter or Facebook accounts. When you log in through a third party account, you must grant us permission to access and use certain information from these accounts (as explained on the permissions page), including your name, email and profile information; we may have access to this information even when you are not logged into the Services. We may also collect or allow you to provide additional optional information such as demographic info and background details, and where applicable will collect payment information.

Content. Through the Services you may provide, share, create, manage, tag and edit content such as photos, newsletters, your calendar, your contacts, communications, documents, and other content (collectively, “Content”). You may upload Content directly or grant the Services access to Content from third party sources. For example, with your permission we may collect certain device content (e.g., calendar, contacts, messages, call log and other device information), or if you connect your Google account, and give us permission, we may collect information about your contacts, emails and calendar with your consent. We maintain Content as part of your account; even if you amend or delete certain

Content, we may maintain historical versions as part of our records or backups. We may also collect and generate certain information about your Content. For example, we may collect metadata associated with such content (e.g., location, date/ time stamp, device type, associated third party account). We may also scan photos or content to identify certain general characteristics, such as the number of people in the photo, the background (indoor or outdoor), the time of day, etc., and suggest tags accordingly (we do not engage in any facial scanning or facial recognition, in order to identify particular individuals based on your photos).

Other Information We Collect Regarding Your Usage of Our Services. We collect information about your use of our Services, such as your purchase history, sharing history, including others with whom you have sent or shared Content, and other features you use. In addition, if you comment or post content to the Services, we may gather data about the content you post

Other Information We Collect Automatically Through Our Services. We automatically collect information about you through your use of our Services, including log files, IP address, app identifier, advertising ID, location info, browser type, device type, domain name, the website that led you to our Services, the website to which you go after leaving our Services, the dates and times you access our Services, and the links you click and your other activities within the Services. Please see the section “Cookies and Other Tracking Mechanisms” below for more information.

How We Use Your Information

We use your information, including your personal information, for the following purposes:

- To provide our Services to you, to communicate with you about your use of our Services, to respond to your inquiries, and for other customer service purposes.
- To tailor the content and information that we may send or display to you, to suggest certain tags or activities, to offer location customization and personalized help and instructions, and to otherwise personalize your experiences while using the Services.
- For marketing and promotional purposes. For example, we may use your information, such as your email address, to send you news and newsletters, special offers, and promotions, or to otherwise contact you about products or information we think may interest you, including third party offers and information. We also may use the information that we learn about you to assist us in advertising our Services on third party websites.
- To better understand how users access and use our Site and Services, both on an aggregated and individualized basis, in order to improve our Site and Services, develop new services and features, and respond to user desires and preferences, and for other research and analytical purposes, including to analyze and understand usage and activity trends.
- To administer surveys and questionnaires.
- To protect our own rights and interests, such as to resolve any disputes, enforce our Terms of Service, or to respond to legal process.

How We Share Your Information

We may share your information, including personal information, as follows:

- ***Third Parties.*** We may disclose the information we collect from you to our third party partners for use in joint marketing efforts, and so that they may use contact you about information and offers we think may interest you.
- ***Service Providers.*** We may disclose the information we collect from you to third party vendors, service providers, contractors or agents who perform functions on our behalf.

- ***Business Transfers.*** If we are acquired by or merged with another company, if any part of our assets are transferred to another company, or as part of a bankruptcy proceeding, we may transfer the information we have collected from you to the other company.
- ***In Response to Legal Process.*** We also may disclose the information we collect from you in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.
- ***To Protect Us and Others.*** We also may disclose the information we collect from you where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Policy, or as evidence in litigation in which T.H.E. is involved.
- ***Aggregate and De-Identified Information.*** We may share aggregate or de-identified information about users with third parties for marketing, advertising, research or similar purposes.

Our Use of Cookies and Other Tracking Mechanisms

We and our third-party service providers use cookies and other tracking mechanisms to track information about your use of our Site or Services. We may combine this information with other personal information we collect from you (and our third-party service providers may do so on our behalf).

Cookies. Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Site and Services, while others are used to enable a faster log-in process or to allow us to track your activities at our Site and Service. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to control cookies through that browser. Visitors to our Site who disable cookies will be able to browse certain areas of the Site, but some features may not function.

Clear GIFs, pixel tags and other technologies. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear GIFs are embedded invisibly on web pages. We may use clear GIFs (a.k.a. web beacons, web bugs or pixel tags), in connection with our Services to, among other things, track the activities of Site visitors and users, help us manage content, and compile statistics about Site usage. We and our third-party service providers also use clear GIFs in HTML emails to our customers, to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

Third Party Analytics. We use automated devices and applications, such as Google Analytics, to evaluate usage of our Site and, to the extent permitted, our Application. We also may use other analytic means to evaluate our Services. We use these tools to help us improve our Services, performance and user experiences. These entities may use cookies and other tracking technologies to perform their services. We do not share your name and contact information with these third-party analytics providers

Do Not Track. Currently, our systems do not recognize browser "do-not-track" requests. You may, however, disable certain tracking as discussed in this section (e.g., by disabling cookies); you also may opt-out of targeted advertising by following the instructions in the Third-Party Ad Network section.

Third-Party Links

Our Site and Services may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Policy, but instead is governed by the privacy policies of those third-party websites. We are not responsible for the information practices of such third-party websites.

Security of My Personal Information

We have implemented safeguards to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware no data security measures can guarantee security. You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private.

Access To My Personal Information

If you'd like to update your profile information with us or amend Content, you may do so through your account. Please note that copies of information that you have updated, modified or deleted may remain viewable in cached and archived pages of the Site for a period of time, and we may maintain a copy as part of our business records.

Communications Choices

We may send periodic promotional emails to you. You may opt-out of such promotional communications by following the opt-out instructions contained in the e-mail. Please note that it may take up to 10 business days for us to process opt-out requests. If you opt-out of receiving promotional emails about recommendations or other information we think may interest you, we may still send you e-mails about your account or any Services you have requested or received from us.

Children Under 13

Our Services are not designed for children under 13; and children under 13 are not permitted to have an account with us. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems.

Your California Privacy Rights

California residents may request a list of certain third parties to which we have disclosed personally identifiable information about you for their own direct marketing purposes. You may make one request per calendar year. In your request, please attest to the fact that you are a California resident and provide a current California address for your response. Please allow up to thirty (30) days for a response. You may request this information in writing by contacting us through the information in the "Contact Us" section below.

Contact Us

If you have questions about the privacy aspects of our Services or would like to make a complaint, please contact us at

TheHumanExperience
PO Box 2357
Round Rock, Texas 78680-2357
headquarters@thehumanexperience.info
(866) 487-0549

Changes to this Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the personal

information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site, within the Services, or via email notice.