

Little Lighthouse Nannies, LLC

Privacy Policy

Last Updated: October 11, 2022

California users: See section 11 & 12 for our Privacy Information for California Residents

Little Lighthouse Nannies, LLC offers various services to help its users find, coordinate, and maintain quality care. Little Lighthouse Nannies, LLC's Privacy Policy ("Privacy Policy") is designed to explain the information we collect and how we use it to provide our services and give users a better experience. It applies to any users of www.Little Lighthouse Nannies, LLC and any web pages, mobile applications and mobile websites operated by Little Lighthouse Nannies, LLC (collectively, the "Site"), including those who are seeking to find an individual or shared service provider through Little Lighthouse Nannies, LLC ("Care Seekers") as well as those who are looking to promote their services through Little Lighthouse Nannies, LLC ("Care Providers"). For purposes of this Privacy Policy, the terms "Little Lighthouse Nannies, LLC," "we," "us," and "our" refer to Little Lighthouse Nannies, LLC, Inc. "You" refers to you, as a visitor or user of the Site or the Services. This Privacy Policy does not apply to third party entities that may use the Site or Services. Such entities' use of the Site and Services are subject to separate terms that they agreed to when they registered or otherwise contracted with Little Lighthouse Nannies, LLC. Other capitalized terms that are not expressly defined in this Privacy Policy have the same meaning as set forth in the Little Lighthouse Nannies, LLC Terms of Use.

By using the Site and/or the Services, you consent to our collection, storage, use and disclosure of your information as described in this Privacy Policy.

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1. Information We Collect and their Sources

How we collect and store information depends on the Services you use and the activities in which you participate. You can use some of the Site and Services without providing any information other than that automatically collected as described below.

Visitors who access and browse the Site without registering are “Site Visitors.” In order to utilize some of the Services offered by Little Lighthouse Nannies, LLC, you must register with Little Lighthouse Nannies, LLC. All users who register with Little Lighthouse Nannies, LLC are “Registered Users.”

1. Information you provide

Regardless of whether you are a Site Visitor or a Registered User, all information that you provide to us when registering, posting a job, posting a profile, communicating through the Site, discussing care options over the phone, utilizing our mobile applications or that you otherwise provide on the Site or by phone, email, postal mail or otherwise, will be stored by us. You represent and warrant to us that you have the right and authority to provide us all information you provide about yourself or others. You may provide us with information in various ways, including:

1. When registering

When you register directly through Little Lighthouse Nannies, LLC, we will collect and store the information that you provide to us on our online registration forms. This may include, among other information, your:

- first and last name
- email address
- home address
- gender
- birthday
- phone number
- social security number
- social media usernames and handles
- referral contacts
- payment information

Some users may have the opportunity to register with Little Lighthouse Nannies, LLC by connecting through Facebook’s application programming interface (API). Please see Section I.B.4 below to learn about the information we access, collect and store if you register with Little Lighthouse Nannies, LLC through Facebook. If you register for a

Service that requires you to pay a fee, Little Lighthouse Nannies, LLC will also collect your payment method details, such as account number, expiration date, and security code, as well as your billing address, for payment purposes and your birthday, if not previously provided.

2. When posting a job

If you are a Care Seeker, we collect and store all of the additional information that you provide to us on your job posting or that is otherwise included in an auto-generated job posting. This may include, among other information:

- the type of care you are looking for, your schedule, location, hourly rate, number and ages of children, family members, or pets (if applicable), narrative job description, requirements for a Care Provider (such as ability to drive)
- pictures you choose to provide
- health information, if you choose to provide it
- any other information you choose to include in your job posting

3. When posting a profile

If you are a Care Provider, we collect and store all of the additional information that you provide to us in your profile. This may include, among other information:

- details on the care you offer, including for example the type of care you provide, your availability, your location, your level of education, languages you speak, your ability to drive
- related services you provide
- pictures you choose to post
- your phone numbers
- references, if you choose to provide them
- any other information you choose to include in your profile

4. By telephone

Both Site Visitors and Registered Users may provide information to Little Lighthouse Nannies, LLC when they contact Member Care or utilize certain Services Little Lighthouse Nannies, LLC may offer by telephone. For example, if you call Little Lighthouse Nannies, LLC to discuss care options over the phone, we will collect and store all of the information you

chose to provide to us, including but not limited to financial information, information about the care you or your loved one needs, health information about you or the loved one you seek care for, your contact information, etc. If you provide information about someone other than yourself, you represent that you have authority to do so.

5. Otherwise through the Site or by telephone, email, postal mail or chat

Certain Registered Users may provide additional information on the Site through other Site features and offerings such as our online communication platforms, groups and payment platforms. In some cases, Site Visitors may have the ability to provide us information through the Site, such as contact information. In addition, both Registered Users and Site Visitors may choose to provide information by phone, email, postal mail, or chat. We collect and store all of the information you provide us through these channels. Moreover, if you provide information about someone other than yourself through any of these channels, you represent that you have authority to do so.

2. Information provided by others

1. By Site Visitors, Registered Users and others

Little Lighthouse Nannies, LLC also captures and collects information that Site Visitors, Registered Users and others provide about one another. For example, Care Providers may invite Site Visitors, Registered Users or others to rate and indicate their relationship to the Care Provider on the Site. Additionally, certain Registered Users may post reviews about individual Care Providers. Little Lighthouse Nannies, LLC may also obtain and post audio recordings of Care Provider references, which may also be accessed from the Site. In addition, certain Registered Users may communicate directly with one another through Little Lighthouse Nannies, LLC platforms. Site Visitors, Registered Users and others also may provide us information about Registered Users by phone, email or postal mail. Little Lighthouse Nannies, LLC captures and stores all information it receives from Site Visitors, Registered Users and others about other Registered Users and Site Visitors.

2. By third parties to verify your information and representations

In order to promote the safety and integrity of the Site and Service, you authorize Little Lighthouse Nannies, LLC, as provided in the Terms of Use, to utilize third party service providers to check your information on

an ongoing basis against a variety of sources, which may include, but are not limited to, national criminal databases, sex offender registries, certain media streams, terrorist watch lists, criminal and fugitive watch lists, fraud watch lists, law enforcement reports, and other data to assist us in verifying the information you provide us (such as your name, address, email address, etc.) and the representations and warranties you make in the Terms of Use and on the Site (such as representations regarding your criminal background) (“Preliminary Membership Screens”). The results of any Preliminary Membership Screens will be made available to Little Lighthouse Nannies, LLC.

If you engage a service provider through Little Lighthouse Nannies, LLC, such as a home care agency or a payments processor, that service provider may provide us with information about you or your loved ones, such as information relating to your transactions with the service provider.

3. By other sources

In addition, we may obtain information about you from other sources (e.g., partners, researchers, marketers, etc.), such as demographic data, and other information to enable us to comply with regulatory requirements, ensure the accuracy of data, better understand your likely interests, prevent fraud, etc. We may combine information that we collect from you with information about you from such other sources and use it in accordance with this Privacy Policy.

3. Information you expressly authorize us to collect

We may from time-to-time request permission to collect certain information from or about you. For example, if you use a Little Lighthouse Nannies, LLC mobile application, we may request permission to access information about the contacts listed in your mobile device phone book when you initiate an address book search for friends who have downloaded the application. We may also request permission to access and store your location (e.g., your precise GPS-based functionality on the mobile devices used to access the Site and Services). If you grant your permission, we will access and/or store such information unless you subsequently opt out by adjusting the settings in your mobile device. See your device manufacturer’s instructions for further details.

4. Automatically collected information

We may automatically collect certain information about the computer or devices (including mobile devices) you use to access the Site and Services as described in this section below.

1. Log files, IP addresses and information about your computer and mobile device

When you visit the Site, Little Lighthouse Nannies, LLC receives the internet protocol (“IP”) address of your computer (or the proxy server you use to access the internet), your computer operating system, the type of web browser you are using, and browser language. If you are using a mobile device, Little Lighthouse Nannies, LLC may also receive unique device identifiers and other information about your mobile or other device(s), and mobile operating system. We may correlate this information with other information we have about you. We may also automatically collect information related to the ways in which you interact with the Site and the Services, such as referring and exit pages, URLs, platform type, the number of clicks, domain names, landing pages, pages and content viewed (including ads viewed) and the order of such views, the amount of time spent on particular pages, the date and time you use the Services, error logs, and other similar information.

2. Cookies and other technologies

A cookie is a tiny data file that resides on your computer, mobile phone, or other device, and allows us to recognize you when you return to the Site using the same computer (or mobile device) and web browser. Like most websites, we and our service providers use cookies, and tracking pixels to track Site usage and trends, evaluate the effectiveness of our ads both on and off our Site, customize your experience on the Site and improve the quality of our Services. For example, using these technologies we can determine, among other things, which pages of our Site you visit and which ads you click on. Most browsers automatically accept cookies, but you can modify your browser settings to decline cookies. In some cases, however, doing so may impact your ability to use Little Lighthouse Nannies, LLC. Tracking pixels do not identify individual users, and the analysis of data obtained by tracking pixels is performed on an aggregate basis.

3. Online analytics and advertising

When you visit our Site or open one of our emails, we may allow authorized third parties, such as ad servers, ad agencies, ad exchanges, ad technology vendors, and research firms, to place or recognize a unique cookie, pixel, and/or similar technologies on your browser in order to provide you relevant Little Lighthouse Nannies, LLC advertisements as you surf the Internet. These advertisements may be targeted to you based on information these authorized third parties know or infer about you and include in the cookies placed on your browser, and/or on information about your Internet browsing activities gathered through your browser. If you prefer not to receive these online behavioral advertisements, you may opt-out [here](#) or [here](#). In order for the opt-out to work, your browser must be set to accept third party cookies. Furthermore, if you buy a new

computer or mobile device, change web browsers or delete the opt-out cookie, you will need to perform the opt-out task again. Please note that if you opt-out you may continue to receive Little Lighthouse Nannies, LLC advertisements as you surf the Internet, including contextual ads based on the content on a webpage you are visiting. However, these advertisements will not be displayed based on information contained in, or collected by, cookies or other technologies placed on your browser when you visit our Site or open our emails. We also use Google Analytics to measure Site usage and improve our visitor experience. The relevant data is provided to us by Google in the aggregate (i.e., individual users are not identified) and allows us to better understand our Site audience. The Google Analytics features implemented by us allow us (i) to evaluate and generate reports on certain demographic, behavioral, and interest metrics of users collected by Google, and (ii) to create advertising remarketing audiences and campaigns based on such metrics, which may be segmented into aggregated groups. Visitors can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the Ads Settings form at <https://www.google.com/settings/ads>. **Do Not Track Notice.** Some browsers used to access the Internet may give you the option through “Do Not Track” settings associated with such browsers to request that a website operator not track your information across its website or other websites. We engage in such tracking in order to optimize and/or customize our Services, detect and respond to allegations of fraud, and to otherwise ensure the safety of our Registered Users and Site Visitors. While we do not currently honor such browser requests, we will not use your information in a manner that violates this Privacy Policy. In addition, you retain the ability to opt out of certain online analytics and advertising activities as discussed in this section above.

4. Social media features and widgets

Our Site includes social media features and widgets. These features may collect your IP address, the URL of the page you are visiting on our Site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these features are governed by the privacy policy of the company providing it.

2. Purposes For Which We Use Information

In general, the information we collect is used for our business purposes: (1) to improve our Services and enhance your experience with Little Lighthouse Nannies, LLC, (2) to enable us to provide a safer community for all of our Registered Users, and (3) to help us communicate with you. For example, we may use your information to:

1. register and service your account;

2. include in Care Seeker profiles, job postings and Care Provider profiles;
3. contact you in response to questions and solicit feedback and input from you;
4. notify you about new features of the Services, special events, or products, services, and special offers, or other information that we believe will be of interest to you via email, SMS messages, or other media or networks;
5. administer sweepstakes and contests;
6. enable Care Seekers with each other and with Care Providers to search based on the information the other has made available on the Site, and information others have provided about them;
7. connect Care Seekers with Care Providers that appear to meet their needs and preferences;
8. enable Registered Users to search for, find, interact, connect and share information with other Registered Users they may have an interest in interacting with;
9. enable Registered Users who connect to Little Lighthouse Nannies, LLC through Facebook to see which of their Facebook friends who have connected to Little Lighthouse Nannies, LLC through Facebook are Registered Users or friends with other Registered Users who have connected to Little Lighthouse Nannies, LLC through Facebook;
10. verify information you provide us as well as the representations and warranties you make to us in the Terms of Use or on the Site;
11. perform analytics and research aimed at improving the accuracy, effectiveness, usability, or popularity of the Services;
12. generate and review reports and data about our user base and usage patterns, including to improve the content and features of the Services or develop new Services;
13. otherwise help protect the safety and integrity of the Site and Little Lighthouse Nannies, LLC users; and
14. personalize promotional messages or content on the Site, via email or other ads on Little Lighthouse Nannies, LLC or third-party sites.

We may aggregate and/or de-identify information collected by the Site, the Services, or via other means so that the information is not intended to identify you. Our use and disclosure of aggregated and/or de-identified information is not subject to any restrictions under this Privacy Policy, and we may disclose it to others without limitation for any purpose.

3. How We Share and Categories of Third Parties With Whom We Share Information

In addition to using the information collected by Little Lighthouse Nannies, LLC for the purposes described above, we may also share your information with various third parties, as described below. Please review our sharing policy closely. By using our Site or our Services, you agree to allow us to share the information you provide to us in the ways

described below. Your ability to make changes to what information is shared is described below in Section IV.

1. With All Site Visitors and Registered Users

If you are a Care Seeker or a Care Provider, in order to increase your chances of finding a job or finding the care you need, we share with Site Visitors and Registered Users the information that is included in your job posting or profile, aside from your contact information, as well as the following registration information, which we may include in your job posting or profile: your first name, first initial of your last name, city, state, profile picture, and if you are a Care Provider, your gender and, unless you opt-out, your age. With certain exceptions, you choose how much detail you want to include in either your job posting or your profile. We may also share on your profile or job posting any company reviews you have posted on our Site, whether you have connected to Little Lighthouse Nannies, LLC through Facebook, and any connections you have with other Little Lighthouse Nannies, LLC members, including the nature of those connections. If you are a Care Provider and have elected to verify certain information with Little Lighthouse Nannies, LLC or to have a background check performed, we may also disclose that information in your profile as a Registered User in addition to your response rate and any payment or payroll preferences you have indicated. If you post information in a Little Lighthouse Nannies, LLC online group forum, such as the Working Moms Group, that information may be viewed by any Site Visitor or Registered User who accesses the forum. We may display personal testimonials of Registered Users and other endorsements on our Site or in other marketing materials. These testimonials or endorsements may include information such as the Registered User's first name, first initial of last name, town and state. With a Registered User's consent, we may include their full name.

2. With other Registered Users and corporate providers

In addition to the information that is provided to all Registered Users and Site Visitors, Care Provider reviews and references are made available to certain Registered Users. If you are a Care Provider, your phone number may be visible to certain Registered Users if you elect to share it in your profile. In addition, your approximate residential location (through Google map plotting) is made available to certain Registered Users and Site Visitors unless you elect to keep that information confidential. If you are a Care Seeker or a Care Provider, you will appear in search result listings if you match the search criteria used by a Care Provider or Care Seeker, as applicable. Similarly, you may appear in emails sent to Care Providers or Care Seekers in your area. Care Seekers may opt-out of being included in Care Provider search results and in certain emails sent to Care Providers. In addition, if you are a Care Seeker and you view the profile of certain Care Providers, those Care Providers will be able to see that you have viewed their profiles unless you opt-out of that information sharing. If you are a

Registered User, your Little Lighthouse Nannies, LLC online status may be made available to other Registered Users unless you elect to keep that information confidential.

3. With vendors/service providers

We also share information with vendors with whom we have a contractual relationship and who perform services for Little Lighthouse Nannies, LLC including, without limitation, vendors who provide email, demographic information, or geo-location information services, vendors who perform background checks or Preliminary Membership Screens, vendors who process or accept credit card payments, vendors who run classified advertising businesses, vendors who send SMS messages to Registered Users' mobile phone numbers, vendors who provide services that enable us and other third parties to detect and prevent fraud, in each case to the extent applicable. In certain cases (such as for vendors who help facilitate our online communication services or provide fraud detection and prevention services), the information we share may include the contents of written and audio messages you send through our online communication platforms. We have implemented Google's Invisible reCAPTCHA technology on our site. Use of the Invisible reCAPTCHA is subject to the [Google Privacy Policy](#) and [Terms of Use](#).

4. With listings in and through Google and other public search engines, social media sites (e.g. Facebook, Google+), and on other third party websites)

In an effort to further facilitate the ability of Care Seekers or Care Providers to find a caregiver or job, selected information contained in Care Seeker job postings and Care Provider profiles, which may include photo, first name, first initial of last name, city, state, and job/provider description, may also be shared with third party search engines, social media sites, and other third party websites or vendors who run classified advertising and other businesses, and thus may be listed in third party web site search results and on third party websites, which would make that information available to the public and allow them to link to your Little Lighthouse Nannies, LLC posting. If you post information in a Little Lighthouse Nannies, LLC online group forum, your content, including your name as the contributor, may be displayed in third party search engine results and available to the public.

5. As required by law or for reasons of safety

We may disclose your information when we believe in good faith that such disclosure is appropriate in order to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, situations involving potential threats to

the health or physical safety of any person, violations of this Privacy Policy, the Terms of Use and/or to protect the rights and property of Little Lighthouse Nannies, LLC, our employees, users, and the public. This may involve the sharing of your information with law enforcement, government agencies, courts, and/or other organizations.

6. With our affiliates

You acknowledge and agree that we may disclose any of the information we've collected about you to any of our affiliates or subsidiaries for the purposes of providing you with the Services, operating the Site, soliciting you for potential employment opportunities with those affiliates or subsidiaries, and our other commercial purposes, including those of our affiliates and subsidiaries.

7. With Your Consent

We also may share your information with a third party if you consent to the sharing.

8. Background Checks

Little Lighthouse Nannies, LLC offers various background check services from consumer reporting agencies. A Care Provider authorizes a Motor Vehicle Records Check, Criminal Records Check, Criminal+ MVR Check, or an Investigative Criminal Plus check as required by the Terms and Use of Little Lighthouse Nannies, LLC's application submission process. A statement may be included in your profile to confirm that you have completed that check. The service provider who completes the background check may also send the results to you by email or postal mail. **You acknowledge that sensitive material may be included in your background check, and that you are responsible for providing us and our service provider (if applicable) with correct information.**

9. Business transactions

In the event we go through a business transition such as a merger, acquisition by another company, or sale of all or a portion of our assets, your information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of ours or that acquirer's affiliates may continue to process your information as set forth in this Privacy Policy.

4. Your Choices Regarding the Sharing of your Personal Information

Registered Users have control over what optional information they choose to share with us when utilizing our Services (such as pictures, certain details in a job description or profile, etc.). In addition, Registered Users have the following opt out choices with respect to the sharing of their information, which they can manage via their account settings:

1. Registered Users can opt out of sharing message read receipts with other Registered Users.
2. Care Providers can opt out of having their approximate residential location (through Google map plotting) visible to Registered Users.
3. Care Providers can choose whether or not to allow Care Seekers to initiate video calls with them.
4. Care Providers can opt out of allowing care-related companies to contact them about potential job opportunities.
5. Care Providers can opt out of having their age visible to Registered Users.
6. Care Seekers can opt out of appearing in Care Provider search results and in certain Care Provider emails to not allow Care Providers to initiate contact with them. They can also opt out of allowing Care Providers see that they have viewed the Care Providers' profiles.
7. Users of a Little Lighthouse Nannies, LLC mobile application, who have given Little Lighthouse Nannies, LLC permission to access certain information from their mobile device such as their location or contacts, may subsequently opt out of that information sharing by adjusting the settings in their mobile device. Your opt out preferences will take effect within 10 days of receipt of your request.

5. Your Communication Choices

By becoming a Registered User, you are consenting to receive certain email communications from us, such as special offers, tips and advice, notifications of new Care Seekers or Care Providers in your area, customer surveys and administrative notices. You have a choice at any time to stop us from sending you emails for marketing purposes by adjusting your settings in your account settings. You also have the option to opt out of receiving certain other emails from Little Lighthouse Nannies, LLC, such as certain educational emails, by adjusting your settings in your account settings. Go to your account settings for a complete list of the email types you may opt out of receiving. You can also opt out of commercial email messages by following the "unsubscribe" link included in these messages. Please note that despite any indicated email marketing preferences, we may continue to send you administrative emails regarding Little Lighthouse Nannies, LLC, including, for example, notices of updates to our Privacy Policy, notifications of new Care Seekers or Care Providers in your area, responses to job postings from Care Providers, and responses to job applications from Care Providers, if we choose to provide such notices to you in this manner. You may also opt-out of receiving unsolicited marketing calls from us regarding your Little Lighthouse Nannies, LLC account by adjusting your settings in your account settings. If you are a Care

Seeker, certain Care Providers may initiate contact with you directly using the messaging features of the Little Lighthouse Nannies, LLC Site. You have an option at any time to stop permitting Care Providers from initiating contact with you by adjusting your settings in your account settings.

6. Changing or Removing your Personal Information and Closing your Account

You can update certain of your information by logging into your account and accessing your account settings. If you would like to remove some of the information you have posted on the Site, such as information you posted in profiles and job postings, you may do so by editing or deleting that item in your My Profile & Settings area or your My Jobs area. If you no longer wish to participate in our Services, you may close your account directly through your account settings. If you close your Little Lighthouse Nannies, LLC account, we will remove your name and other contact and identifiable information from our publicly viewable database. If you close your account, we have no obligation to retain your information, and may delete any or all of your account information without liability. However, we may retain information related to you if we believe it may be necessary to prevent fraud or future abuse, or for legitimate business purposes, such as analysis of aggregated, de-identified information, account recovery, auditing our records, enforcing our rights and obligations under our agreements, or if required by law. Little Lighthouse Nannies, LLC may also retain and use your information if necessary to provide the Services to other Registered Users. For example, just as an email you may send to another person through an email service provider resides in that person's inbox even after you delete it from your sent files or close your account, emails you send through Little Lighthouse Nannies, LLC to other Users, as well as your contributions to Little Lighthouse Nannies, LLC groups, may remain visible to others after you have closed your account. Similarly, other information you have shared with others, or that others have copied, may also remain visible. Little Lighthouse Nannies, LLC disclaims any liability in relation to the deletion or retention (subject to the terms herein) of information, or any obligation not to delete the information. Little Lighthouse Nannies, LLC does not control when search engines update their search index or cache, which may contain certain job posts, profiles or other information that have since been removed from Little Lighthouse Nannies, LLC's Site.

7. Collection of Information from Children

Little Lighthouse Nannies, LLC's Site and Services are not intended for individuals under the age of 18. Moreover, if we become aware that we have collected personal information (as defined by the Children's Online Privacy Protection Act) from children under the age of 18, we will take reasonable steps to delete it as soon as practicable.

8. How We Protect Information

We have implemented a variety of administrative, technical, and physical security measures to protect against the unauthorized access, destruction, or alteration of your information. These safeguards vary based on the sensitivity of information that we collect, process, and store and the current state of technology. Although we take appropriate measures to safeguard against unauthorized disclosures of information, we cannot guarantee that information that we collect will never be disclosed in a manner that is inconsistent with this Privacy Policy.

9. Links to Other Websites

The Site and Services may contain links to third-party websites and services. However, we are not responsible for the privacy practices employed by those web sites or services, nor are we responsible for the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and Services; thus when you use a link to go from the Site or Services to a third-party web site or service, this policy is no longer in effect and the privacy policy of such third-party site or service will govern.

10. Changes to Our Privacy Policy

Little Lighthouse Nannies, LLC reserves the right to change this Privacy Policy and our Terms of Use at any time. We will notify you about and provide you with choice about material changes to this Privacy Policy or in our practices as required by applicable law. Material changes will go into effect 30 days after we notify. Non-material changes or clarifications will take effect immediately upon posting of the updated policy on our Site. You should periodically check www.littlelighthousenannies.com/about/privacy-policy for updates. Your use of the Site or the Services after such effective date will constitute acceptance by you of such changes.

11. Privacy Information for California Residents

If you are a California resident, California law requires us to provide you with some additional information regarding how we collect, use, and share your “personal information” (as defined in the California Consumer Privacy Act (“CCPA”).

Categories of personal information we collect.

Throughout this Policy, we discuss in detail the specific pieces of personal information we collect from and about our users. Under the CCPA, we are also required to provide you with the “categories” of personal information we collect as defined by California law. The categories we collect depending on the types of services you use are:

1. identifiers (such as name, address, email address);
2. commercial information (such as transaction data);

3. financial data (such as payment method details and billing address);
4. internet or other network or device activity (such as browsing history or usage information);
5. geolocation information (e.g., your approximate location based on IP address, or precise location with your consent);
6. inference data about you (e.g., the additional services or advertising we think would be of most interest to you based on your interactions with us);
7. professional or employment-related data (e.g., if you are a Care Provider, your references and employment history);
8. education information (e.g., if you are a Care Provider, your level of education);
9. legally protected classifications (such as gender or information obtained from a background check, where applicable);
10. physical characteristics or description (e.g., photos you choose to upload to your job postings or profile);
11. sensory or visual information (e.g. if you provide us this information in connection with senior care planning or child care)
12. medical information (e.g. if you provide us this information in connection with senior care planning or child care); and
13. other information that identifies or can be reasonably associated with you (e.g., registration and log-in information).

Please note that specific pieces of your personal information may belong to more than one of the above referenced categories.

How we source, use, and share these categories of personal information.

We source, use, and share with third parties the categories of personal information we collect from and about you consistent with the various business and operational purposes we discuss throughout this Policy and for the business and operational purposes of our service providers in accordance with the CCPA. See the “Information We Collect And Their Services”, “Purposes For Which We Use Information”, and “How We Share and Categories of Third Parties With Whom We Share Information” section(s) above for more information.

Please note that the CCPA sets forth certain obligations for businesses that “sell” personal information to third parties. We do not engage in such activity and have not engaged in such activity in the past twelve months from the effective date of this Policy.

CCPA Rights Disclosure.

If you are a California resident, the CCPA allows you (or an authorized agent acting on your behalf) to make certain requests related to your personal information. Specifically, the CCPA allows you to request us to:

14. Inform you about the categories of personal information we collect or disclose about you; the categories of sources of such information; the business or commercial purpose for collecting your personal information; and the categories of third parties with whom we share/disclose personal information. Such information is also set forth in this Policy.
15. Provide access to and/or a copy of certain personal information we hold about you.
16. Delete certain personal information we have about you.
17. Provide you with information about the financial incentives that we offer to you, if any.

The CCPA further provides you with the right to not be discriminated against (as provided for in applicable law) for exercising your rights. Please note that certain information may be exempt from such requests under California law. For example, we need certain information in order to provide the Services to you. We also will take reasonable steps to verify your identity before responding to a request. In doing so, we may use one or more of the following methods: (i) using your login credentials to verify you (it being understood that we may also ask you to reauthenticate yourself), or (ii) matching two or more data points provided by you with data points maintained by us. If we are unable to verify you through the foregoing methods, we shall have the right, but not the obligation, to request additional information from you. If you would like further information regarding your legal rights under California law or would like to exercise any of them, or if you are an authorized agent making a request on a user's behalf, please contact us at customerservice@littleshighthouseannies.com.

Shine the Light Disclosure.

The California "Shine the Light" law gives residents of California the right under certain circumstances to request information from us regarding the manner in which we share certain categories of personal information (as defined in the Shine the Light law) with third parties for their direct marketing purposes. We do not share your personal information with third parties for their own direct marketing purposes.

12. Privacy Information for Nevada Residents

Under Nevada law, certain Nevada consumers may opt out of the sale of "personally identifiable information" for monetary consideration (as such terms are defined under Nevada law) to a person for that person to license or sell such information to additional persons. If you are a Nevada resident and you have purchased services or products from us, you may submit a request to opt out of any potential future sales under Nevada law by contacting us via e-mail at [littleshighthouseannies.com](mailto:customerservice@littleshighthouseannies.com) Please note we may take reasonable steps to verify your identity and the authenticity of the request.

13. Contact Us

If you have any questions on our Privacy Policy, you can contact us via email customerservice@littlighthouseannies.com