

**HYGGE AIM, INC.
PRIVACY POLICY**

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At miHygge we appreciate your use of the miHygge Platform. We respect your privacy and take our responsibility to protect the safety and security of your Personal Information very seriously. We are committed to respecting your privacy rights.

1. Scope of Privacy Policy

When this policy mentions “miHygge,” “we,” “us,” or “our,” it refers to the HYGGE AIM, INC., a Delaware corporation, the company that is responsible for your information under this Privacy Policy. This Privacy Policy is part of our Terms of Service that governs your access to and use of the miHygge Platform. We will refer to access, use, transmission, and exchanges of information, availability or utilization of features, functions, or activities, simply as “use” in the material below. If you see an undefined term in this Privacy Policy (such as “Listing” or “miHygge Platform”), it has the same definition as in our Terms of Service.

This Privacy Policy describes how miHygge collects, uses, process, and discloses your information, including Personal Information, when you use the miHygge Platform.

This Privacy Policy describes your legal rights and responsibilities with respect to information which identifies you or which could be used to identify you, such as your name and contact details, or your user account information, which we call “**Personal Information**” in the text below. “Personal Information” also may include information about how you use our website.

This Privacy Policy also applies to our targeted content, including online offers and advertisements for products and services, which you may see on third party websites, platforms and applications (“**Third Party Sites**”) based on your online activity. These Third Party Sites may have their own privacy policies and terms and conditions. We encourage you to read them before using those Third Party Sites.

This Privacy Policy does not apply to Third Party Sites that may be accessed through the miHygge Platform. We may provide links to other websites that contain information that we believe may be useful to you or that you will find valuable. However, we have not investigated the security of those linked websites and you should not assume those sites have a privacy policy equivalent to ours. If you access a Third Party Site through a link we provide, you will be subject to the privacy policy of the new site. miHygge is not responsible for the contents of any linked webpages referenced from our website.

This Privacy Policy also applies to the Payment Services provided to you on the miHygge website pursuant to the Terms of Service. When using the Payment Services, you will also be providing your information, including Personal Information, to a third-party processor, which is Stripe, Inc. (“**Payments Processor**”).

2. Acceptance of Privacy Policy

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, please do not use the miHygge Platform. By using the miHygge Platform, you agree to the terms of this Privacy Policy. This Privacy Policy may change from time to time. Your continued use of the miHygge Platform after we make changes signifies acceptance of those changes. Please see the Changes to this Privacy Policy section below.

3. Information we collect

When you use the miHygge Platform, we collect a variety of information from and about you, your devices, and your interaction with the miHygge Platform. There are three general categories of information we collect.

3.1 Information you give to us

3.1.1 *Information that is necessary for the use of the miHygge Platform.* We ask for and collect the following Personal Information about you when you use the miHygge Platform. This information is necessary for the adequate performance of the contract between you and us and to allow us to comply with our legal obligations. Without it, we may not be able to provide you with all the requested services.

3.1.1.1 *Account information.* When you sign up for a miHygge Account, we require certain Personal Information such as your first name, last name, email address, and phone number.

3.1.1.2 *Profile and listing information.* To use certain features of the miHygge Platform (such as booking or creating a Listing), we may ask you to provide additional information, which may include your postal address, phone number, and a profile picture.

3.1.1.3 *Identity verification information.* To help create and maintain a trusted environment, we may collect identity verification information (such as images of your government issued ID, passport, national ID card, or driving license, as permitted by applicable laws) or other authentication information.

3.1.1.4 *Payment information.* To use certain features of the miHygge Platform (such as booking or creating a Listing), we may require you to provide certain financial information

(like your bank account or credit card information) in order to facilitate the processing of payments.

3.1.1.5 *Communications with miHygge and other Members.* When you communicate with miHygge or use the miHygge Platform to communicate with other Members, we collect information about your communication and any information you choose to provide.

3.1.2 *Information you choose to give us.* You may choose to provide us with additional Personal Information in order to obtain a better user experience when using miHygge Platform. This additional information will be processed based on your consent.

3.1.2.1 *Additional profile information.* You may choose to provide additional information as part of your miHygge profile (such as your profile photograph, address, city, and state). Some of this information as indicated in your miHygge Account settings, is part of your public profile page, and will be publicly visible to others.

3.1.2.2 *Address book contact information.* Where available, you may choose to import your address book contacts or enter your contacts' information manually to access certain features of the miHygge Platform, like inviting them to use miHygge.

3.1.2.3 *Other information.* You may otherwise choose to provide us information when you fill in a form, conduct a search, update or add information to your miHygge Account, respond to surveys, participate in promotions, or use other features of the miHygge Platform.

3.1.3 *Information that is necessary for the use of the Payment Services* The Payments Processor needs to collect the following information, as it is necessary for the adequate performance of the contract with you and to comply with applicable law (such as anti-money laundering regulations). Without it, you will not be able to use Payment Services:

3.1.3.1 *Payment Information.* When you use the Payment Services, the Payments Processor requires certain financial information (like your credit card information) in order to process payments and comply with applicable law.

3.1.3.2 *Identity Verification and Other Information.* If you are a Provider, the Payments Processor may require identity verification information (such as images of your government issued ID, passport, national ID card, or driving license) or other authentication information, your date of birth, your address, email address, phone number and other information in order to verify your identity, provide the Payment Services to you, and to comply with applicable law.

3.2 Information we automatically collect from your use of the miHygge Platform and Payment Services

When you use the miHygge Platform and the Payment Services, we automatically collect information, including Personal Information, about the services you use and how you use them. This information is necessary for the adequate performance of the contract between you and us, to enable us to comply with legal obligations and given our legitimate interest in being able to provide and improve the functionalities of the miHygge Platform and Payment Services.

3.2.1 *Geo-location information.* When you use certain features of the miHygge Platform, we may collect information about your precise or approximate location as determined through data such as your IP address or mobile device's GPS to offer you an improved user experience. Most mobile devices allow you to control or disable the use of location services for applications in the device's settings menu. miHygge may also collect this information even when you are not using the app if this connection is enabled through your settings or device permissions.

3.2.2 Usage information. We collect information about your interactions with the miHygge Platform such as the pages or content you view, your searches for Listings, bookings or purchases you have made, and other actions on the miHygge Platform.

3.2.3 Log data and device information. We automatically collect log data and device information when you access and use the miHygge Platform, even if you have not created a miHygge Account or logged in. That information includes, among other things: details about how you've used the miHygge Platform (including if you clicked on links to third party applications), IP address, access dates and times, browser type, hardware and software information, device information, device event information, unique identifiers, crash data, cookie data, and the pages you've viewed or engaged with before or after using the miHygge Platform.

3.2.4 Cookies and similar technologies. We use first and third-party cookies and other similar technologies, such as web beacons, pixels, and mobile identifiers, to automatically collect information about your use of our website. This information includes browser type, pages-viewed, links clicked, and other actions you take in connection with our websites, online advertisements, and email. A cookie is data sent to your Internet browser from a Web server and stored directly on your computer hard drive. Cookies and similar technologies within a web browser allow us to collect and store data as you navigate our website. We use this information for various purposes, including to facilitate web page navigation, display information more effectively, personalize your online experience, to understand how our websites are used by users, market our products and services, measure the success of our marketing campaigns, and for security purposes. Most web browsers are set up to accept cookies. You can adjust your browser settings to refuse all cookies or to inform you when a cookie is being placed on your hard drive. However, certain features of miHygge's website may not work properly and you may be required to re-enter certain information each time you use our website. We may also allow our business partners to use these tracking technologies on the miHygge Platform, or engage others to track your behavior on our behalf. Where we use Google Analytics, we have set up the service to anonymize your IP address as soon as data is received by the Analytics Collection Network, before any storage or processing takes place.

3.2.5 Payment transaction information. The Payments Processor collects information related to your payment transactions through the miHygge Platform, including the payment instrument used, date and time, payment amount, payment instrument expiration date and billing postcode, IBAN information, your address and other related transaction details. This information is necessary for the adequate performance of the contract between you and Payments Processor and to allow the provision of the Payment Services.

3.3 Information we collect from third parties

miHygge may collect information, including Personal Information that others provide about you when they use the miHygge Platform and the Payment Services, or obtain information from other sources and combine that with information we collect through the miHygge Platform and the Payment Services. We do not control, supervise or respond for how the third parties providing your information process your personal data, and any information request regarding the disclosure of your Personal Information to us should be directed to such third parties.

3.3.1 Third party services. To the extent available and applicable, if you link, connect, or login to your miHygge Account with a third party service (e.g. Google and Facebook), the third party service may send us information such as your registration and profile information from that service. This information varies and is controlled by that service or as authorized by you via your privacy settings at that service.

3.3.2 Background information. For Members in the United States, to the extent permitted by applicable laws, miHygge may obtain reports from public records of criminal convictions or sex offender registrations. For Members outside of the United States, to the extent permitted by applicable laws and with your consent where required, miHygge may obtain the local version of police, background or

registered sex offender checks. We may use your information, including your full name and date of birth, to obtain such reports.

3.3.3 Other sources. To the extent permitted by applicable law, we may receive additional information about you, such as demographic data or fraud detection information, from third party service providers and/or partners, and combine it with information we have about you. For example, we may receive background check results (with your consent where required) or fraud warnings from service providers like identity verification services for our fraud prevention and risk assessment efforts. We may receive information about you and your activities on and off the miHygge Platform through partnerships, or about your experiences and interactions from our partner ad networks.

3.4 Security of transmission of information we collect

Unfortunately, the transmission of information via the Internet or e-mail is not completely secure. Although we will do our best to protect Personal Information that you submit to us, we cannot guarantee the security of your data transmitted to our site. No security measures are perfect or impenetrable and any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access.

3.5 Information we do not intend to collect

3.5.1 miHygge does not intend to collect data regarding minority status or unauthorized third-party data.

3.5.2 miHygge does not intend to collect any Consumer medical information or protected health information.

4. How we use information we collect

We use, store, and process information, including Personal Information, about you to provide, understand, improve, and develop the miHygge Platform, create and maintain a trusted and safer environment and comply with our legal obligations.

4.1 Provide, improve, and develop the miHygge Platform

Enable you to access and use the miHygge Platform.

Enable you to communicate with other Members.

Operate, protect, improve, and optimize the miHygge Platform and experience, such as by performing analytics and conducting research.

Provide customer service.

Send you service or support messages, updates, security alerts, and Account notifications.

If you provide us with your contacts' information, we may process this information: (i) to facilitate your referral invitations, (ii) send your requests for references, (iii) for fraud detection and prevention, and (iv) for any purpose you authorize at the time of collection.

To operate, protect, improve, and optimize the miHygge Platform and experience, and personalize and customize your experience (such as making Listing suggestions or ranking search results), we conduct profiling based on your interactions with the miHygge Platform, your search and booking history, your profile information and preferences, and other content you submit to the miHygge Platform.

To carry out any other purpose described to you at the time the information was collected.

To fulfill a contract we have with you.

If we have a legal duty to use your data for a particular reason.

When you consent to it.

When it is necessary to protect your vital interests or that of another person.

When it is necessary for the performance of a task carried out in the public interest.

When it is in our legitimate interests. Legitimate interests are our business or commercial reasons for using your data, such as (i) keeping our records up to date (ii) providing the miHygge Platform to you; (iii) maintaining or administering the miHygge Platform (iv) performing business analyses or for other internal purposes to improve the quality of our business and the miHygge Services we offer; (v) prevention of fraud and financial crime to protect the public; (vi) communicating with you concerning programs or services consistent with our obligations to provide those services or otherwise; and (vii) participating in litigation, investigations, regulatory or governmental enquiries or for other legal or regulatory purposes involving our customers who use or have used the miHygge Platform or other third parties. We will not unfairly place our legitimate interests above what is best for you.

4.2 Create and maintain a trusted and safer environment

Detect and prevent fraud, spam, abuse, security incidents, and other harmful activity.

Conduct security investigations and risk assessments.

Verify or authenticate information or identifications provided by you (such as to verify your Accommodation address or compare your identification photo to another photo you provide).

Conduct checks against databases and other information sources, including background or police checks, to the extent permitted by applicable laws and with your consent where required.

Comply with our legal obligations.

Resolve any disputes with any of our Members and enforce our agreements with third parties.

Enforce our Terms of Service and other policies.

In connection with the activities above, we may conduct profiling based on your interactions with the miHygge Platform, your profile information and other content you submit to the miHygge Platform, and information obtained from third parties. In limited cases, automated processes may restrict or suspend access to the miHygge Platform if such processes detect a Member or activity that we think poses a safety or other risk to the miHygge Platform, other Members, or third parties.

To fulfill a contract we have with you.

If we have a legal duty to use your data for a particular reason.

When you consent to it.

When it is necessary to protect your vital interests or that of another person.

When it is necessary to for the performance of a task carried out in the public interest.

When it is in our legitimate interests. Legitimate interests are our business or commercial reasons for using your data, such as (i) keeping our records up to date (ii) providing the miHygge Platform to you; (iii) maintaining or administering the miHygge Platform (iv) performing business analyses or for other internal purposes to improve the quality of our business and the miHygge Services we offer; (v) prevention of fraud and financial crime to protect the public; (vi) communicating with you concerning programs or services consistent with our obligations to provide those services or otherwise; and (vii) participating in litigation, investigations, regulatory or governmental enquiries or for other legal or regulatory purposes involving our customers who use or have used the miHygge Platform or other third parties. We will not unfairly place our legitimate interests above what is best for you.

4.3 Provide, personalize, measure, and improve our advertising and marketing

Send you promotional messages, marketing, advertising, and other information that may be of interest to you based on your preferences (including information about miHygge or partner campaigns and services) and social media advertising through social media platforms such as Facebook or Google.

Personalize, measure, and improve our advertising.

Administer referral programs, rewards, surveys, sweepstakes, contests, or other promotional activities or events sponsored or managed by miHygge or its third party partners.

Conduct profiling on your characteristics and preferences (based on the information you provide to us, your interactions with the miHygge Platform, information obtained from third parties, and your search and booking history) to send you promotional messages, marketing, advertising and other information that we think may be of interest to you.

If we have a legal duty to use your data for a particular reason.

When you consent to it.

When it is necessary to for the performance of a task carried out in the public interest.

When it is in our legitimate interests. Legitimate interests are our business or commercial reasons for using your data, such as (i) keeping our records up to date (ii) providing the miHygge Platform to you; (iii) maintaining or administering the miHygge Platform (iv) performing business analyses or for other internal purposes to improve the quality of our business and the miHygge Services we offer; (v) prevention of fraud and financial crime to protect the public; (vi) communicating with you concerning programs or services consistent with our obligations to provide those services or otherwise; and (vii) participating in litigation, investigations, regulatory or governmental enquiries or for other legal or regulatory purposes involving our customers who use or have used the miHygge Platform or other third parties. We will not unfairly place our legitimate interests above what is best for you.

You can opt-out of receiving marketing communications from us by following the unsubscribe instructions included in our marketing communications or changing your notification settings within your miHygge Account.

5. Sharing and disclosure

5.1 With your consent

Where you have provided consent, we share your information, including Personal Information, as described at the time of consent, such as when you authorize a third party application or website to access your miHygge Account or when you participate in promotional activities conducted by miHygge partners or third parties.

5.2 Sharing between Members

To help facilitate bookings, we may need to share certain information, including Personal Information, with other Members, as it is necessary for the adequate performance of the contract between you and us, as follows:

When you as a Consumer submit a booking request, certain information about you is shared with the Provider, including your full name, your cancellation history, and other information you agree to share. When your booking is confirmed, we will disclose additional information to assist with coordinating the Accommodation, like your phone number.

When you as a Provider have a confirmed booking, certain information is shared with the Consumer to coordinate the booking, such as your full name, phone number, and Accommodation address.

We don't share your billing and payout information with other Members.

5.3 Profiles, Listings, and other public information

5.3.1 *Provider profiles, Listings, and other public information.* The miHygge Platform lets Providers publish Provider information, including Listings, profile, and facility information, that is visible to the general public. For example:

Parts of your public profile page, such as your first name, your description, and city, are publicly visible to others;

Listing pages are publicly visible and include information such as the Accommodation approximate location (neighborhood and city) or precise location (where you have provided your consent), Listing description, calendar availability, your public profile photo, aggregated demand information (like page views over a period of time), and any additional information you choose to share;

If you submit content in a community or discussion forum, blog or social media post, or use a similar feature on the miHygge Platform, that content is publicly visible;

After completing a booking, Providers and Consumers may write Reviews and rate each other. Reviews and Ratings are a part of your public profile page and may also be surfaced elsewhere on the miHygge Platform (such as the Listing page).

5.3.2 Consumer profiles and other public information. The miHygge Platform lets you publish information, including Personal Information, that is visible to the general public. For example:

Parts of your public profile page, such as your first name, your description, and city, are publicly visible to others;

Listing pages are publicly visible and include information such as the Accommodation approximate location (neighborhood and city) or precise location (where you have provided your consent), Listing description, calendar availability, your public profile photo, aggregated demand information (like page views over a period of time), and any additional information you choose to share;

After completing a booking, Consumers and Providers may write Reviews and rate each other. Reviews and Ratings are a part of your public profile page and may also be surfaced elsewhere on the miHygge Platform (such as the Listing page).

If you submit content in a community or discussion forum, blog or social media post, or use a similar feature on the miHygge Platform, that content is publicly visible.

5.3.3 Based on our legitimate interest to promote the miHygge Platform we may display parts of the miHygge Platform (e.g., your Listing page) on sites operated by miHygge's business partners, using technologies such as widgets or APIs. If your Listings are displayed on a partner's site, information from your public profile page may also be displayed.

5.3.4 Information you share publicly on the miHygge Platform may be indexed through third party search engines. In some cases, you may opt-out of this feature in your Account settings. If you change your settings or your public-facing content, these search engines may not update their databases. We do not control the practices of third party search engines, and they may use caches containing your outdated information.

5.4 Additional services by Providers

Providers may need to use third party services available through the miHygge Platform to assist with managing their Accommodation. Providers may use features on the miHygge Platform to share information about the Consumer (like check-in and check-out dates, Consumer name, Consumer phone number) with such third party service providers for the purposes of coordinating the stay, managing the Accommodation, or providing other services.

5.5 Compliance with law, responding to legal requests, preventing harm and protection of our rights

5.5.1 miHygge may disclose your information, including Personal Information, to courts, law enforcement or governmental authorities, or authorized third parties, if and to the extent we are required or permitted to do so by law or if such disclosure is reasonably necessary: (i) to comply with our legal obligations, (ii) to comply with legal process and to respond to claims asserted against miHygge, (iii) to respond to verified requests relating to a criminal investigation or alleged or suspected illegal activity or any other activity that may expose us, you, or any other of our users to legal liability, (iv) to enforce and administer our Terms of Service, or other agreements with Members, or (v) to protect the rights, property or personal safety of miHygge, its employees, its Members, or members of the public.

5.5.2 These disclosures may be necessary to comply with our legal obligations, for the protection of your or another person's vital interests or for the purposes of our or a third party's legitimate interest in keeping the miHygge Platform secure, preventing harm or crime, enforcing or defending legal rights, or preventing damage.

5.5.3 Where appropriate, we may notify Members about legal requests unless: (i) providing notice is prohibited by the legal process itself, by court order we receive, or by applicable law, or (ii) we believe that providing notice would be futile, ineffective, create a risk of injury or bodily harm to an individual or group, or create or increase a risk of fraud upon miHygge's property, its Members and the miHygge Platform. In instances where we comply with legal requests without notice for these reasons, we will attempt to notify that Member about the request after the fact where appropriate and where we determine in good faith that we are no longer prevented from doing so.

5.6 Service providers

5.6.1 miHygge uses a variety of third party service providers to help us provide services related to the miHygge Platform. Service providers may be located inside or outside of the European Economic Area ("EEA").

5.6.2 For example, service providers may help us: (i) verify your identity or authenticate your identification documents, (ii) check information against public databases, (iii) conduct background or police checks, fraud prevention, and risk assessment, (iv) perform product development, maintenance and debugging, (v) allow the provision of the miHygge Services through third party platforms and software tools (e.g. through the integration with our APIs), or (vi) provide customer service, advertising, or payments services. These providers have limited access to your information to perform these tasks on our behalf, and use it only for the purposes for which it was disclosed and consistent with this Privacy Policy. miHygge is not responsible for the actions, liabilities, duties, or other responsibilities of a service provider.

5.6.3 miHygge may need to share your information, including Personal Information, in order to ensure the adequate performance of our contract with you. miHygge is not responsible for any misuse of your information by a service provider.

5.7 Social media platforms

5.7.1 Where permissible and according to applicable law we may use certain limited information about you, such as your email address, to hash it and to share it with social media platforms, such as Facebook or Google, to generate leads, drive traffic to our websites or otherwise promote our products and services or the miHygge Platform. These processing activities are based on our legitimate interest in undertaking marketing activities to offer you products or services that may be of your interest.

5.7.2 The social media platforms with which we may share your personal data are not controlled or supervised by miHygge. Therefore, any questions regarding how your social media platform service provider processes your personal data should be directed to such provider.

5.7.3 Please note that you may, at any time ask MiHygge to cease processing your data for these direct marketing purposes by sending an e-mail to contact@mihygge.com.

5.8 Collection and remittance of occupancy taxes

In jurisdictions where miHygge facilitates the collection and remittance of occupancy taxes as described in the "Taxes" section of the Terms of Service, Providers and Consumers, where legally permissible according to applicable law, expressly grant us permission, without further notice, to disclose Providers' and Consumers' data and other information relating to them or to their transactions, bookings, Accommodations and Occupancy Taxes to the relevant tax authority, including, but not limited to, the Provider's or Consumer's name, Listing addresses, transaction dates and amounts, tax identification number(s), the amount of taxes received (or due) by Providers from Consumers, and contact information.

5.9 Government registration

In jurisdictions where miHygge facilitates or requires a registration, notification, permit, or license application of a Provider with a local governmental authority through the miHygge Platform in accordance with local law, we may share information of participating Providers with the relevant authority, both during the application process and, if applicable, periodically thereafter, such as the Provider's full name and contact details, Accommodation address, tax identification number, Listing details, and number of nights booked.

5.10 Business transfers

If miHygge undertakes or is involved in any merger, acquisition, reorganization, sale of assets, bankruptcy, or insolvency event, then we may sell, transfer or share some or all of our assets, including your information in connection with such transaction or in contemplation of such transaction (e.g., due diligence). In this event, we will notify you before your Personal Information is transferred and becomes subject to a different privacy policy.

5.11 Aggregated data

We may also share aggregated information (information about our users that we combine together so that it no longer identifies or references an individual user) and other anonymized information for regulatory compliance, industry and market analysis, demographic profiling, marketing and advertising, and other business purposes.

6. Other important information

6.1 Analyzing your communications

We may review, scan, or analyze your communications on the miHygge Platform for fraud prevention, risk assessment, regulatory compliance, investigation, product development, research, and customer support purposes. For example, as part of our fraud prevention efforts, we scan and analyze messages to mask contact information and references to other websites. In some cases, we may also scan, review, or analyze messages to debug, improve, and expand product offerings. We use automated methods where reasonably possible. However, occasionally we may need to manually review some communications, such as for fraud investigations and customer support, or to assess and improve the functionality of these automated tools. We will not review, scan, or analyze your communications to send third party marketing messages to you, and we will not sell reviews or analyses of these communications.

These activities are carried out based on miHygge's legitimate interest in ensuring compliance with applicable laws and our Terms, preventing fraud, promoting safety, and improving and ensuring the adequate performance of our services.

6.2 Google Maps/Earth.

Parts of the miHygge Platform use Google Maps/Earth services, including the Google Maps API(s). Use of Google Maps/Earth is subject to Google Maps/Earth Additional Terms of Use and the Google Privacy Policy.

7. Third party partners and integrations

The miHygge Platform may contain links to third party websites or services, such as third party integrations, co-branded services, or third party-branded services ("Third Party Partners"). miHygge doesn't own or control these Third Party Partners and when you interact with them, you may be providing

information directly to the Third Party Partner, miHygge, or both. These Third Party Partners will have their own rules about the collection, use, and disclosure of information. We encourage you to review the privacy policies of the other websites you visit.

8. Your rights

You may exercise any of the rights described in this section before miHygge by sending an email to contact@mihygge.com. Please note that we may ask you to verify your identity before taking further action on your request.

When you contact us, we will respond as soon as possible and where possible within one month. If your request is more complicated, it may take longer to respond to you, but we will respond within two months of your request. There is no charge for most requests, but if you ask us to provide a significant amount of data, for example, we may ask you to pay a reasonable administrative fee.

8.1 Managing your information

You may access and update some of your information through your miHygge Account settings. If you have chosen to connect your miHygge Account to a third-party application, like Facebook or Google, you can change your settings and remove permission for the app by changing your miHygge Account settings. You are responsible for keeping your information up-to-date.

8.2 Rectification of inaccurate or incomplete information

You have the right to ask us to correct inaccurate or incomplete information concerning you (and which you cannot update yourself within your miHygge Account).

8.3 Data access and portability

In some jurisdictions, applicable law may entitle you to request copies of your Personal Information held by us. You may also be entitled to request copies of Personal Information that you have provided to us in a structured, commonly used, and machine-readable format and/or request us to transmit this information to another service provider (where technically feasible).

8.4 Data retention and erasure

We generally retain your information for as long as is necessary for the performance of the contract between you and us and to comply with our legal obligations. If you no longer want us to use your information to provide the miHygge Platform to you, you can request that we erase your Personal Information and close your miHygge Account. Please note that if you request the erasure of your Personal Information:

We may retain some of your information as necessary for our legitimate business interests, such as fraud detection and prevention and enhancing safety. For example, if we suspend a Hygge Aim Account for fraud or safety reasons, we may retain certain information from that Hygge Aim Account to prevent that Member from opening a new miHygge Account in the future.

We may retain and use your information to the extent necessary to comply with our legal obligations. For example, Hygge may keep some of your information for tax, legal reporting and auditing obligations.

Information you have shared with others (e.g., Reviews, forum postings) may continue to be publicly visible on the miHygge Platform, even after your miHygge Account is cancelled.

However, attribution of such information to you will be removed. Additionally, some copies of your

information (e.g., log records) may remain in our database, but are disassociated from personal identifiers. Because we maintain the miHygge Platform to protect from accidental or malicious loss and destruction, residual copies of your information may not be removed from our backup systems for a limited period of time.

8.5 Withdrawing consent and restriction of processing

Where you have provided your consent to the processing of your Personal Information by miHygge you may withdraw your consent at any time by changing your Account settings or by sending a communication to miHygge specifying which consent you are withdrawing. Please note that the withdrawal of your consent does not affect the lawfulness of any processing activities based on such consent before its withdrawal. Additionally, in some jurisdictions, applicable law may give you the right to limit the ways in which we use your Personal Information, in particular where (i) you contest the accuracy of your Personal Information; (ii) the processing is unlawful and you oppose the erasure of your Personal Information; (iii) we no longer need your Personal Information for the purposes of the processing, but you require the information for the establishment, exercise or defense of legal claims; or (iv) you have objected to the processing pursuant to Section 8.6 and pending the verification whether the legitimate grounds of miHygge override your own.

8.6 Objection to processing

8.6.1 In some jurisdictions, applicable law may entitle you to require miHygge not to process your Personal Information for certain specific purposes (including profiling) where such processing is based on legitimate interest. If you object to such processing miHygge will no longer process your Personal Information for these purposes unless we can demonstrate compelling legitimate grounds for such processing or such processing is required for the establishment, exercise or defense of legal claims.

8.6.2 Where your Personal Information is processed for direct marketing purposes, you may, at any time ask miHygge to cease processing your data for these direct marketing purposes by sending an e-mail to contact@mihygge.com.

8.7 Lodging complaints

8.7.1 If you have any complaints concerning miHygge's processing of your Personal Information, please email us at contact@mihygge.com.

8.7.2 Please note that if you are an EU Resident, you may have the right to lodge a complaint with a European Union supervisory authority that is responsible for the protection of Personal Information in the country where you live or work, or in which you think a breach of data protection laws might have taken place. You can learn more about these rights at https://ec.europa.eu/info/law/law-topic/data-protection/reform/rights-citizens_en.

8.7.3 Customers in the United Kingdom can contact the Information Commissioner's Office by telephone on 0303 123 1113, or by using the live chat service that is available through the Information Commissioner's website www.ico.org.uk.

9. Location of your information

miHygge is located in the United States ("U.S.") and is subject to the applicable laws of the United States (where data privacy laws are less stringent than in the European Union and certain other jurisdictions).

We will store and process information we receive about you, as described in this Privacy Policy, in the U.S.

To facilitate our global operations miHygge may transfer, store, and process your information within our family of companies or with service providers based in Europe, India, Asia Pacific and North and South America. Laws in these countries may differ from the laws applicable to your Country of Residence. For example, information collected within the EEA may be transferred, stored, and processed outside of the EEA for the purposes described in this Privacy Policy. Where we transfer store, and process your Personal Information outside of the EEA we have ensured that appropriate safeguards are in place to ensure an adequate level of data protection.

10. California Privacy Rights.

California Civil Code Section 1798.83 permits Members of miHygge, Inc. who are California residents permits to request and obtain from us once a year, free of charge, a list of the third parties to whom we have disclosed their Personal Information (if any) for their direct marketing purposes in the prior calendar year, as well as the type of Personal Information disclosed to those third parties. See the “Contact” section for where to send such requests. miHygge does not share Personal Information with third parties for their own direct marketing purposes without your prior consent. Accordingly, you can prevent disclosure of your Personal Information to third parties for their direct marketing purposes by withholding consent. Do Not Track is a privacy preference that users can set in their web browsers. When a user turns on the Do Not Track signal, the browser sends a message to websites requesting them not to track the user. At this time, we do not respond to Do Not Track browser settings or signals. For information about Do Not Track, please visit: www.allaboutdnt.org.

11. Security

We are continuously implementing and updating administrative, technical, and physical security measures to help protect your information against unauthorized access, loss, destruction, or alteration. Some of the safeguards we use to protect your information are firewalls and data encryption, and information access controls. If you know or have reason to believe that your miHygge Account credentials have been lost, stolen, misappropriated, or otherwise compromised or in case of any actual or suspected unauthorized use of your miHygge Account, please contact us following the instructions in the Contact Us section below.

12. Changes to this Privacy Policy

miHygge reserves the right to modify this Privacy Policy at any time in accordance with this provision. If we make changes to this Privacy Policy, we will post the revised Privacy Policy on the miHygge Platform and update the “Last Updated” date at the top of this Privacy Policy. We recommend you check the Privacy Policy on a regular basis so that you know the current terms and conditions that apply to you. If you disagree with the revised Privacy Policy, you may cancel your miHygge Account. If you do not cancel your Account before the date the revised Privacy Policy becomes effective, your continued access to or use of the miHygge Platform will be subject to the revised Privacy Policy.

13. Contact us

If you have any questions or complaints about this Privacy Policy or miHygge’s information handling practices, or you would like us to delete your Personal Information, feel free to contact us at contact@mihygge.com.