

## Privacy Policy for Helperly, Inc

*Last updated: October 3, 2024*

Welcome to Helperly Connect! We are committed to protecting your privacy. This Privacy Policy (“Policy”) outlines our practices regarding the collection, use, disclosure, and protection of your personal information when you visit our website, use our platform and other online and offline products and services (collectively, “Services”), or otherwise interact with us. Helperly Connect is owned and operated by Helperly, Inc. By using Helperly Connect, you agree to the terms of this Privacy Policy. The terms of this Policy may change from time to time. When we update this Policy, we will provide the date of the updates above. It is your responsibility to be familiar with the Policy and any updates. We recommend you check the policy from time to time to make sure you are familiar with our Policy. By accessing our site and using our Services, you are consenting to the terms of our Privacy Policy, you are also acknowledging that you understand and agree to the terms of our Privacy Policy.

**Consent to Automatic Telephone Dialing System:** By providing your email and/or telephone number, whether on our website or over the phone, you agree to be contacted by us and our affiliated service providers to discuss options related to our Services. You consent to receive telephone calls or text messages at the number you provided, which may be sent using an automatic dialing system, even if your number is registered on a Do Not Call list. Your consent to be contacted is not a condition of any purchase.

### 1. Information We Collect

**Information we collect directly from you:** The following is information we may collect directly from you. This information may be collected in a variety of ways but is information that you voluntarily provide (“personal information”). This information that we collect directly from you may be required in order that we can effectively provide Services. Specifically, we collect the following categories of personal information:

- Identifiers, such as your name, email address, postal zip code, or other similar identifiers.
- Categories of personal information described in subdivision (e) of Section 1798.80 of the California Civil Code, such as name, physical characteristics or description, address, telephone number and medical or health insurance information;
- Characteristics of protected classifications under state or federal law, such as age, sex/gender, medical condition and disability information;
- Financial information that may be necessary to provide Services
- Information you provide on our Sites to request Services for yourself or another person, for example your username, password, location, zip/postal code, mailing address, phone number, and email address;
- Commercial Information that may include records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

**Information Automatically Collected from Using our Site:** When you interact with our Site, we may automatically collect information about you. This information helps us improve our ability to provide you with quality Services and make our Site even better.

- Internet or Other Electronic Network Activity Browsing history, search history, and information regarding a consumer's interaction with our website or application.
- Geolocation Data which is your physical location or movements.
- Inferences Drawn from Other Personal Information: Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

**Cookies.** Cookies are small text files that are stored on your computer when you visit certain online pages that record your preferences. We use cookies to track use of our Sites and other Services. We may also use cookies to monitor traffic, improve the Sites, make the Sites easier and/or relevant for your use, and improve the performance of our advertising on other websites. You can opt out of accepting cookies by adjusting your browser settings to not accept cookies or to notify you when you are sent a cookie. However, certain features of our Sites or other Services may not work if you delete or disable cookies.

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

## 2. How We Use Your Information

We may use your personal information for the following purposes:

- To provide, maintain, and improve our services.
- To process transactions and send related information, such as order confirmations and invoices.
- To respond to your comments, questions, and requests and provide customer service.
- To communicate with you about products, services, surveys, offers, promotions, rewards, and events offered by Helperly, Inc and others.
- To monitor and analyze trends, usage, and activities in connection with our services.
- To detect, investigate, and prevent fraudulent transactions and other illegal activities and protect the rights and property of Helperly, Inc and others.
- To comply with our legal obligations, which may include tax obligations, reporting obligations, or as required by law officials or regulators.
- Detect security incidents and protect against malicious, deceptive, or illegal activity, including fraudulent transactions, error, negligence, and breach of contract, and to protect against harm to the rights, property, or safety of APFM and our users, customers, employees, or the public.

- Identify, and repair errors that impair the functionality of our Services

### 3. Sharing Your Information

We may share your personal information with:

- **Service Providers:** We may share your personal information with third-party vendors, consultants, and other service providers who need access to such information to carry out work on our behalf.
- **Business Transfers:** In connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- **Legal Requirements:** If we are required to do so by law or in response to a valid request by a government authority.
- **Other Parties at Your Direction:** With third parties with your consent or at your direction.

### 4. Opt Out of Sharing

As described above, we may provide Personal Information for the purpose of connecting you with our independent service providers. We may also sell it to partners and other third parties. If you would like to opt out of such sharing at any time, please contact us at: [info@helperly.com](mailto:info@helperly.com).

### 5. Links to Third Parties

Our website may contain links to third-party websites. This Privacy Policy does not apply to such third-party websites. We are not responsible for the privacy practices or content of any third-party websites. We encourage you to review the privacy policies of any third-party websites you visit.

### 6. Children

Our Services are designed for adults, not children under the age of 18. We do not intend to collect Personal Information from children under the age of 18, and our Services are not designed for such information. If you are aware of a person under the age of 18 who is accessing our Site and Services, and sharing their Personal Information, please contact us at: [info@helperly.com](mailto:info@helperly.com).

### 7. Your Rights Under the California Consumer Privacy Act (CCPA)

The California Consumer Privacy Act (CCPA), codified at California Civil Code Section 1798.100 et seq., requires businesses to provide California residents with specific disclosures about the collection, use, and sharing of their personal information. This includes disclosing the categories of personal information collected in the past 12 months, the business or commercial purposes

for collecting, using, or selling such information, the categories of sources from which the information is collected, and whether any personal information has been disclosed or sold for a business or commercial purpose in the past 12 months. Additionally, businesses must disclose the categories of third parties with whom personal information is shared. These details have been provided in the relevant sections of this Privacy Policy.

In the preceding 12 months, we have disclosed the following categories of personal information for business purposes to the following types of recipients:

- **Category of Personal Information:** Identifiers, such as your name, phone number, email address, and mailing address  
**Categories of Recipients:** Cloud storage service providers, marketing service providers, data analytics providers, internet service providers, email service providers, and customer communication service providers
- **Category of Personal Information:** Information described in Section 1798.80(e) of the California Civil Code, such as physical characteristics or descriptions, address, and telephone number  
**Categories of Recipients:** Cloud storage service providers, marketing service providers, data analytics providers, internet service providers, email service providers, and customer communication service providers
- **Category of Personal Information:** Internet or other electronic network activity information, including browsing history, search history, and information regarding your interaction with our website  
**Categories of Recipients:** Cloud storage service providers, marketing service providers, data analytics providers, internet service providers, email service providers, and customer communication service providers
- **Category of Personal Information:** Geolocation data, such as your country or city of access  
**Categories of Recipients:** Cloud storage service providers, marketing service providers, data analytics providers, internet service providers, email service providers, and customer communication service providers

The CCPA grants California residents several rights regarding their personal information. These rights include:

- **Right to Access:** California residents have the right to request access to the personal information collected, used, disclosed, or sold about them and to obtain a copy of such information.
- **Right to Deletion:** California residents have the right to request the deletion of their personal information, subject to certain exceptions.
- **Right to Know:** California residents have the right to request additional details regarding our information practices, such as the categories of personal information collected, the sources of collection, and the categories of third parties with whom we share personal information.

- **Right to Opt-Out of Sale:** California residents have the right to opt out of the "sale" of their personal information, as defined under the CCPA.
- **Right to Non-Discrimination:** California residents have the right not to be discriminated against for exercising their CCPA rights.

To exercise any of these rights, California residents may contact us using the contact information provided in this Privacy Policy. We will verify your request by asking for information related to your interactions with us, such as confirming your email address or state of residence. In some instances, we may request additional information to verify your identity, such as a government-issued ID.

If you wish to opt out of any "sales" of your personal information, please use the "Do Not Sell My Personal Information" link provided on our website or contact us directly.

Additionally, under California's "Shine the Light" law, residents may request certain information regarding the sharing of personal information with third parties for direct marketing purposes. Businesses must either provide this information or allow California residents to opt in or opt out of such sharing.

To exercise any of your rights under the CCPA, please contact us at [contact email] or [contact phone number]. We will respond to your request within the timeframe required by the CCPA.

## **8. Data Security**

We implement reasonable security measures to protect the personal information we collect from unauthorized access, use, disclosure, or destruction. However, no internet or email transmission is ever fully secure or error-free. Please take special care in deciding what information you send to us via email or other online means.

## **9. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. If we make material changes, we will notify you by posting the new Privacy Policy on our website and updating the "Last Updated" date above. We encourage you to review this Privacy Policy periodically to stay informed about our practices.

## **10. Governing Law**

This Privacy Policy and any disputes related to it or your use of the website shall be governed by and construed in accordance with the laws of the State of Utah, without regard to its conflict of law principles. You agree to submit to the exclusive jurisdiction of the courts located in Utah for any disputes arising out of or relating to this Privacy Policy or your use of the website.

## **11. Contact Us**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

- Email: [info@helperly.com](mailto:info@helperly.com)
- Address: 9547 S 700 East, Suite 201, Sandy, Utah 84070
- Phone: (385) 245-2839