

BREATHE™ PRIVACY POLICY

Because Mindful Projects, LLC (hereinafter referred to as “we,” “our,” or “us”), respects your privacy, we are letting you know about our online privacy policies. This Privacy Policy discloses how we collect, protect, use, and share information gathered about you on our website and mobile application (collectively, the “Services”). We hope this disclosure will help increase your confidence in us, and enhance your experience on the Internet.

BY USING OUR SERVICES, YOU CONSENT TO THE COLLECTION, USE AND TRANSFER OF YOUR PERSONAL DATA FOR PROCESSING IN THE UNITED STATES AS DESCRIBED IN THIS PRIVACY POLICY.

“Personal Data” is information that can be used to identify you, directly or indirectly, alone or together with other information. This includes things such as your full name, email address, phone number, precise location, device IDs, certain cookie and network identifiers, and any other identifying information about yourself that you may provide in connection with your use of the Services. Please note that de-identified data (Personal Data that has been modified in such a manner by us such as to remove personally-identifying information) is not subject to this Privacy Policy, and that we may use de-identified data for any purpose.

A. Types of Information We Collect and How We Collect It

In many instances, your use of the Services will not involve our collecting any Personal Data. Some uses of the Services, however, will involve our collecting your Personal Data. Those activities include:

- Registering for an account or obtaining a subscription to use our Services.
- Inputting Personal Data within our Services, or using our Services in a manner that will allow the Services to collect or otherwise obtain data as a result of your personal activities.

- Making a purchase of the Services.
- Signing up for news updates or promotional materials from us.
- Engaging with our social media pages.
- Contacting our customer service representatives.

Our Services collect some information about you using technology, so it may not be readily apparent to you that it is being collected. For instance, when you use our Services, we may automatically collect certain non-personally identifiable information from you, such as your Internet service provider's address, the web page from which you came, and a record of your activity in using our Services. This information is not personally identifiable.

B. How We Use and Disclose Your Information

We may disclose your Personal Data for the purposes described elsewhere in this Privacy Policy, and as follows:

1. To persons within our company in order to provide and improve the Services, and for marketing purposes.
2. To business partners and vendors to provide and improve the Services.
3. To law enforcement or other governmental authorities in order to comply with law, a court order, or other legal obligation, or to protect or enforce our rights.

C. Children

We do not knowingly collect Personal Data from children under the age of 13. If you become aware that a child under the age of 13 (12 or younger) has provided us with Personal Data without the consent of his or her parent(s) or guardian(s), please contact us immediately. If we become aware that a child under the age of 13 has provided us with Personal Data without the consent of his or her parent(s) or guardian(s), we will take steps to delete the data and cancel the child's account.

D. The Type of Security We Provide

We strive to implement appropriate technical and organizational safeguards to protect against unauthorized or unlawful processing of Personal Data and against accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to Personal Data. Please be advised, however, that we cannot fully eliminate security risks associated with the storage and transmission of Personal Data.

There are some things that you can do to help protect the security of your Personal Data as well. For instance, never give out your password, since this is what is used to access all of your account information. Also, remember to sign out of your account and close your browser window when you finish surfing the web so that other people using the same computer won't have access to your information. You should use caution when using public Wi-Fi, which can make your personal information available to others if not properly secured.

E. Links to Other Websites and Social Media

Our Services may contain links to other websites of interest. However, once you have used these links to leave our Services, you should note that we do not have any control over these sites. Therefore, we cannot be responsible for the protection and privacy of any information that you provide while visiting such sites, and such sites are not governed by this Privacy Policy. Hence, you should exercise caution and review the privacy statement applicable to the website in question.

Communication, engagement and actions taken through social media platforms that are accessible via the Services are custom to the respective terms and conditions and the privacy policies of each such social media platform. The Services may use social sharing buttons that help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and risk, and that the social media platform may track

and save your request to share a web page, respectively, through your social media platform account.

F. Withdrawing Consent

You may, at any time, withdraw your consent with respect to future use and disclosure of Personal Data, but without affecting the lawfulness of our prior use and disclosure of your Personal Data, by providing express notice to us (which notice must then be acknowledged by us to be binding). Please keep in mind, however, that our collection and use of your Personal Data may be essential to your use of our Services.

G. Sale of Businesses

Over the course of our operation, it is possible that at some point we may sell some, all or certain portions of our businesses or assets to other companies. When such an event occurs, customer information (including your Personal Data) may constitute a part of the transferred business assets. In the event that we sell substantially all of our assets to another company, customer information (including your Personal Data) likely will be considered an asset that will be transferred to the acquiring company.

H. Changes to this Privacy Notice

Changes to this Privacy Policy will be posted on this page. If we make a material change to our privacy practices, we will provide notice on the site or by other means as appropriate. We last updated our Privacy Policy on July, 2018.

I. How to Contact Us

Should you have questions about this Privacy Policy, or wish to opt out of further disclosures of Personal Data, you may contact us by email at breathe.phoneapp@gmail.com.