

PRIVACY POLICY

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1. Introduction

Mi Alma Mia, Inc. d/b/a SupportNow (“**SupportNow**”, “**we**”, “**our**” or “**us**”) respects your privacy and is committed to protecting it by complying with this Privacy Policy (the “**Policy**”). As used in this Policy and unless separately identified as applicable to either an individual or entity, “**you**” and “**your**” refer to both you individually and the entity on behalf of which you are entering into this Policy.

This Policy describes the types of information SupportNow may collect from you or that you may provide when you visit the website www.SupportNow.org and including any content or information provided as part of the Site or such related products, services or websites (each website a “**Site**” and collectively, the “**Sites**”) or online or mobile applications (each application an “**App**,” collectively, the “**Apps**”; collectively with the Sites, the “**Platform**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This Policy applies to information SupportNow collects:

- On the Platform.
- In email, text, and other electronic messages between you and the Platform.
- Through mobile and desktop applications you download from the Platform, which provide dedicated non-browser-based interaction between you and the Platform.
- When you interact with our advertising and applications on third-party Sites and services, if those applications or advertising include links to this Policy.
- When you interact with our customer support team
- Information from other sources. We may also periodically obtain both personal and non-personal information (updated delivery and address information, purchase history, and additional demographic information) about you from business partners, contractors, and other third parties and add it to your account information or other information we have collected.
 - Facebook.com: If you sign in via Facebook, we may obtain your name, basic user profile information, and your email address if you consent to share it.
 - Google.com: If you sign in via Google, we may obtain your name, basic user profile information, and your email address if you consent to share it.
 - Stripe.com: If you donate to a Support Registry, the payment is processed by Stripe, our payment partner. We may obtain your email address, IP address and postal code from Stripe, related to the payment transaction.
 - Paypal.com: If you complete a transaction on SupportNow using PayPal, we may obtain your name, email, phone, and mailing address from PayPal as required to fulfill the obligations of that purchase.

It does not apply to information collected by:

- SupportNow offline or through any other means, including on any other Site operated by SupportNow or any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Site.

Please read this Policy carefully to understand our policies and practices regarding your information and how SupportNow will treat it. If you do not agree with our policies and practices, your choice is not to use our Platform. By accessing or using the Platform, you agree to this privacy Policy. This Policy may change from time to time (*see Changes to Our Privacy Policy*). Your continued use of the Platform after SupportNow make changes is deemed to be acceptance of those changes, so please check the Policy periodically for updates.

2. **Children Under the Age of 16**

Our Platform is not intended for children under 16 years of age. No one under age 16 may provide any information to or on the Site. SupportNow does not knowingly collect Personal Information from children under 16. If you are under 16, do not use or provide any information on the Platform or through any of its features, register on the Site, make any purchases through the Site, use any of the interactive or public comment features of the Platform, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If SupportNow learns that SupportNow has collected or received Personal Information from a child under 16 without verification of parental consent, SupportNow will delete that information. If you believe SupportNow might have any information from or about a child under 16, please contact us at help@supportnow.org.

California residents under 16 years of age may have additional rights regarding the collection and sale of their Personal Information. Please see Your California Privacy Rights for more information.

3. **Information SupportNow Collects About You and How SupportNow Collects It**

SupportNow collects several types of information from and about users of our Platform, including information:

- By which you may be personally identified, such as your name, postal address, e-mail address, telephone number, and bank account information (for payouts)/any other identifier by which you may be contacted online or offline (“**Personal Information**”);
- That is about you but individually does not identify you, such as your username and profile photo; and/or
- About your internet connection, the equipment you use to access our Platform, and usage details.

SupportNow collect this information:

Directly from you when you provide it to us.

Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies, and other tracking technologies.

Information You Provide to SupportNow

The information SupportNow collect on or through our Platform may include:

Information that you provide by filling in forms on our Platform. This includes information provided at the time of registering to use our Platform, subscribing to our service, posting material, or requesting further services. SupportNow may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Platform.

Records and copies of your correspondence (including email addresses), if you contact us.

You also may provide information to be published or displayed (hereinafter, “**posted**”) on public areas of the Site, or transmitted to other users of the Site or third parties (collectively, “**User Contributions**”). Your User Contributions are posted on and transmitted to others at your own risk. Although SupportNow limit access to certain pages/you may set certain privacy settings for such information by logging into your account profile, please be aware that no security measures are perfect or impenetrable. Additionally, SupportNow cannot control the actions of other users of the Site with whom you may choose to share your User Contributions. Therefore, SupportNow cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

Information SupportNow Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Platform, SupportNow may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

Details of your visits to our Platform, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Site.

Information about your computer and internet connection, including your IP address, operating system, and browser type.

SupportNow also may use these technologies to collect information about your online activities over time and across third-party Sites or other online services (behavioral tracking).

The information SupportNow collects automatically may include Personal Information, or SupportNow may maintain it or associate it with Personal Information SupportNow collects in other ways or receive from third parties. It helps us to improve our Platform and to deliver a better and more personalized service, including by enabling us to:

Estimate our audience size and usage patterns.

Store information about your preferences, allowing us to customize our Platform according to your individual interests.

Speed up your searches.

Recognize you when you return to our Platform.

The technologies SupportNow use for this automatic data collection may include:

Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, you may be unable to access certain parts of our Platform. 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 Platform.

Flash Cookies. Certain features of our Platform may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Platform. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How SupportNow Uses and Discloses Your Information.

Web Beacons. Pages of our Site 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 the SupportNow, for example, to count users who have visited those pages or opened an email and for other related Site statistics (for example, recording the popularity of certain Site content and verifying system and server integrity).

SupportNow does not collect Personal Information automatically, but SupportNow may tie this information to Personal Information about you that SupportNow collect from other sources, or you provide to us.

How SupportNow Uses Your Information

SupportNow use information that SupportNow collect about you or that you provide to us, including any Personal Information:

To present our Platform and its contents to you.

To provide you with information, products, or services that you request from us.

To fulfill any other purpose for which you provide it.

To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.

To notify you about changes to our Platform or any products or services SupportNow offer or provide though it.

To allow you to participate in interactive features on our Platform.

To fulfill our responsibilities with Beneficiaries to deploy funds raised on a Support Registry.

In any other way SupportNow may describe when you provide the information.

For any other purpose with your consent.

SupportNow may use the information SupportNow have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though SupportNow does not disclose your Personal Information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

Disclosure of Your Information

SupportNow may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

SupportNow may disclose Personal Information that SupportNow collect or you provide as described in this privacy Policy:

To our subsidiaries and affiliates.

To contractors, service providers, and other third parties SupportNow use to support our business and who are bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which SupportNow disclose it to them.

To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of SupportNow's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by SupportNow about our Platform users is among the assets transferred.

To third parties to market their products or services to you if you have consented to/not opted out of these disclosures. SupportNow contractually require these third parties to keep Personal Information confidential and use it only for the purposes for which SupportNow disclose it to them.

To fulfill the purpose for which you provide it. For example, if you give us an email address to use the "email a friend" feature of our Platform, SupportNow will transmit the contents of that email and your email address to the recipients.

For any other purpose disclosed by us when you provide the information.

With your consent.

SupportNow may also disclose your Personal Information:

To comply with any court order, law, or legal process, including to respond to any government or regulatory request.

To enforce or apply our terms of use www.supportnow.org/terms-of-service and other agreements, including for billing and collection purposes.

If SupportNow believe disclosure is necessary or appropriate to protect the rights, property, or safety of SupportNow, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Choices About How SupportNow Uses and Disclose Your Information

SupportNow strive to provide you with choices regarding the Personal Information you provide to us. SupportNow have created mechanisms to provide you with the following control over your information:

Tracking Technologies and Advertising. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's Site. If you disable or refuse cookies, please note that some parts of the Platform may then be inaccessible or not function properly.

Targeted Advertising. If you do not want us to use information that SupportNow collects or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt-out by sending us an email stating your request to help@supportnow.org. For this opt-out to function, you must have your browser set to accept all browser cookies.

SupportNow do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your

information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“NAI”) on the NAI’s Site.

Accessing and Correcting Your Information

You can review and change your Personal Information by logging into the Site and visiting your account profile page.

You may also send us an email at help@supportnow.org to request access to, correct or delete any Personal Information that you have provided to us. SupportNow cannot delete your Personal Information except by also deleting your user account. SupportNow may not accommodate a request to change information if SupportNow believes the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Contributions from the Site, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other Site users. Proper access and use of information provided on the Site, including User Contributions, is governed by our terms of use www.supportnow.org/terms-of-use.

Data Security

SupportNow have implemented measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions and personal data will be encrypted using SSL technology.

The safety and security of your information also depends on you. Where SupportNow has given you (or where you have chosen) a password for access to certain parts of our Platform, you are responsible for keeping this password confidential. SupportNow ask you not to share your password with anyone. SupportNow urge you to be careful about giving out information in public areas of the Site like message boards. The information you share in public areas may be viewed by any user of the Site.

Unfortunately, the transmission of information via the internet is not completely secure. Although SupportNow do our best to protect your Personal Information, SupportNow cannot guarantee the security of your Personal Information transmitted to our Platform. Any transmission of Personal Information is at your own risk. SupportNow are not responsible for circumvention of any privacy settings or security measures contained on the Site.

Changes to Our Privacy Policy

It is our Policy to post any changes SupportNow make to our privacy Policy on this page with a notice that the privacy Policy has been updated on the Site home page. If SupportNow makes material changes to how SupportNow treat our users' Personal Information, SupportNow will notify you by email to the primary email address specified in your account and/or through a notice on the Site homepage.

The date the privacy Policy was last revised is identified at the top of the page. You are responsible for ensuring SupportNow has an up-to-date active and deliverable email address for you, and for periodically visiting our Platform and this privacy Policy to check for any changes.

Contact Information

To ask questions or comment about this privacy Policy and our privacy practices, contact us at:

help@supportnow.org

To register a complaint or concern, please email us to help@supportnow.org.