

## **PRIVACY NOTICE**

*Last Updated: April , 2021*

This Privacy Notice describes how The Daily Uplift LLC (“The Daily Uplift”, “we” or “our”) collects, uses and discloses the information we collect about you when you interact with our website [www.thedailyuplift.com](http://www.thedailyuplift.com) (“Site”). The Daily Uplift’s mission is to create and share inspirational original written reflections in response to requests, which we call “Uplifts™” (our “Services”). We are committed to be transparent about the data we collect about you, how it is used and with whom it is shared. This Privacy Notice also explains your choices and rights have regarding your personal information. By using our Site, you agree to be bound by this Privacy Notice and consent to our processing of information as specified therein.

Our Site is designed for adults aged 18 and over. We do not knowingly process personal data of any under 16, and should we become aware that any personal data is stored regarding a child under 16, we will follow our internal processes to delete this data in accordance with your data protection rights as soon as is reasonably possible.

### **1. What Information We Collect and How We Collect it.**

Information You Provide to Us: Our Site includes several areas where you may choose to provide us with your information, such as:

- When you request to “stay connected” through subscribing to our emails, we will ask you to provide your first and last name and your email address in order to deliver our emails to you.
- When you submit content to us, such as when you share a request for an Uplift™, we will ask you to provide your first and last name, your geographic location, and your email address along with whatever content you choose to provide in your submission.

Information Automatically Collected Through Your Use of the Site: This Site uses cookies. A cookie is an alphanumeric identifier that your internet browser places on your device so that it can be recognized when it returns in the future. We use cookies and similar technologies to make it easier for you to navigate our Site, enable a faster log-in process or to allow us to track your activities while using our Site. Some of the most common cookies, along with their primary purposes, that we use on our Site are listed below:

<i>Name</i>	<i>Primary Purpose</i>
Wix (svSession, hs, XSRF-TOKEN, bSession, TS01e85bed, TS014dee7e)	essential cookies user by Wix for system effectiveness measurement, indicate the system from which the site was rendered, in connection with user login and for security reasons
Facebook (datr, dpr, sb, wd)	Used by Facebook to support social sharing and the integration of Facebook services.
Facebook (fr, _fbp)	Tracking and advertising cookie. Used by Facebook to measure the performance of our advertising on Facebook by understanding the actions people take on our Site and to optimize ads based on collected data.
Google Analytics (1P_JAR)	Analyzing and testing cookies. Used by Google Analytics to register a unique ID that is used to generate statistical data on how you use the Site.

Most browsers automatically accept cookies, but you can usually refuse cookies, or selectively accept certain cookies, by adjusting the preferences in your browser. If you turn off or refuse cookies, there may be some features of our Site that will not be available to you, and some portions of the Site may not display properly or be less personalized.

### Do-Not-Track Signals

Your browser may allow you to set a “Do Not Track” preference. We currently do not respond to “Do Not Track” or similar signals.

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

We use the information you provide directly, to deliver the services you have requested, including delivering emails you subscribe to and/or our Services. We may also use this information to contact you regarding our Site and Services.

The information we collect automatically is used primarily to help us understand and analyze trends in connection with usage of the Site. We may also use your data to detect and prevent issues relating to security and fraudulent activity, consistent with our legitimate business interest to prevent such issues. In addition, we may use your information to customize content we may send or display on the Site to personalize your experience and assess, improve and develop our Site, business, and professional offerings, and for similar research and analytics purposes.

Where permitted by applicable law, we may also use anonymous, de-identified, or aggregate information that does not reasonably identify you for any purpose.

We do not sell your personal information under California or Nevada law, which defines certain disclosures of personal data for monetary or valuable consideration as “sales.”

## **3. How We Share Your Information.**

Unless we expressly inform you otherwise or have your consent, we only share your information as follows:

- **Public**: If you choose to share a request for an Uplift™, we will post the first name and location information you submitted in your request in the Uplift™ authored in response to your request wherever the Uplift™ is posted, including on social media platforms. We cannot control who reads this information or what they may choose to do with it. We will keep the content of your personal story anonymous and will not make it public.
- **To Our Service Providers**: We may share your information with third parties who provide services to us or to whom we outsource certain services, such as website analytics companies, hosting, and cloud computing service providers. Our service providers only access, process or store your information in the course of performing their duties to us.
- **Business Transactions**: We may share your information in connection with a corporate merger, consolidation, restructuring, sale of certain of our ownership interests, assets, or both, or other corporate change, including without limitation, during the course of any due diligence process.
- **Require By Law**: We may share your information when we are required to do so by law, such as to comply with a subpoena, bankruptcy proceedings, or similar legal process, or in response to lawful requests by public authorities.

## **4. Hyperlinks to Other Websites.**

Our Site contains hyperlinks to websites operated by others whose information practices may be different than ours. Visitors should consult the privacy notices of any other website they are redirected to from our Site as we have no control over information that is submitted to, or collected by, these third parties.

## **5. Information Security.**

We use reasonable, standard administrative, technical, and physical safeguards to protect your personal information from loss, misuse, unauthorized access, disclosure, alteration and destruction of your information. However, no method of Internet transmission is completely secure and we cannot guarantee its absolute security.

In general, we will only retain your information for the time necessary to realize our legitimate business purposes and to comply with the law. However, we may continue to store anonymous or anonymized information, such as Site visits without identifiers, in order to improve our services.

**6. Storage and Processing of Your Information in the United States.**

We control and operate the Site from the U.S. Our Privacy Notice and practices are governed by the laws of the U.S., which may differ from privacy laws in your state or home country. By submitting your personal information to us through the Site, you consent to the transfer of your personal information to any country and its use and disclosure in accordance with applicable U.S. federal and state laws and with this Privacy Notice.

**7. Your Choices and Rights.**

You have several choices regarding the use and disclosure of your information:

- Information You Provide. With respect to the collection of your information, if you do not want your information collected, please do not submit it to us. *If you have already submitted information and would like to review, correct or remove it from our records, please contact us.*
- Marketing Messages. We may send you marketing communications, about our services that may interest you. *You can opt out of our marketing communications at any time by selecting the "unsubscribe" link in the e-mail or contacting us.* Please note that some non-marketing communications are not subject to general opt-out, such as communications relating to services we are providing you, sales transactions, software updates and other support related information, patches and fixes.
- Cookies. If you wish to disable non-essential cookies, you can set your browser not to accept cookies as described in Section 1 under the paragraph entitled "Information Automatically Collected Through Your Use of the Site."
- \*Rights for Nevada Residents: Under a Nevada privacy law (SB 220), certain Nevada residents may opt out of the sale of certain categories of personal information. As of the effective date of this Privacy Notice, we do not sell any type of information covered by that law. However, if you are a Nevada resident who would like to opt-out of any future sale of your information in the unlikely event we change our practices, you may do so by contacting. Your request must include your full name, street address, city, state, zip code, and an email address so that we can contact you if needed to verify your identity and the authenticity of the request.

**8. Updates to this Privacy Notice.**

We may update this Privacy Notice from time to time, and we will make such updates available on our Site. Please review our Privacy Notice periodically for changes. If we make material changes, we will endeavor to provide advance notice by email or through a notice on our Site.

**9. Contacting Us.**

If you have any questions or comments regarding this Privacy Notice, please contact us at [hi@thedailyuplift.com](mailto:hi@thedailyuplift.com).