Privacy Policy

Effective Date: May 1, 2025

Modern Meadow, Inc. (hereinafter referred to as “Modern Meadow,” “we,” “our,” or “us”) is committed to safeguarding your privacy. We ask that you carefully review this Privacy Policy, as it applies to all information Modern Meadow collects from and about you, whether in writing, verbally, or electronically. This includes information we collect when you: (a) visit our websites (“Sites”); or (d) otherwise choose to contact us or utilize any of our online services (collectively, the “Services”). By using the Services, you agree to the collection, use, and disclosure of your information, as described in this Privacy Policy. If you do not agree, please do not access or use the Services.

1. Information We Collect

A. Types of Information We Collect

Modern Meadow collects information from you when you use the Services and when you choose to share information with us. This may include “Personal Information” such as: your biographical information (e.g., name, address, email address, user name, telephone or mobile number), any user generated content (e.g., ratings, reviews, comments, video, audio containing your image or voice, or call history); geo-location information; unique user identifiers (e.g. VoIP identifier, instant messaging ID, video chat identifier, or social networking login information, third party platform login information).

B. Information Automatically Collected

Additionally, whenever you visit or interact with the Services, Modern Meadow or its third-party advertisers and/or service providers, may use a variety of technologies such as cookies, web beacons, pixel tags, log files, local shared objects (Flash cookies), HTML5 cookies, or other technologies to automatically or passively collect information about your online activity. We may automatically collect the following information about you:

• Computer or Device Information. We may automatically collect your Internet Protocol (“IP”) address or other unique identifiers or information from the computer, mobile device, tablet, or other device you use to access the Services, including but not limited to your browser type, device type, operating system, software version, phone model, phone operating system, carrier information, and the domain name from which you accessed the Services.

• Usage Information. We may collect information about your use of the Services, including the date and time you visit the Services, the areas or pages of the Services that you visit, the amount of time you spend viewing or using the Services, the number of times you return to the Services, other click-stream or usage data for the Sites or Apps, emails that you open, forward or click-through to our Services, and other sites that you may visit.

• Use of Third Party Analytic Technologies. We may use third parties’ analytics and tracking tools to better understand who is using the Sites or Apps, how people are using the Sites or Apps, how to improve the effectiveness of the Sites or Apps and related content, and to help us or those third parties serve more targeted advertising to you across the Internet. These tools may combine

information from your interaction with the Sites or Apps with information collected from other sources.

2. Information Use
A. Use by or for Modern Meadow

Modern Meadow may use the information we collect from and about you for the following business purposes:

• To provide you with the Services;

• To fulfill our contractual obligations; and

• To review the usage and operations of our Sites, Apps, develop new products or services, improve the Services, and conduct analyses to enhance or improve our content, products, and services.

Modern Meadow may use the personal information you provide to us, or that we collect through your use of our website or services, for marketing purposes, including but not limited to:

• **Targeted Advertising:**
We may use your information to display personalized advertisements to you on our website, social media, and other online platforms. This allows us to show you ads that are relevant to your interests and preferences.

• **Personalized Email Campaigns:**
We may send you email newsletters, promotional offers, and other marketing communications that are tailored to your individual needs and interests.

• **Customer Segmentation:**
We may segment our customer base based on demographics, interests, and online behavior to tailor our marketing efforts and provide you with a more relevant experience.

• **Product Recommendations:**
We may use your purchase history and browsing data to suggest products or services that you may find interesting.

3. Information We Share With Others
We may share your personal information with the following:

• Service Providers: We may share your information with third party service providers that provide business, professional, or technical support functions for us, help us operate our business and the Services, or administer activities on our behalf.

• Select Third Parties: We may share your information with our select partners, affiliates and other third parties for their business, operational, promotional, and marketing purposes. These entities' use of such information is subject to their respective privacy policies.

• Third-party advertising partners, marketing agencies, and other service providers: We may share your personal information with third-party advertising partners, marketing agencies, and other service providers who assist us in our marketing efforts. These partners are obligated to protect your information and use it only for the purposes we have specified.

• Legal Matters; Safety: We may access and disclose your information to respond to subpoenas, judicial processes, or government requests and investigations, or in connection with an investigation on matters related to public safety, as permitted by law, or otherwise as required by law. We may disclose your information to protect the security of our Services, servers, network systems, and databases. We also may disclose your information as necessary, if we believe that there has been a violation of our Terms of Use, any other legal document or contract related to our services, or the rights of any third party.

• Sale or Transfer of Business or Assets: We may sell or purchase assets during the normal course of our business. If another entity acquires us or any of our assets, information we have collected about you may be transferred to such entity. In addition, if any bankruptcy or reorganization proceeding is brought by or against us, such information may be considered an asset of ours and may be sold or transferred to third parties. Should such a sale or transfer occur, we will use reasonable efforts to try to require that the transferee use personal information provided through the Services in a manner that is consistent with this Privacy Policy.

4. Use of Tracking Cookies and Opt-outs
Certain parts of our Sites and Apps require cookies. You may adjust your device or Internet browser settings to limit certain tracking or to decline cookies, but by doing so, you may not be able to use certain features of the Services or take full advantage of all of our offerings. Please refer to your device's settings or your Internet browser's "Help" section for more information on how to delete and/or disable your device or browser from receiving cookies or controlling your tracking preferences.

Our system may not recognize Do Not Track requests or headers from some or all browsers. We may use cookies or other technologies to deliver more relevant advertising and to link data collected across other computers or devices that you may use.

5. External Links
The Site may have links to third-party websites, which may have privacy policies that differ from our own. We are not responsible for the practices of such sites.

6. Publication of User Submissions
Any information you may disclose on our Sites or Apps (e.g., ratings and reviews), in blogs, on message boards, in chat rooms, on social media, or in other public areas becomes public information. Please exercise caution when disclosing personal information in these public areas, including personal information.

7. Children's Privacy
We do not direct the Services to, nor do we knowingly collect any personal information from, children under the age of 16. If Modern Meadow learns that a child under the age of sixteen has provided personally identifiable information, we will use reasonable efforts to remove such information from our files.

8. Revisions to the Privacy Policy
We reserve the right, at our sole discretion, to change, modify, add, remove, or otherwise revise portions of this Privacy Policy at any time. When we do, we will post the change(s) on the Sites. Your continued use of the Services following the posting of changes to these terms means you accept these changes.