

# MyWayy Mobile App Privacy Policy

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## 1. Introduction

Welcome to MyWayy, a habit building and time management mobile application that makes breaking bad habits easy and maintaining new ones fun by involving friends and followers.

Connected North LLC, which operates MyWayy (collectively, the "**Company**" or "**we**" or "**us**"), respects your privacy and is committed to protecting it through our compliance with this policy. This policy describes:

- The types of information we may collect or that you may provide when you download, install, register with, access, or use the MyWayy App (the "**App**").
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies only to information we collect in this App, and in email, text, and other electronic communications sent through or in connection with this App.

This policy DOES NOT apply to information that:

- We collect offline or on any other Company apps or websites, including websites you may access through this App.
- You provide to or is collected by any third party (see *[Third-Party Information Collection](#)*).

Our website or other apps, and those of third parties may have their own privacy policies, which we encourage you to read before providing information on or through them.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it.

If you do not want your personal data collected and used as described in this document, do not download, register with, or use this App. By downloading, registering with, or using this App, you agree to our use of your Personal Information as set forth in this privacy policy. This policy may change from time to time (see *[Changes to our Privacy Policy](#)*). Your continued use of this App after we revise this policy means you accept those changes, so please check the policy periodically for updates.

## 2. Children Under the Age of 16

The App is not intended for children under 16 years of age, and we do not knowingly collect Personal Information from children under 16. If we learn we have collected or received Personal Information from a child under 16, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at [support@mywayy.co](mailto:support@mywayy.co).

## 3. Information We Collect and How We Collect It

We collect information from and about users of our App:

- Directly from you when you provide it to us.
- Automatically when you use the App.

### *3.1 Information You Provide to Us*

When you download, register with, or use this App, we may ask you provide information:

- By which you may be personally identified, such as your name, email address, telephone number, username and 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 habit and task patterns and trends, a brief description of yourself, your general interests and activities.
  - Information that you provide by filling in forms in the App. This includes information provided at the time of registering to use the App, subscribing to our service, and posting material. We may also ask you for information when you report a problem with the App.
  - Records and copies of your correspondence (including email addresses and phone numbers), if you contact us.

You may also choose to participate in public chat rooms or reviews. Any information you provide may be publicly posted. We cannot control the actions of third parties that may view your publicly available posting or review and we shall have no obligation to safeguard such information.

### *3.2 Automatic Information Collection and Tracking*

When you download, access, and use the App, it may use technology to automatically collect:

- *Usage Details.* When you access and use the App, we may automatically collect certain details of your access to and use of the App, including a log file, a device identifier, your browser, your habit and task patterns, your followers, and MyWayys or Routines you follow, as well as communication data and the resources that you access and use on or through the App.
- *Stored Information and Files.* The App also may access metadata and other information associated with other files stored on your device. This includes, for example, photographs, audio and video clips, personal contacts, and address book information.
- *Location Information.* This App does not collect real-time information about the location of your device.

If you do not want us to collect this information do not download the App or delete it from your device.

### *3.3 Information Collection Technologies*

The technologies we use for automatic information collection may include:

- *Cookies (or mobile cookies).* A cookie is a small file placed on your smartphone. It may be possible to refuse to accept mobile cookies by activating the appropriate setting on your smartphone. However, if you select this setting you may be unable to access certain parts of our App.
- *Web Beacons.* Pages of the App and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related app statistics (for example, recording the popularity of certain app content and verifying system and server integrity).

### *3.4 Third-Party Information Collection*

When you use the App or its content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include:

- The Apple Store.
- Your mobile device manufacturer.
- Your mobile service provider.

The information these third parties 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, apps, and other online services websites. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

## **4. How We Use Your Information**

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

- Provide you with the App and its contents, and any other information, products or services that you request from us.
- Fulfill any other purpose for which you provide it.
- Give you notices about your account.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Notify you when App updates are available, and of changes to any products or services we offer or provide through it.

The usage information we collect helps us to improve our App and to deliver a better and more personalized experience by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our App according to your individual interests.
- Speed up your searches.
- Recognize you when you use the App.

## **5. Disclosure of Your Information**

We may disclose anonymized and/or aggregated information about our users without restriction. In addition, we may disclose Personal Information that we collect or you provide:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business.
- 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 the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by the Company about our App users is among the assets transferred.
- To fulfill the purpose for which you provide it.

- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers or others.

#### **6. Your Choices About our Collection, Use, and Disclosure of Your Information**

We strive to provide you with choices regarding the Personal Information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of over your information.

- *Tracking Technologies.* You may be able to disable cookies for the App. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the App may then be inaccessible or not function properly.
- *Subscriptions to sponsored Wayys and Routines.* The App has promoted Wayys or Routines to which you can subscribe. To unsubscribe from any Wayy or Routine, go to your App profile. For additional assistance contact us at [support@mywayy.co](mailto:support@mywayy.co).

We 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 website.

#### **7. Do Not Track.**

Your mobile device may incorporate a "Do Not Track" feature that signals that you do not want to have your online activity tracked. Given that there is not a uniform way that this information is communicated, our App does not currently interpret, respond to or alter its practices when it receives "Do Not Track" signals.

#### **8. Notice to California residents.**

We do not disclose your personal data to any third party for such third party's direct marketing purposes. Thus, under California Civil Code Sections 1798.80-1798.84, upon your request, we have no obligation to provide you further information. Any inquiries regarding the Terms of Use or, specifically, this Privacy Policy can be directed to the contact identified below.

#### **9. Notice to Utah residents.**

We do not disclose your personal data to any third party for such third party's direct marketing purposes.

#### **10. Accessing and Correcting Your Personal Information**

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

If you have any questions about our use of your Personal Information, please contact us at [support@mywayy.co](mailto:support@mywayy.co)

If you delete your User Contributions from the App, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other App users. Proper

access and use of information provided on the App, including User Contributions, is governed by our Terms of Use.

### **11. Data Security**

We have implemented commercially reasonable measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our App, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the App like message boards. The information you share in public areas may be viewed by any user of the App.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted through our App. Any transmission of Personal Information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

### **12. Changes to our Privacy Policy**

We may update our privacy policy from time to time. If we make material changes to how we treat users' Personal Information, we will post the new privacy policy on this page with a notice that the privacy policy has been updated and notify you by email to the email address specified on your account or through an in-App alert the first time you use the App after we make the change. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you and for periodically visiting this privacy policy to check for any changes.

### **13. Contact Information**

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

MyWayy / Connected North LLC  
2749 Walnut Street  
Denver, CO 80205  
[support@mywayy.co](mailto:support@mywayy.co)