

Privacy Policy for Mello

Last Updated: August 26th, 2024

1. Introduction

This Privacy Policy (hereinafter, "Policy") applies to users (hereinafter, "User" or "Users") of the Mello mobile application (hereinafter, "App"), owned and operated by Christian Stoner, a sole proprietorship established under the laws of Tennessee, United States, with its principal place of business located at:

2443 Hwy 41 S

B

Unit #91

Greenbrier, TN 37073

(hereinafter, "Company," "we," "us," or "our").

This Policy is designed to comply with applicable data protection laws worldwide, including but not limited to the California Consumer Privacy Act (CCPA), the General Data Protection Regulation (GDPR) of the European Union, and other applicable U.S. and international privacy laws. We strive to adhere to the principles of transparency, accountability, and security across all jurisdictions in which we operate.

By accessing or using the App, Users consent to the data practices described in this Policy. If Users do not agree with the terms of this Policy, they must not use the App.

2. Information We May Collect About You

The Company collects and processes various categories of personal information to provide and improve the App's services. We process your personal information complying with the requirements in force from time to time, including the security requirements arising from data protection legislation and corresponding orders. The types of information we may collect include, but are not limited to:

2.1 What Information is Collected

a) Personal Data:

- Full name
- Email address
- Date of birth
- Gender (optional)
- Account credentials
- Device information (e.g., device ID, model, operating system)
- IP address
- Geographic location (if permitted by User)

b) Usage Data:

- App access times and duration
- Features and content accessed
- User preferences and settings
- Performance data and crash reports

c) User-Generated Content:

- Any content created, uploaded, or shared within the App

3. Purpose of Collection and Storing Period

3.1 Purpose of Collection

The Company collects and processes personal information for the following purposes:

- a) To provide and maintain the App's services
- b) To notify Users about changes to the App
- c) To allow Users to participate in interactive features of the App
- d) To provide customer support
- e) To gather analytics data to improve the App
- f) To monitor usage of the App
- g) To detect, prevent, and address technical issues
- h) To fulfill any other purpose for which the information was collected

3.2 Storing Period

The Company retains personal information for as long as necessary to fulfill the purposes outlined in this Policy, unless a longer retention period is required or permitted by law. The criteria used to determine the retention period include:

- a) The duration of the User's account with the App
- b) Legal obligations to retain data for certain periods
- c) Pending or potential litigation
- d) Our legitimate business interests

4. Use of Data Processors

4.1 Engagement of Service Providers

The Company may engage third-party companies and individuals ("Service Providers") to facilitate and enhance the App's services. These Service Providers may:

- a) Provide services on our behalf
- b) Perform App-related services
- c) Assist us in analyzing how the App is used
- d) Support our business operations

4.2 Types of Service Providers

Service Providers may include, but are not limited to:

- a) Hosting and cloud computing providers
- b) Payment processors
- c) Analytics services
- d) Customer support services
- e) Marketing and advertising partners
- f) Security and fraud prevention services
- g) Content delivery networks

4.3 Data Access and Use Restrictions

These Service Providers have access to Users' personal information only to perform specific tasks on our behalf. They are contractually obligated to:

- a) Process the personal data only on our documented instructions.
- b) Ensure that persons authorized to process the personal data have committed themselves to confidentiality.
- c) Take all measures required for the security of processing.
- d) Not engage another processor without our prior authorization.
- e) Assist us in fulfilling our obligations to respond to Users' requests to exercise their rights
- f) Delete or return all personal data to us after the end of the provision of services.
- g) Make available to us all information necessary to demonstrate compliance with these obligations.

4.4 International Data Transfers

Some of our Service Providers may be located outside of your jurisdiction. In such cases, we ensure that:

- a) The transfer is to a country that has been deemed to provide an adequate level of protection for personal data.
- b) We have implemented appropriate safeguards, such as standard contractual clauses approved by relevant authorities.
- c) You have given explicit consent to the proposed transfer after being informed of the possible risks.

4.5 Compliance and Audits

We regularly review and audit our Service Providers to ensure they maintain appropriate data protection standards. We reserve the right to terminate our relationship with any Service Provider that fails to meet our data protection requirements.

5. Disclosure of Your Personal Information

5.1 Circumstances of Disclosure

The Company may disclose Users' personal information in the following circumstances:

- a) **Legal Obligations:** To comply with any applicable law, regulation, legal process, or enforceable governmental request.
- b) **Rights Protection:** To protect and defend the rights, property, or safety of the Company, our Users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.
- c) **Investigation of Wrongdoing:** To prevent, investigate, detect, or prosecute possible wrongdoing in connection with the App, including fraud and security issues.
- d) **Safety Concerns:** To address potential violations of our terms and policies or to protect against harm to the rights, property, or safety of the Company, our Users, or the public as required or permitted by law.
- e) **Business Transfers:** In connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company. In such an event, we will provide notice before personal information is transferred and becomes subject to a different privacy policy.
- f) **User Consent:** With User consent or at User direction. We may share your information in any other circumstances where we have your explicit consent.
- g) **Aggregated or De-identified Data:** We may share aggregated or de-identified information, which cannot reasonably be used to identify you, with third parties for various purposes including data analysis, research,

and service improvement.

5.2 Principles Governing Disclosure

When disclosing personal information, we adhere to the following principles:

- a) **Minimization:** We disclose only the information necessary for the specified purpose.
- b) **Proportionality:** The disclosure is proportionate to the purpose for which it is made.
- c) **Security:** We ensure that appropriate security measures are in place to protect the information during and after disclosure.
- d) **Transparency:** Where possible and legally permissible, we inform Users about disclosures of their personal information.

5.3 International Disclosures

If we need to transfer personal information to countries outside your jurisdiction, we ensure that:

- a) The transfer is necessary for the performance of a contract between you and the Company or for pre-contractual measures taken at your request.
- b) The transfer is necessary for the conclusion or performance of a contract concluded in your interest between the Company and another natural or legal person.
- c) We have implemented appropriate safeguards, such as standard contractual clauses approved by relevant authorities.
- d) You have given explicit consent to the proposed transfer after being informed of the possible risks.

5.4 Responding to Legal Requests

When we receive legal requests for User information, we adhere to the following practices:

- a) We scrutinize all requests to ensure they are legally valid and appropriately limited in scope.
- b) We seek to notify Users about legal requests for their information unless prohibited by law or court order.
- c) We may challenge requests that appear to be overbroad or inconsistent with applicable laws.

5.5 Disclosure Record

We maintain a record of all disclosures of personal information, including the date, nature, and purpose of the disclosure, and the recipient of the information. This record is available to Users upon request, unless prohibited by law.

6. Safety Concerning Your Personal Information

The Company implements appropriate technical and organizational measures to protect personal information against accidental or unlawful destruction, loss, alteration, unauthorized disclosure, or access. These measures include, but are not limited to:

- a) Encryption of data in transit and at rest.
- b) Regular security assessments and penetration testing.
- c) Access controls and authentication mechanisms.
- d) Employee training on data protection and security.

7. Data Transmission

Users' data may be transferred to and processed in countries other than their country of residence, including the United States. These countries may have data protection laws that differ from those of Users' country of residence. By using the App, Users consent to the transfer of their information to countries outside their country of residence.

8. Your Information and Rights

The Company is committed to upholding Users' rights regarding their personal information. Depending on their jurisdiction, Users may have various rights under applicable data protection laws. We strive to provide these rights to all Users globally, to the extent permitted by local laws.

8.1 User Rights

Users may have the following rights regarding their personal information:

- a) Right to Access:** Users have the right to request information about the personal data we hold about them and to obtain a copy of that information.
- b) Right to Rectification:** Users have the right to request the correction of inaccurate personal data or the completion of incomplete personal data.
- c) Right to Erasure (also known as the "Right to be Forgotten"):** Users have the right to request the deletion of their personal data under certain circumstances, such as when the data is no longer necessary for the purposes for which it was collected.
- d) Right to Restrict Processing:** Users have the right to request the restriction of processing of their personal data under certain circumstances, such as when the accuracy of the data is contested.
- e) Right to Data Portability:** Users have the right to receive their personal data in a structured, commonly used, and machine-readable format, and to transmit that data to another controller without hindrance.

f) Right to Object: Users have the right to object to the processing of their personal data under certain circumstances, including processing for direct marketing purposes.

g) Rights Related to Automated Decision-Making and Profiling: Users have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning them or similarly significantly affects them.

h) Right to Withdraw Consent: Where processing is based on consent, Users have the right to withdraw their consent at any time.

8.2 Exercising Your Rights

To exercise any of these rights, Users may contact the Company using the information provided in the "Contact Us" section of this Policy. We may need to request specific information from Users to help us confirm their identity and ensure their right to access their personal data (or to exercise any of their other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it.

8.3 Response Timelines

The Company will respond to data subject access requests without undue delay and in any event within one month of receipt of the request. This period may be extended by two further months where necessary, taking into account the complexity and number of requests. The Company will inform the User of any such extension within one month of receipt of the request, together with the reasons for the delay.

8.4 Fees

The Company will not charge a fee to access personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if a request is clearly unfounded, repetitive, or excessive. Alternatively, we may refuse to comply with the request in these circumstances.

8.5 Jurisdiction-Specific Rights

8.5.1 California Residents

In accordance with the California Consumer Privacy Act (CCPA), California residents have the right to request that we disclose:

- The categories of personal information we have collected about them
- The categories of sources from which the personal information is collected
- The business or commercial purpose for collecting or selling personal information
- The categories of third parties with whom we share personal information
- The specific pieces of personal information we have collected about them

California residents also have the right to request deletion of their personal information and the right to opt-out of the sale of their personal information (if applicable).

To submit a verifiable consumer request under the CCPA, please contact us using the information in the "Contact Us" section.

8.5.2 European Economic Area (EEA) Residents

For Users in the EEA, where the General Data Protection Regulation (GDPR) applies, in addition to the rights mentioned above, you have the right to lodge a complaint with a supervisory authority in your country of residence, place of work, or place of the alleged infringement if you consider that the processing of your personal data infringes on the GDPR.

8.5.3 Other Jurisdictions

Users in other jurisdictions may have similar rights under their local laws. The Company is committed to facilitating the exercise of these rights in accordance with applicable local laws.

8.6 Limitations

While we will make every effort to honor Users' rights requests, please note that there may be instances where we are unable to do so, such as when the information is necessary for us to complete a transaction, fulfill a contract, comply with a legal obligation, or for other permissible purposes under applicable law. In such cases, we will inform the User of the reasons why we cannot comply with their request.

9. Tracking Technologies and Cookies

The Company uses cookies and similar tracking technologies to track activity on the App and hold certain information. Users can instruct their browser to refuse all cookies or to indicate when a cookie is being sent. However, if Users do not accept cookies, they may not be able to use some portions of the App.

For more information about the cookies we use and your choices regarding cookies, please visit our [Cookies Policy](#).

10. Log Files

The App follows a standard procedure of using log files. These files log visitors when they use the App. The information collected by log files includes internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. This information is used for analyzing trends, administering the App, tracking Users' movement on the App, and gathering demographic information.

11. Geo-location Data

With User consent, the App may collect and process information about Users' precise or approximate location, as derived from data such as IP address, GPS, and other sensors that may provide information on nearby devices, Wi-Fi access points, and cell towers.

12. Children's Personal Data

The App is not intended for use by individuals under the age of 13. The Company does not knowingly collect personal information from children under 13. If we become aware that we have collected personal information from a child under 13 without verification of parental consent, we will take steps to remove that information from our servers.

13. Changes to This Privacy Policy

The Company reserves the right to update or change this Policy at any time. Users will be notified of any changes by posting the new Policy on this page and updating the "Last Updated" date. Users are advised to review this Policy periodically for any changes.

In case of material changes to this Policy, the Company will provide a more prominent notice, which may include email notification of Privacy Policy changes for registered users.

14. Data Breach Notification

In the event of a data breach that is likely to result in a high risk to the rights and freedoms of Users, the Company will notify affected Users without undue delay. This notification will describe the nature of the breach, the potential consequences, and the measures taken or proposed to be taken by the Company to address the breach.

15. Data Protection Compliance

The Company has designated a Privacy Compliance Officer responsible for overseeing compliance with this Policy and applicable data protection laws. This role serves as an equivalent to a Data Protection Officer (DPO) for the purposes of our privacy practices. Users may contact the Privacy Compliance Officer with any queries related to the processing of their personal data or this Policy.

Privacy Compliance Officer Contact Information:

[Name of Privacy Compliance Officer]

Email: [Privacy Officer email]

Address: [Privacy Officer mailing address]

16. Contact Us

For any questions or concerns regarding this Privacy Policy or the App's data practices, please contact:
Christian Stoner

2443 Hwy 41 S
B

Unit #91

Greenbrier, TN 37073

Email: Hello.mellowmeditation@gmail.com

By using the App, Users acknowledge that they have read and understood this Privacy Policy and agree to be bound by its terms and conditions.