

Pause for Inspiration

Privacy Policy

I. Introduction

WNYHOO-NOW, Inc., d/b/a Pause for Inspiration ("Pause", "us", "our", or "we") knows that our users ("you", "your") care about how your personal information is used and shared, and we take your privacy seriously. This Privacy Policy explains how information about you is collected, used and disclosed by Pause when you download, install, register with, access or use of websites, mobile applications and our other online products and services. Our privacy policy remains the same whether you (A) visit the www.pauseforinspiration.org, www.pauseforyourhelpfulself.or, and www.pauseforlove.org websites ("Websites"), (B) download the Pause mobile application, (the "Pause App" or "App"); or (C) fill out any survey or questionnaire. Together, the Websites, Pause App, and the services and products provided through each are referred to as the "Services". All other terms and provisions associated with the Services will be provided to you in the Terms of Use located at www.pauseforinspiration.org, www.pauseforyourhelpfulself.org, and www.pauseforlove.org which is incorporated into this Privacy Policy by reference.

Please read this policy carefully to understand our policies and practices regarding your information and how we treat it. By using our Services, you acknowledge that you accept and agree to the practices and policies outlined in this Privacy Policy.

Please note that this Privacy Policy does not apply to third party websites ("Third Party Services"), such as Facebook, Twitter, Pinterest, You Tube, which we do not own or control, even if you access them through our Services. We encourage you to carefully review the privacy policies of any Third Party Services you access, so that you know how they will use your information.

We reserve the right to update the Privacy Policy at any time, and those changes will be posted here. Please review our Privacy Policy from time to time, so you are aware of its terms.

II. What Information Pause Collect?

The information we collect from you falls into two categories: personally identifiable information ("Personal Information") and non-personally identifiable information ("Non-Personal Information"). The Privacy Policy covers both types and tells you how we might collect, store, process, disclose, share and/or use each.

Personal Information we may collect from you includes:

- Name
- Email Address

Non-Personal Information may also be recorded about our users and collected into groups so that it no longer reflects or references an individually identifiable user. Some examples of this are as follows:

- IP Address
- Geographic Location

- "Cookie" Information
- The website address, if any, that linked you to our Websites and/or App
- The website address, if any, you leave our Websites to travel to
- Other anonymous site usage data

III. How Does Pause Collect Information?

We are constantly trying to make your experience the best possible. In order to provide the Services, improve upon, or offer additional product or service offerings, we may collect information in the following ways:

A. *Information We Collect Directly From You.*

- **Communications You Initiate with Us:** If you contact us by phone, email, Contact Us form, social media, or by some other means (either through our Services or through Third Party Services), we may keep a record of your contact information and correspondence for later reference to help improve our Services to you.
- **Information you provide by filling out forms on our Websites or downloading the Pause App.** This includes information provided at the time of registering to use our Websites and/or Pause App, posting material and/or User Content, or requesting further services or assistance.
- **Surveys, questionnaires, contests, or sweepstakes offered by Pause, and/or its third party contractors and completed by you.**

B. *Information We Collect Through Our Communications with You.* When we send you emails, we may track whether or not you open them, so we can determine the best ways to peak your interest. If you do not want to receive email or other communications from us, please contact us at info@pauseforinspiration.org.

C. *Third Party Services.* Our Websites may contain links to other websites, applications and services maintained by third parties. Some parts of our Services can be linked to other web-based accounts you have with third parties such as your Facebook, Pinterest, or Twitter account ("Third Party Services"). If you link to Third Party Services from our Services, we may collect some information about your use of the Third Party Service. We will only be able to collect the information if you've authorized the Third Party Service to provide us with that information or if you've made the information public. Additionally, if you mention us through your Third Party Service, we may collect information and content related to your comment that is publicly available. If you wish to limit the information available to us, you should be sure to manage the privacy settings of your Third Party Services. One thing we will never store is your Third Party Services password.

D. *Information We Collect Automatically*

Whenever you interact with our Websites and/or Pause App, we may automatically receive and record information on our server logs from your browser including your IP address, "cookie" information, usage and log information, and the page you requested.

- Cookies. "Cookies" are identifiers we store on your local browser or hard drive of your computer or mobile device that allow us to recognize your browser and tell us how and when pages in our site are visited and by how many people. You may be able to change the preferences on your browser to prevent or limit your computer or other device's acceptance of cookies, but you may be unable to access and/or use certain parts or features of our Websites and Pause App. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Websites.
- Flash Cookies. Certain features of our Websites and Pause App may use cookies stored outside of your browser (or Flash cookies) that may be accessed by multiple browsers on the same computer to collect and store information about your preferences and navigation to, from and on our Websites and Pause App. Flash cookies are not managed by the same browser settings as are used for browser cookies. To disable or delete Flash Cookies, go to the Flash Player Setting Manager located on your computer or other personal devices' control panel.
- Other technologies such as "log files," "pixel tags" or "web beacons". When you access our Websites and Pause App, our servers automatically record information sent from your browser, which may include your web request, Internet Protocol address, domain names, referring Uniform Resource Locator, browser type, browser language, and operating system; the date and time of your request and access; and Cookies that may uniquely identify your browser (collectively, "Usage Data"). We may combine Usage Data with Personal Information in a manner that enables us to trace Usage Data to an individual user, and may collect, use, preserve and disclose Usage Data in any manner that we may collect, use, preserve and disclose Personal Information as provided herein (whether Usage Data is combined with any Personal Information or otherwise). In addition, pages of our Websites, Pause App and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an e-mail and for other related Websites statistics (for example, recording the popularity of certain Websites content and verifying system and server integrity).
- Third Party ID. We may allow you to use your IDs from third party website providers, including, without limitation, Google, Apple and/or Facebook ID, to set up an Account. If you wish to use these accounts you are taken to the applicable third party website to login to your account and this information is then shared with us for the sole purpose of setting up your Account.

You can typically remove and reject cookies from our Site with your browser settings. Many browsers are set to accept cookies until you change your settings. If you remove or reject our cookies, it could affect how our Websites and/or Pause App works for you.

E. Third Party Use of Cookies and Tracking Technologies.

Third Party Services whose links are located on our Websites may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Services. The information they collect may be associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. We do not control these third parties' tracking technologies or how they may be used. This Privacy Policy does not cover the use of cookies by any Third Party Services. If you

have any questions about Third Party Services, an advertisement or other targeted content, you should contact the responsible provider directly.

IV. Why Does Pause Collect Information and How Does Pause Use the Information We Collect?

We use information that we collect from and/or about you, including Personal Information to perform Services for you, to pursue our legitimate interests, and for other purposes, including:

- To provide our Services and their content to you and allow you to review our services, create an account or profile or register for products and services on the Websites and Pause App.
- We may also use Personal Information to communicate with you about new offers, features, products or services or to improve the services that we offer.
- To provide you with customer support and communication, and notices about your account.
- For analytical purposes, which may include generate and analyze statistics about your use of the Services for operational and/or security purposes, measurement of effectiveness of our marketing activities, performance improvements, research, testing and other business purposes.
- To promote the security of our Websites and Pause App by verifying accounts and activity, investigating suspicious activities and enforcing our Terms of Use and policies to the extent necessary for our legitimate interests in promoting the safety and security of the systems and applications used by our Services and to protect our rights and the rights of others.
- To develop and improve our Services.
- To send you newsletters, blogs, marketing information, service recommendations and other non-transactional communications about us and our affiliates and partners, including information about our Services, promotions or events as necessary for our legitimate interest in conducting direct marketing or to the extent you have provided your prior consent, including without limitation, through requests made by you or use of built-in convenience features of the Services we provide to you.
- To cooperate with public and government authorities, courts or regulators in accordance with our legal obligations under applicable laws to the extent this requires the processing or disclosure of Personal Information to protect our rights or is necessary for our legitimate interest in protecting against misuse or abuse of our Services, protecting personal property or safety, pursuing remedies available to us and limiting our damages, complying with judicial proceedings, court orders or legal processes or to respond to lawful requests.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

V. How Do We Share Your Information?

A. *We may disclose Personal Information that we collect or you provide as described in this Privacy Policy as follows:*

- To contractors, service providers and other third parties we use to support our business. We may share Personal Information collected through our Services with companies that perform services on our behalf, including companies that provide website development, hosting, payment processing and billing services.

- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of all or any portion of Pause assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which Personal Information held by Pause about our Websites and/or Pause App users is among the assets transferred.
 - To comply with any court order, law or legal process, including to respond to any government or regulatory request. We may disclose your personal information when we believe disclosure is appropriate to comply with the law or respond to a court order or subpoena; to prevent or investigate a possible crime, such as fraud or identity theft; or to protect the rights, property or safety of ourselves or others. We reserve the right to report to appropriate law enforcement, governmental authorities and other third parties any activities that we, in good faith, believe to be harmful or unlawful, with or without providing notice to you.
 - To enforce or apply our Terms of Use and other agreements.
 - If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Pause, our users and others for purposes of fraud protection and credit risk reduction.
- B. *Non-Personal Information.* We may share Non-Personal Information collected on our Services with service providers we do business with, in order to better our Services. Additionally, we may combine aggregate information such as pixel tags, web beacons, or cookies as discussed above with similar data we collect from other visitors to help us improve our Services, provided that such aggregated data is anonymous and cannot be linked back to any individual. We may also disclose such aggregated, anonymized information and data that does not identify you or any other individual, without restriction.

We will not otherwise distribute, sell, rent, transfer, or otherwise disclose your Personal Information, except as provided for in this Privacy Policy or with your consent.

VI. How Does Pause Handle Children’s Information.

A. Children's Use of the Platforms.

Pause has developed its App to be an enjoyable and useful experience for users of all ages. Some parts of the App are primarily targeted at children (“Child Directed App”), while others are intended for adults. Whenever we refer to children in this Privacy Policy, we mean children under the age of 13, unless otherwise indicated.

Pause complies with the Children's Online Privacy Protection Act (COPPA), a U.S. law designed to protect the online privacy of children. Pause takes precautions designed to protect the online privacy of children, and we encourage parents to take an active role in protecting their children's privacy by discussing this Privacy Policy with them.

If you would like to learn more about COPPA, you can refer to the Children's Privacy section of the Federal Trade Commission's website.

B. *Collection of Personal Information.* Pause does not knowingly collect personal information as defined by COPPA from children through its Sites or App.

- **Registration.** For our Child Directed App, Pause treats all users as children and does not screen users for age or offer registration. No email address or other information is required to use the Child Directed App.
- **Photos, Videos, and Audio.** Our Child Directed App will not request access to the device's camera, photo album, or microphone.
- **Local Notifications.** Our Child Directed App may allow children to receive local notifications on their devices. This means that the Child Directed App may send notifications to the device at preset times, but will not collect any personal information in connection with the notifications. These notifications may be turned off at any time through device settings. We do not use push notifications in our Child Directed App.

Notwithstanding, if we learn or have reason to suspect that we have collected personal information from a child in violation of COPPA, we will promptly delete it. If you are a parent or guardian and believe that we have collected your child's personal information in violation of COPPA, please contact us at info@pauseforinspiration.org. Parents should note that if they provide information about their child through a Site or App, COPPA will not apply to that information.

VII. How Long Do We Retain Your Personal Information?

We retain your Personal Information, User Content and other information stored and collected through our Services for as long as we have a business or tax need or as applicable laws, regulations, or government orders require. When your information is no longer necessary or relevant for the identified purpose or to fulfill a legal or business requirement, we will use reasonable commercial efforts to securely dispose of and destroy your information collected through the Services.

After expiry of the applicable retention periods, your Personal Information will be deleted. If there is any information that we are unable, for technical reasons, to delete entirely from our systems, we will put in place appropriate measures to prevent any further use of such Information.

VIII. Is My Information Secure?

We take your privacy seriously. Therefore, we take several security measures to help keep your Personal Information safe including procedural and technological measures.

The safety and security of your Personal Information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Services, you are responsible for keeping this password confidential. We ask you not to share your password with anyone and you agree not to provide any other person with access to the Services or portions of it using your name, password or other security information. You agree to notify us immediately of any unauthorized access to or use of your username or password or any other breach of security. We have the right to disable any username, password or identifier, whether chosen by you or provided by us, at any time in our sole discretion for any or no reason, including, if, in our opinion, you have violated any provision of this Privacy Policy.

IX. How Do I Opt Out?

You may opt-out of providing your Personal Information to the Pause App and/or Websites at any time by uninstalling the Pause App and deleting your account. When you use our Services, we work to provide you the ability to access, review, correct, edit, or remove your Personal Information and related content that you have provided to us. If you have created an account, you can do this by logging into the Pause App and visiting your account profile page. You may also send us an e-mail to info@pauseforinspiration.org to request access to, correct or delete any Personal Information that you have provided to us. Please include your name and any other identifiable information necessary, so that we may locate your information. Under certain privacy laws you may have a right to access your Personal Information that we hold about you, however, your rights to access your Personal Information are not absolute. We may decline to process requests that are unreasonably repetitive or systematic, require disproportionate technical effort, jeopardize the privacy of others, or would be extremely impractical. In addition, we may not accommodate a request to access or change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect. If we deny your request for access to, or refuse a request to correct Personal Information, we shall explain why. For your information, removal of your Personal Information may impact our ability to provide you or your ability to use our Services.

If you do not wish to have your e-mail address/contact information used to promote our own or third parties' products or services, you can opt-out by emailing info@pauseforinspiration.org or writing to us at Pause For Inspiration, 10829 Olive Blvd., Ste. 200, St. Louis, MO. Please include your name and any other identifiable information necessary, so that we might locate your information. If we have sent you a promotional e-mail, you may send us a return e-mail asking to be omitted from future e-mail distributions.

How We Respond to Do Not Track Signals. We do not currently respond to “do not track” signals or other mechanisms that might enable consumers to opt out of tracking on our Site.

X. Users Outside of the United States

If you are a non U.S. user of the Services, by using our Services, you acknowledge and agree that your personal information may be processed for the purposes identified in the Policy. In addition, your personal information may be processed in the country in which it was collected and in other countries, including the United States, where laws regarding processing of personal information may be less stringent than the laws in your country. By providing your data, you consent to such transfer.

XI. Contact Information.

To ask questions or comment about this Privacy Policy and our privacy practices, or to exercise any of your rights under this Privacy Policy, contact us at: info@pauseforinspiration.org or send to us at write to us at Pause For Inspiration, 10829 Olive Blvd., Ste. 200, St. Louis, MO 63141.

XII. Monitoring and Enforcement.

In accordance with applicable laws, you may request access and raise concerns or complaints regarding your Personal Information processed by us with by contacting us: by email at info@pauseforinspiration.org

If you file a complaint, we will investigate the matter or suspected failure to comply with this Privacy Policy. It is our practice to respond to you within 45 days of receiving the complaint. We will take all appropriate action to remedy any such issues.

Last Update: November 5, 2020.