

# PRIVACY POLICY

**Last Updated: August 19, 2021**

UA Strong App (UA Strong, Inc" "we," "us," "our"), cares about how your personal information is handled and takes your privacy seriously. By visiting the website of or using any of our Services, products, applications or platforms including UA Strong App, LetsAllDoGood, LetsAllBeHeard or any future products, applications, platforms or services made available from time to time (collectively, the "Services"), you acknowledge that you accept this Privacy Policy.

UA Strong App may collect, use and disclose information about users of our Services ("you," or "your") from various sources, including: (i) information you provide through your user account on the Services if you register for the Services or use of the Services; (ii) information you provide to an organization for use of the Services; and (iii) information from third-party websites, services, customers and partners. This policy does not apply to websites, services or practices of companies that UA Strong App does not own or control.

If you have questions or complaints regarding this Privacy Policy or data collection, use, or practices, please contact us at. You may request removal of Personal Information that you have provided to us, please contact us.

## **I. Information We Collect**

### **A. Information You Provide**

When you register for an Account, whether via a mobile phone or any other device, we may ask for your contact information including but not limited to your name, company name, address, email address, telephone number, or zip code.

### **Location Based Data**

If you provide permission in the application for Location Services, we may collect your current location when using the application as well as in background. This location data is never provided to 3rd parties and is exclusively used to provide you location-based content created by the organizations you follow inside of the LetsAllDoGood application and other applications we publish.

### **B. Information We Collect When You Use Our Services**

**Cookies and Other Tracking Technologies.** We gather certain information automatically and store it in log files. In addition, when you use our Services, we may collect certain information automatically from your device. This information may include but is not limited to internet protocol (IP) addresses, browser type, internet service provider (ISP), landing page, and referring URL. To collect this information, a cookie may be set on your computer or device when you visit or use our Services. Cookies contain a small amount of information that allows our web servers to recognize you. We store information that we collect through cookies, log files, and/or clear gifs to record your preferences. We may also automatically collect information about your use of features of our Services, about the functionality of our Services, frequency of visits, and other information related to your interactions with the Services. We may track your use across different websites and services.

### **C. Information We Receive from Third Parties**

1. **Third-Party Accounts.** If you choose to link our Services to a third-party account, we will receive information about that account, such as your authentication token from the third-party account, to authorize linking. If you wish to limit the information available to us, you should visit the privacy settings of your third-party accounts to learn about your options.
2. **Third-Party Partners.** We may also receive publicly available information about you from our third-party partners and combine it with data that we have about you.

## **II. How We Use Information**

We use the information we collect in various ways, including to:

- Provide, operate, and maintain our Services;
- Improve, personalize, and expand our Services;
- Understand and analyze how you use our Services;
- Develop new products, services, features, and functionality;
- Communicate with you, either directly or through one of our customers or partners, including for customer service, to provide you with updates and other information relating to the Service;
- Process your transactions;
- Send you text messages, push notifications and other types of messages;
- Find and prevent fraud; and
- For compliance purposes, including enforcing our Terms of Service, or other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency.

## **III. We Don't Sell, Trade or Rent Your Data**

UA Strong App does not sell, trade, or rent any personally identifiable information or data provided by users. Information that users provide is only available to an Organization that they personally elect to follow on the Service.

## **IV. How We Share Information**

We may share the information we collect in various ways, including the following:

### **A. Vendors and Service Providers**

We may share information with third-party vendors and service providers that provide the Services on our behalf.

### **B. Aggregate Information**

To conduct aggregate analysis and develop business intelligence that helps us to enhance; operate, protect, make informed decisions, and report on the performance of our Services. UA Strong App may share this aggregate data with its customers, affiliates, agents and business partners. This aggregated data will not identify an end user as an individual.

### **C. Third-Party Partners**

We also share information about users with third-party partners in order to receive additional publicly available information about you.

### **D. Business Transfers**

Information may be disclosed and otherwise transferred to any potential acquirer, successor, or assignee as part of any proposed merger, acquisition, debt financing, sale of assets, or similar transaction, or in the event of insolvency, bankruptcy, or receivership in which information is transferred to one or more third parties as one of our business assets.

### **E. As Required by Law and Similar Disclosures**

We may also share information to (i) satisfy any applicable law, regulation, legal process, or governmental request; (ii) enforce this Privacy Policy and our Terms of Service, including investigation of potential violations hereof; (iii) detect, prevent, or otherwise address fraud, security, or technical issues; (iv) respond to your requests; or (v) protect our rights, property or safety, our users and the public. This includes exchanging information with other companies and organizations for fraud protection and spam/malware prevention.

### **F. With Your Consent**

We may share information with your consent.

## **V. Legal Basis for Processing Personal Information**

The legal basis for collecting and using the personal information described above will depend on the personal information concerned and the specific context in which we collect it. However, we will normally collect personal information from you only (i) where we need the personal information to perform the Services; (ii) where the processing is in our legitimate interests and not overridden by your rights; or (iii) where we have your consent to do so. We have a legitimate interest in operating our Services and communicating with you as necessary to provide these Services, for example when responding to your queries, improving our platform, or for the purposes of detecting or preventing illegal activities.

In some cases, we may also have a legal obligation to collect personal information from you or may otherwise need the personal information to protect your vital interests or those of another person.

## **VI. Third-party Services**

You may access other third-party services through the Services, for example by clicking on links to those third-party services from within the Services. We are not responsible for the privacy policies and/or practices of these third-party services, and we encourage you to carefully review their privacy policies.

## **VII. Security**

LetsAllDoGood is committed to protecting your information. To do so, we employ a variety of security technologies and measures designed to protect information from unauthorized access, use, or disclosure. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal information.

## **VIII. Data Retention**

We retain personal information we collect from you where we have an ongoing legitimate business need to do so. When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it.

## **IX. Your Choices**

Many browsers have an option for disabling cookies, which may prevent your browser from accepting new cookies or enable selective use of cookies. Please note that, if you choose not to accept cookies, some features and the personalization of our Services may no longer work for you.

## **X. Children's Privacy**

UA Strong App does not knowingly collect information from children under the age of 13, and children under 13 are prohibited from using our Services. If you learn that a child has provided us with personal information in violation of this Privacy Policy, you can alert us at [support@LetsAllDoGood.com](mailto:support@LetsAllDoGood.com)

## **XI. Changes to this Privacy Policy**

This Privacy Policy may be modified from time to time, so please review it frequently. Changes to this Privacy Policy will be posted on our websites. If we materially change the ways in which we use or share personal information previously collected from you through our Services, we will notify you through our Services, by email, or other communication.

### **Questions or Concerns**

If you have any questions or concerns regarding privacy when using LetsAllDoGood Services, please contact us and send us a detailed message at the contact information below. We will make every effort to resolve your concerns.

**Privacy Officer:** Greg McHale

**Email Address:** [Greg@LetsAllDoGood.com](mailto:Greg@LetsAllDoGood.com)

**Mailing Address:**

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