

Privacy Policy

Effective Date: June 23, 2022

About this Privacy Policy and Our Commitment to Your Privacy

H3 Hilton Head, LLC (“Hilton Head Health at Home”, “H3@Home”, “we”, “us”, “our”) provides products and services (collectively, the “Services”) that may, among other things, provide you with tools to engage in wellness-related activities and obtain coaching, fitness, nutrition, and behavioral change support. We provide this privacy policy (“Privacy Policy”) to outline the information Hilton Head Health at Home collects from users of the Services (“users”, “you”) and how we may use and disclose this information. It also describes the choices available to you regarding our use of your information and how you can manage and update this information. All products and services that are governed by this Privacy Policy will include a link to and/or copy of this Privacy Policy on the home page of the applicable website. Some online services offered by or affiliated with Hilton Head Health at Home may be governed by a separate privacy policy. Undefined capitalized terms used in this Privacy Policy will have the meanings set forth in our Terms of Service, as specified below.

Your Acknowledgment of the Applicability of this Privacy Policy by Using the Services

As described in this Privacy Policy, we may use and disclose your information to provide you with products and services and to improve your experience using those products and services. By using the Services, or any other website, online service or mobile application where this Privacy Policy is posted, you acknowledge that we will collect, use, disclose, and store information as described in this Privacy Policy.

The California Consumer Privacy Act (“CCPA”) sets forth certain obligations for businesses that “sell” personal information. Based on the definition of sell under CCPA and under current regulatory guidance, we do not engage in such activity and have not engaged in such activity in the past twelve months. As described further in this Privacy Policy, we may share your information with your consent or at your direction.

Products or Services Covered by this Privacy Policy

We may reference certain types or groupings of Hilton Head Health at Home products or services in this Privacy Policy where we believe information about those products or services might help you better understand our data collection and use practices related to those products or services.

Our products and services covered by this Privacy Policy include, without limitation:

- Wellness Tools. “Wellness Tools” refers to our products and services that provide you with the ability to engage in wellness-related activities through our Services (such as participating in challenges, tracking your progress toward achieving various goals and toward accomplishing various missions, accessing resources or programs that may be available to you, interacting with other Users, reviewing articles and other wellness-related content, and participating in community or group discussion forums).
- Coaching Tools. “Coaching Tools” refer to our products and services that provide generalized and individualized advice related to certain topics to help you achieve lifestyle goals, e.g. to help you lose weight or improve your fitness.

Please note that you may not be eligible for all of the products and services covered by this Privacy Policy.

The Information We Collect

We will collect information about you (“Information”) in a variety of ways, including directly from you, through automatic means, or from third parties. The Information that is collected depends on how you use the Services.

Information You Provide to Us

When you use the Services, you may provide certain information directly to us including where you use the Services to direct and authorize us to obtain information about you from other sources.

- Wellness Tools

When you use our Wellness Tools, you may provide us with information about yourself in connection with registering for the Services, responding to our questionnaires and checklists,

and entering information about yourself in other areas of the Services such as communities and your profile. You may also indirectly provide us with information about yourself if you track your workouts, meals and other wellness activities..

- **Coaching Tools**

When you use our Coaching Tools, you may provide us with information related to your health, your goals or your activities and mindset and track your progress in online tools and trackers.

You may provide us with information about you and your weight loss journey, such as your current and historical weight, weight loss goals, and profile picture.

You may also have the ability to link health monitoring devices or wearables (for example, a weight scale or pedometer) to your account, in which case we will collect your device information, information about your use of that device, and information you choose to share via that device. For example, if you utilize a connected scale to track weight and link that device to your account, we may obtain information about your weight. We are not responsible for the collection and use of your information by third-party device providers or operators. However, once they share your device information with us, we will treat it in accordance with this Privacy Policy.

- **Other Information**

You may provide us with additional information through the Services, such as when you participate in one of our surveys, send us any feedback, questions, or comments, contact us through another online platform, like LinkedIn or FaceBook, or interact with us in any way. We also collect information from you if you apply for a job or inquire about a position with us.

Information that is Automatically Collected

We and third parties may use automated means to collect information about you, your computer or other device that you used to access the Services, and your use of the Services. These automated means include common technologies such as cookies, tokens, tags, web logs, web beacons, or similar technologies. These technologies help us analyze trends, administer the Services, track Users' movements around the Services, gather demographic information about our user base as a whole, and otherwise provide you with relevant content (e.g., by gathering

your zip or postal code). We may receive reports on an individual as well as aggregated basis based on the use of these technologies by Hilton Head Health at Home, and any third party vendors acting on Hilton Head Health at Home's behalf.

- **Cookies and Tracking**

Cookies are small files that websites send to your computer or other Internet-connected device to uniquely identify your browser or to store information or settings on your device. Our Services may use HTTP cookies, HTML5 cookies, and other types of local storage. Cookies may include “single-session cookies” that generally record information during only a single visit to a website and then are erased, and “persistent” cookies that are generally stored on a computer unless or until they are deleted or are set to expire. You may disable cookies by adjusting your browser preferences at any time. Please note, however, that without cookies you may not be able to use all of the features of our Services.

Our cookies, tokens and similar technologies (collectively, "Tracking Technologies") also are used for administering the Services, including without limitation, for authentication, to remember Users' settings, to customize the content and layout of the Services for Users, to contact you about the Services, and to improve our internal operations, the content of our Services and our services. Users may be able to control the use of, or reject or disable, some Tracking Technologies at the individual browser level. If you reject or disable Tracking Technologies, you may still use our Services, but your ability to use some features or areas of our Services may be limited. We use Tracking Technologies to identify your device and keep track of your Internet session with our Services. Using these Tracking Technologies, we may automatically end your session on our Services after a period of inactivity (as determined by us in our sole discretion). We also use Tracking Technologies that allow us to recognize your device when you return to the Services within a certain period of time (as determined by us in our sole discretion) and automatically log you back into your account with us. **UNLESS YOU AFFIRMATIVELY LOG OUT of your account PRIOR TO YOUR SESSION ENDING (whether by you or by us), YOU WILL BE AUTOMATICALLY LOGGED BACK IN THE NEXT TIME YOU OR ANY USER OF YOUR DEVICE VISITS OUR SITE** within the period of time determined by us. If you do not wish to be automatically logged back in when you (or someone using your device) next initiate a session with our Services (using the same device that is being used for your current session), you should log out of your account (i) prior to ending your session, or (ii) if you will be inactive on our Services for more than a few minutes.

- **Web Logs**

In conjunction with the gathering of data through cookies, Web servers may log records such as your device type, operating system type, device advertising identifier, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone where your device is located. The Web server logs also may record the address of the Web page that referred you to our Services, the IP address (and associated city and state or province for the IP address) of the device you use to connect to the Internet, and data about your interaction with our Services, such as which pages you visit.

- **Pixels/Web Beacons**

To control which Web servers collect information by automated means, we may place tags on our Web pages called "Web beacons" (or "pixels"), which are files that link Web pages to particular Web servers and their cookies. We may use pixels for security and fraud-prevention purposes. We also may include Web beacons in e-mail messages to record whether an email has been opened or whether certain links in such email have been clicked. We or third parties also may send instructions to your device using JavaScript or other computer languages to store or gather the sorts of data described above and other details about your interactions with the Services. We may use third party pixels on the Services' registration and login pages. For example, we may use these pixels to assess your progress in registering for our Services. If you start but fail to complete the registration process, we may also use third party pixels to deliver reminders to complete your registration. We may also use these pixels to deliver notices about new and existing features on our Services. These reminders and notices may appear on other websites, and third parties who provide the pixels may use the information obtained from pixels for their business purposes. To opt out of such use of third party pixels for advertising, please visit <http://www.aboutads.info/choices>.

- **Online Analytics**

We may use third-party web analytics services on our Services, such as Google Analytics. These service providers use the technology described in this "Information that is Automatically Collected" section to help us analyze how Users use the Services, including by noting the third-party Web site from which Users arrive. The information (including your IP address) collected by the technology will be disclosed to or collected directly by these service providers, who use

the information to evaluate your use of the Services. To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-out Browser Add-on by [clicking here](#).

- **Additional Technologies on H3atHome.com and Other Websites**

Apart from our Wellness Tools, our corporate and other websites such as H3atHome.com may contain additional technologies such as those described here. H3atHome.com may include social media features, such as the Facebook button, and widgets, such as the Share This button or interactive mini-programs that run on the website. These features may collect your Internet Protocol address, which page you are visiting on the H3atHome.com website, and may set a cookie to enable the feature to function properly. When you engage with our content on or through social media services or other third party platforms, plug-ins, integrations or applications, you may allow us to have access to certain information in your profile on those services, platforms, plug-ins, integrations or applications. For a description of how social media services and other third party platforms, plug-ins, integrations or applications handle your information, please refer to their respective privacy policies and terms of use, which may permit you to modify your privacy settings.

On H3atHome.com and other websites, we may also allow third party service providers to use cookies and other technologies to collect information and to track browsing activity over time and across third party websites such as web browsers used to read our websites, which websites are referring traffic or linking to the websites, and to deliver targeted advertisements to you on third party websites. We do not control these third party technologies and their use is governed by the privacy policies of third parties using such technologies. For more information about third party advertising networks and similar entities that use these technologies, see <http://www.aboutads.info/consumers>, and to opt out of such ad networks' and services' advertising practices, go to www.aboutads.info/choices and <http://www.networkadvertising.org/choices>. Once you click the link, you may choose to opt out of such advertising from all participating advertising companies or only advertising provided by specific advertising companies. We do not control these opt-out choices.

To opt out of Google Analytics for display advertising or customize Google display network ads, you can visit the Google Ads Settings page. Please note that to the extent advertising

technology is integrated into the Services, you may still receive advertisements even if you opt out of tailored advertising. In that case, the ads will just not be tailored.

- **Mobile Application Technologies**

Our mobile applications may also collect information specific to use of your mobile device, such as unique device identifiers and, with your consent, precise geolocation information, motion coprocessor data (e.g. recording information such as steps, distance, and elevation), accelerometer data (showing whether you're stationary or moving), and gyroscope data.

- **Collection of information across personal devices and applications**

Sometimes, we (or our service providers) may use the information we collect—for instance, login credentials, IP addresses, hashed email addresses, and unique mobile device identifiers—to locate or try to locate the same unique users across multiple browsers or devices (such as smartphones, tablets, or computers), or work with providers that do this, in order to better tailor content, features, and advertising (for Hilton Head Health at Home Health on other sites), and provide you with a seamless experience across the devices you use to access our Services.

How We Use Information Collected

We and third-party vendors acting on our behalf, may use the information that we collect through our Services for a variety of purposes, including to:

- Register you for an account, log you into the Services, authenticate your identity, where applicable, and otherwise enable your access to and use of the Services;
- Fulfill any request you make;
- Send you authentication codes or otherwise contact you for multi-factor authentication of your identity;
- Communicate with you (including, without limitation, via email and/or mobile push notifications);
- Administer or fulfill special offers, discounts, bonuses or other rewards you have earned from us;
- Connect you with and provide you with information about Hilton Head Health at Home or Hilton Head Health at Home Partners' services, providers of services, rewards,

resources or programs to which you may have access, including coaching or other wellness programs;

- Provide you with content, including, without limitation, generating recommendations (such as recommended activities, services, benefits, or rewards), and processing your preferences and requests;
- Analyze, customize, and personalize the Services, including through the delivery of tailored content and communications;
- Resolve disputes and/or troubleshoot problems including by logging into your account to troubleshoot problems or otherwise help you navigate the Services;
- Verify your compliance with your obligations in our Terms of Service or other Hilton Head Health at Home policies;
- Process any job applications or inquiries about jobs with us, including assessing your qualifications for a particular opening you've applied for or any other opportunities at Hilton Head Health at Home;
- Improve the quality of the Services; and
- Provide services as directed by you or provided for herein.

Except where prohibited by law, and only to the extent permitted by Hilton Head Health at Home's agreements with applicable Hilton Head Health at Home Partners, we may also use your Information in connection with any other services we make available to you.

Creation and Use of Combined Data, De-Identified Data, and Aggregated Data

As permitted by law and by Hilton Head Health at Home's agreements with applicable Hilton Head Health at Home Partners, Hilton Head Health at Home, and any third party vendors acting on Hilton Head Health at Home's behalf, may aggregate and/or de-identify your Information and/or combine your Information with other information maintained or available to Hilton Head Health at Home and use or disclose such information as follows:

- We may use aggregated or combined data to communicate with you about our products and services and disclose such aggregated or combined data to Hilton Head Health at Home Partners in connection with providing the Services.
- We may also use and disclose de-identified data, de-identified aggregated data, and/or de-identified combined data for improving our products and services, conducting analytics such as evaluating our Services and developing additional products,

programs, and services, and disclosing to Hilton Head Health at Home Partners for analytics purposes.

How We Protect Your Information

The security of your Information is important to us. We follow security standards to protect the Information submitted to us from loss, interference, misuse, unauthorized access, disclosure, alteration or destruction, both during transmission and once we receive it. These safeguards vary based on the sensitivity of the Information that we collect, process and store and the current state of technology. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security. We also maintain procedures to help ensure that such data is reliable for its intended use and is accurate, complete and current. If you have any questions about data security and integrity on our Services, you can contact us at help@H3atHome.com.

Be Sure to Log Off When Using Public or Third Party Computers

As described above, we use Tracking Technologies that automatically log you back into your account with us unless you affirmatively log out of your account prior to your session ending (or prior to our Services "timing out" – i.e. our ending your session automatically after a period of inactivity as determined by us in our sole discretion). If you log into the Services using a public computer or device, or a computer or device that belongs to or is shared with another person, you should affirmatively log out of your account. Otherwise, the next user of that computer or device may be able to access your account and your Information in your account if your session has not ended.

Your Use of Persistent Login

If you choose to use a persistent log-in in your account, for example, by having our Services remember your user email address and/or password, others may be able to access Information through your device. If you are concerned about the unauthorized use or disclosure of Information via persistent login, you should elect to not use the persistent log-in feature.

How We Share Information

We may disclose your Information in the following circumstances.

Disclosures to Service Providers and Hilton Head Health at Home Partners

Hilton Head Health at Home, and third party vendors acting on our behalf, may disclose your Information to Hilton Head Health at Home Partners, third party service providers, or vendors acting on our behalf for the purpose of providing the Services and related services to you or other Users, including, without limitation, registering you to use the Services (e.g., authenticating your identity), logging you into the Services, providing you with information you have requested through the Services or related services, administering and providing rewards, if offered, related to your use of the Services, connecting you with resources and other services (e.g., coaching services), and, for any Services that require you to pay a fee, processing your payment and managing your subscription. Third party service providers or vendors acting on our behalf are authorized to use your Information to provide us services or as required by law, and they are also permitted to aggregate or de-identify your Information such that it is not identifiable to you.

Additional Disclosures with Your Consent

With your consent outside of this Privacy Policy, we or a Hilton Head Health at Home Partner may share your Information with third parties or allow them to collect information from the Services in some ways not specifically described in this Privacy Policy, e.g. using a third party meal-planning service. To streamline your login or registration for such services, we may share certain information with these third parties. Certain features of the Services make it possible for you to share Information with other users. If you choose to share information with others through our services, that information is not confidential. We cannot control how others will use the information you make available to others.

Safety, Security and Compliance with Law

Your Information and the contents of your communications through the Services may be disclosed to third parties as required by law, such as to comply with a subpoena or similar legal process, or when we reasonably believe disclosure is necessary to protect our rights (including to enforce our Terms), protect your safety or the safety of others, investigate fraud, report improper or unlawful activity, or respond to a government request.

Subsidiaries and Affiliated Companies

Except where prohibited by law or precluded by contract, we may share your Information with any subsidiaries or other affiliated companies under common control with Hilton Head Health at Home for the purposes set out in this Privacy Policy.

Sale, Merger or Similar Transaction

We may share your Information in connection with any proposed or actual merger, reorganization, a sale of some or all our assets, a financing or acquisition of all or a portion of our business by another company, or to a receiver, trustee or successor in interest in bankruptcy, in which case such company may continue to process your Information as set forth in this Privacy Policy (except where prohibited by law) or otherwise with your consent.

Aggregate/De-Identified Information

We may create and share Aggregate/De-identified information about use of the Services, such as by creating reports on usage trends.

Hashed Information Used for Delivering Advertising on Other Sites

We also may create and share with third parties a hashed version of Information, such as your email address and content that you share publicly when using the services (e.g., user-generated content), solely in non-human readable form for purposes of delivering advertising on other sites.

Third Party Websites and Services

Our Services may contain links that enable you to visit or use other third party websites, resources or programs. However, we do not have control over the other websites, resources, or programs that you choose to visit, so this Privacy Policy does not apply to information collected or that you provide while visiting such other websites, resources, or programs. You should refer to the privacy policies, if any, applicable to the other websites, resources, or programs.

Our Data Retention Practices

Personal data will be retained only for so long as reasonably necessary for the purposes set out above, considering criteria such as applicable rules on statute of limitations and at least the

duration of your use of our Services. Information may persist in copies made for backup and business continuity purposes for additional time.

Your Choices

Choices Regarding Accessing, Updating, and Deleting Information

You may update and/or delete certain Information by logging into the Services and updating your account. To access, review, update and/or delete certain Information, you may also contact us at help@H3atHome.com. If you wish to have your account deactivated, you may contact us at help@H3atHome.com. We will respond to your request within a reasonable and lawful timeframe under the circumstances of your request. We may request you provide us with information necessary to confirm your identity before responding to your request.

Certain Information is necessary in order for us to provide the Services; therefore, if you delete such necessary Information you will not be able to use the Services or receive the related services. Please note that even though you may deactivate your account or request the deletion of your Information, we may be required (by law or otherwise, such as to prevent fraud, resolve disputes, or troubleshoot problems) to retain this information. We may also keep a copy of your Information to protect our legal rights, such as in connection with your use of the Services or your agreement to our Terms of Service, as permitted or required by applicable law.

Choices Regarding Communications From Hilton Head Health at Home

You can decline promotional communications at the point information is requested or, by following the unsubscribe instructions on communications sent to you. You can also contact us as described in the “How to Contact Us” section below. However, even if you opt out of such communications, you may continue to receive other transactional, relationship, and/or administrative communications from or through Hilton Head Health at Home that are important or related to your Hilton Head Health at Home account or the products and services you are using (for example, a notice that there has been a change in one of your services).

Please also note that you, not Hilton Head Health at Home, have control over certain settings for how communications such as emails and push notifications are displayed on your devices, and the settings you select will affect how Hilton Head Health at Home’s communications are displayed (e.g., whether they are visible on a locked screen and whether a preview of message content is displayed).

You may initiate communications with us via email, or you may request that we communicate with you via email. By doing so, you are acknowledging and accepting the risks associated with using unencrypted email to communicate with us, particularly where you request communications that may include health information about you. If you do not agree, please do not request sensitive information via emails.

Certain Choices in our Wellness Tools

- **Wellness Tools: Your Hilton Head Health at Home Nickname**

When you register to use our Wellness Tools, the name you use to register may be visible to other Users of the Wellness Tools as it will appear when you post information in public areas of our Wellness Tools, through our desktop application and/or through associated mobile applications.

- **Wellness Tools: Public Areas of the Services**

Hilton Head Health at Home provides public areas of our Wellness Tools, such as communities, challenges, and discussions associated with missions, that operate as a public or community forum within the Services in which Users can choose to share information with other Users. For example, by participating in a public challenge, private challenge, or team or other challenge, information such as your Nickname and your activity levels (e.g., your distance traveled (or similar information) and your ranking), can be viewed by other Users. You acknowledge and accept that if you share Information in public areas of the Services, the Services may display this Information to other Users and other Users may view that information in association with your profile and any publicly visible information contained in your profile. You should not enter any information you feel uncomfortable sharing publicly into public areas of the Services such as communities. To request removal of your Information from an area of the Services that operates as a public or community forum, contact us at help@[H3atHome.com](mailto:help@H3atHome.com), and provide us with a description of the content and the particular forum in which the content is located. In some cases, we may not be able to remove your Information, in which case we will let you know if we are unable to do so and why.

- **Wellness Tools: Exchange of Direct Messages with Other Users and Other Resources (Within the Services) and Group Chats**

As part of our Wellness Tools, Hilton Head Health at Home may allow Users to: (i) send direct messages on the Services to other Users and other resources; and (ii) receive direct messages on the Services from other Users and other resources; and (iii) send direct messages in a group chat setting with one or more other Users. Information you disclose in such situations may be viewed, copied, used, and redistributed by the participants in these communications. You may also be given the ability to use your name in place of your Nickname for these communications. In all cases, we caution you to never include sensitive personal information in your messages, such as social security numbers, health information, financial account information, passwords, or your contact information.

Choices in Our Coaching Tools

The Coaching Tools may allow you to upload a photograph of yourself. If you upload a photo, your coach will be able to view the photo. You may replace the photo with another photo of yourself by accessing your account settings. The Coaching Tools also allow you to participate in both individual and group coaching sessions with your video on. If you do that, your coach and other group coaching participants (if in a group coaching session) will be able to see your image. If you do not want others to see you during a coaching session, please turn your video off.

Choices Regarding Cookies & Analytics

Cookies & Analytics. You can opt out of certain cookie-related and analytics processing by following the instructions in our [Cookies Notice](#) above.

Choices for Nevada Residents

Under Nevada law, certain Nevada consumers may opt out of the sale of “personally identifiable information” for monetary consideration to a person for that person to license or sell such information to additional persons. “Personally identifiable information” includes first and last name, address, email address, phone number, Social Security Number, or an identifier that allows a specific person to be contacted either physically or online.

We do not engage in such activity; however, if you are a Nevada resident who has purchased or leased goods or services from us, you may submit a request to opt out of any potential future sales under Nevada law by submitting a request at help@H3atHome.com. Please note we will

take reasonable steps to verify your identity and the authenticity of the request. Once verified, we will maintain your request in the event our practices change.

International Transfers of Personal Data

As set out above, the Services are hosted in the United States. Also, the Hilton Head Health at Home personnel and some of the third-party vendors to whom we disclose personal data (as set out above) may be located in the United States and other countries, including in countries that may not provide the same level of data protection as your home country. We take steps to ensure that recipients of your personal data are bound to duties of confidentiality and we implement measures such as standard data protection contractual clauses to ensure that any transferred personal data remains protected and secure. A copy of these clauses can be obtained by contacting us as specified in the “How to Contact Us” section of this Privacy Policy.

California Do-Not-Track Disclosure Requirements

We are committed to providing you with meaningful choices about the information collected on our Services for third-party purposes. However, we do not recognize or respond to browser-initiated Do Not Track signals, as the Internet industry is currently still working on Do Not Track standards, implementations, and solutions.

Your California Privacy Rights

If you are a California resident, you may have certain rights. For more information, please [see the Supplemental Privacy Notice](#) for California Residents below.

Children (applies only to U.S. Users)

The Services are not directed to children under the age of 18, and children under the age of 18 years of age are not eligible to use the Services. Protecting the privacy of children is very important to us. We do not collect Information from people we actually know are under 18 years of age, and no part of the Services are designed to attract people under 18 years of age. If we later learn that an individual has provided us with their information through the Services in violation of this provision, we will take steps to remove that User’s Information from our databases and to prevent the User from utilizing the Services.

Modifications to this Privacy Policy

From time to time, we may update this Privacy Policy to reflect changes to our information practices. If we make changes to this Privacy Policy, they will be reflected in an updated Privacy Policy that will be posted on the Services, and all changes will be effective upon such posting or upon any later date specified by us in writing. We encourage you to periodically review this page for the latest information on our privacy practices. You can determine when this Privacy Policy was last revised by referring to the "Effective Date" legend at the top of this Privacy Policy. By continuing to use the Services or any services following the effective date of any updated Privacy Policy, you understand the applicability of the terms and conditions of such updated Privacy Policy.

How to Contact Us

Please read this Privacy Policy carefully. If you have questions or complaints regarding our Privacy Policy or privacy practices, please contact us at: Attn: General Counsel, Hilton Head Health at Home, 14 Valencia Rd, Hilton Head Island, South Carolina, 29928 or help@H3atHome.com.

Supplemental Privacy Notice for California Residents

This Supplemental Privacy Notice supplements the information in our Privacy Policy above and applies solely to California residents. It applies to personal information we collect on or through the Services and through other means (such as information collected offline, in person, and over the telephone). It does not apply to personal information not subject to the California Consumer Privacy Act, such as personal information we collect from our employees or job applicants.

Summary of Information We Collect

California law requires us to disclose information regarding the categories of personal information that we have collected about California consumers, the categories of sources from which the information was collected, the business or commercial purposes (as those terms are defined by applicable law) for which the information was collected, and the categories of parties with whom we share personal information.

Except for the information we collect (1) from our employees and job applicants in their capacity as employees and job applicants and (3) from employees, owners, directors, officers, or

contractors of businesses in the course of our provision or receipt of business-related services, in the preceding twelve months, we or our service providers may collect the below categories of information for business or commercial purposes (as those terms are defined in applicable law):

- Identifiers (such as account information, name, email address, mailing address, or phone number);
- Commercial information (such as transaction data);
- Financial data (such as financial status);
- Internet or other network or device activity (such as IP address, unique device, advertising, and app identifiers, browsing history or other usage data);
- Location information (such as general location, and, if you provide permission, precise GPS location);
- Sensory information (such as audio or video recordings of coaching sessions);
- Inference data about you; and
- Other information that identifies or can be reasonably associated with you (such as user generated content).

We collect the categories of personal information identified above from the following sources: (1) directly from you; (2) through your use of the Services; (3) affiliates; and (4) third parties such as information received from our vendors and other users who, for example, may refer you to use the Services.

As explained above, we collect the categories of personal information identified above for the following business and commercial purposes:

- Providing and improving the Services (e.g., account servicing and maintenance, administering and fulfilling rewards, customer service, facilitating payment, analytics, and communication about the Services);
- Our or our service provider's operational purposes;
- Auditing consumer interactions on our site;
- Detecting, protecting against, and prosecuting security incidents and fraudulent or illegal activity;
- Bug detection and error reporting;
- Customizing content that we or our service providers display on the Services;

- Improving our existing Services and developing new services (e.g., by conducting research to develop new products or features) ;
- Other uses that advance our commercial or economic interests, such as communicating with you about relevant products and services available to you from third party partners;
- Other uses about which we notify you.

Examples of these types of uses are identified below and discussed more generally in our main privacy policy. We may also use the below categories of personal information for compliance with applicable laws and regulations, and we may combine the information we collect (“aggregate”) or remove pieces of information (“de-identify”) to limit or prevent identification of any particular user or device.

We describe our information sharing practices in the Privacy Policy above. In the previous twelve months, we may have shared certain categories of personal information with third parties, as that term is defined in the California Consumer Privacy Act, for business purposes.

Rights

If you are a California resident, you may have certain rights. California law may permit you to request that we:

- Provide you the categories of personal information we have collected or disclosed about you in the last twelve months; the categories of sources of such information; the business or commercial purpose for collecting or selling your personal information; and the categories of third parties with whom we shared personal information.
- Provide access to and/or a copy of certain information we hold about you.
- Delete certain information we have about you.

You may have the right to receive information about the financial incentives that we offer to you (if any). You also have the right to not be discriminated against (as provided for in applicable law) for exercising certain of your rights. Certain information may be exempt from such requests under applicable law. We need certain types of information so that we can provide the Services to you. If you ask us to delete it, you may no longer be able to access or use the Services.

If you would like to exercise any of these rights, please submit a request at help@H3atHome.com. You will be required to verify your identity before we fulfill your request. You can also designate an authorized agent to make a request on your behalf. To do so, you must provide us with written authorization or a power of attorney, signed by you, for the agent to act on your behalf. You will still need to verify your identity directly with us.

The California Consumer Privacy Act (CCPA) sets forth certain obligations for businesses that “sell” personal information. Based on the definition of “sell” under the CCPA and under current regulatory guidance, we do not believe we engage in such activity and have not engaged in such activity in the past twelve months.

Metrics

California law may require us to compile metrics for the previous calendar year regarding consumer requests and responses. If required by applicable law, we will update this section.

California Shine the Light

California law permits customers of Hilton Head Health at Home Health who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please write us:

Hilton Head Health at Home

14 Valencia Rd.

Hilton Head Island, South Carolina 29928

email: help@H3atHome.com.

We will provide a list of the categories of personal information, if any, disclosed to third parties during the immediately preceding calendar year for third-party direct marketing purposes, along with the names and addresses of these third parties. This request may be made no more than once per calendar year. We reserve our right not to respond to requests submitted other than to the email or postal address specified above. You should put "California Privacy Rights" in the subject line and in your request. You must provide us with specific information regarding yourself so that we can accurately respond to the request.

Additional California Rights

If you are a California resident under the age of 18 and are a registered User of our Services, you may request that we remove from our Services any content you post to our Services that can be accessed by any other User (whether registered or not). Please note that any content that is removed from our Services may still remain on our servers and in our systems. To request removal of content under this provision, please send an email to help@H3atHome.com and provide us with a description of the content and the location of the content on our Services, and any other information we may require in order to consider your request. Please note that removal of content under this provision does not ensure complete or comprehensive removal of the content or information posted on the Services by you.