

# **SCHEMA**

## **PRIVACY POLICY**

*Effective as of December 17, 2018*

*Last updated April 3, 2020*

### **I. INTRODUCTION**

Schema (“Schema,” “we,” “our,” or “us”) respects the privacy and protection of your personal information. This Privacy Policy is designed to assist you in understanding how we collect, use and safeguard the information you provide to us in using our website (the “Site”), the services provided through our Site, and the mobile applications we offer (the “Services”).

From time to time, we may change this Privacy Policy. If we do, we will post an amended version on this Site. Please review this Privacy Policy periodically. Your continued use of the Site and Services after any such amendment signifies your acceptance thereof.

### **II. COLLECTING INFORMATION**

#### **Personally Identifiable Information We Collect Online**

Through your use of the Site and Services, we may collect Personally Identifiable Information from you. “Personally Identifiable Information” is individually identifiable information about an individual consumer that we collect online and that we maintain in an accessible form. We collect the following types of Personally Identifiable Information:

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

We may collect the following Personally Identifiable Information that you voluntarily provide to us:

- *Account.* If you create an account for any of our Services, you will provide us with your name, email address, and password.
- *Health information.* By creating an Account, your personal data, including any data that you voluntarily provide relating to your health, is stored on your device and Schema’s servers. This personal data may include information about your concussion or suspected concussion (e.g., date of event, symptoms, etc.) and, depending on the data you provide, information about your general health (e.g., sex/gender, weight, sleep cycle, exercise data, etc.).
- *Queen Program.* When you sign up for our Queen Program, you will provide us with your name, email address, physical address, and password.

- *Blog.* If you subscribe to our blog, we will require you to provide your email address. If you share a blog post on a social media platform, we may collect the information that you post. If you post a comment to the blog, we may collect that information as well as your name, email address, and website. Please note that your comments will be visible to the public, so you should never share Personal Information that you would like to keep private.
- *Interact with our Site or Services.* When you log-in to your Account, send us any feedback, questions, comments, suggestions, ideas, or interact with us in any way, you may need to provide us with your log-in information, name and/or email address.

#### *B. Information as You Navigate Our Site*

We automatically collect certain Personally Identifiable Information through your use of the Site and Services, such as the following:

- *Usage Information.* We collect information such as which of the pages on the Site you access, the frequency of access, and what you click on while on the Site.
- *Device Information.* We collect information about the device you are using, such as hardware model, operating system, application version number, and browser.
- *Mobile Device Information.* In addition to the Device Information listed above, when you access our Site via a browser on your mobile device, we collect and aggregate information about whether you are accessing the Site via a mobile device or tablet, device type, and carrier.
- *Location Information.* We collect location information from Site visitors on a city-regional basis.

#### *C. Third Party Information*

In some cases, we may receive certain Personally Identifiable Information from you about a third party. For example, as part of our registration process, you may provide the name and email address of a third party. If you submit any Personally Identifiable Information about another individual to us, you are responsible for making sure that you have the authority to do so and to allow us to use their Personally Identifiable Information in accordance with this Privacy Policy.

### **III. HOW WE USE YOUR PERSONALLY IDENTIFIABLE INFORMATION**

We use the Personally Identifiable Information we collect to provide the Services to you, to improve our Services and Site, and to protect our legal rights. In addition, we may use the Personally Identifiable Information we collect to:

- Process your account registration;

- Contact you regarding our products and Services that we feel may be of interest to you;
- Communicate with you about our Site or Services or to inform you of any changes to our Site or Services;
- Provide support;
- Maintain and improve our Site and Services;
- Defend our legal rights and the rights of others;
- Efficiently maintain our business; and
- Comply with applicable law.

#### **IV. HOW WE SHARE YOUR PERSONALLY IDENTIFIABLE INFORMATION**

We may share the information that we collect about you in the following ways:

- With service providers who perform data services on our behalf (e.g., email, hosting, maintenance, backup, analysis, etc.).
- To service providers to prepare, deploy and analyze advertising content;
- To the extent that we are required to do so by law;
- In connection with any legal proceedings or prospective legal proceedings;
- To establish, exercise, or defend our legal rights, including providing information to others for the purposes of fraud prevention;
- To any person who we reasonably believe may apply to a court or other competent authority for disclosure of that Personally Identifiable Information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that Personally Identifiable Information;
- To any other person or entity as part of any business or asset sale; and
- To any other person or entity where you consent to the disclosure.

#### **V. DE-IDENTIFIED DATA**

Schema may combine your personally identifiable information with information we collect from other users in an aggregate and anonymous format and share this data with third parties. For this purpose, we de-identify your data by removing personal identifiers so that third parties cannot link it to you. We may create de-identified data from the personal and health information we

receive about you and other users whose personal data we collect. We may use this de-identified data for the purposes set forth in this Privacy Policy.

## **VI. CONSENT FOR PROCESSING PERSONALLY IDENTIFIABLE INFORMATION**

By creating an account with Schema, you explicitly consent that Schema may store and process your Personally Identifiable Information that you provide through the usage of the Site and through account creation for the purposes set forth in this Privacy Policy.

## **VII. COOKIES AND OTHER TRACKING TECHNOLOGIES**

We use cookies and other tracking technologies (such as pixels and web beacons) (collectively, “Cookies”). “Cookies” are small files of information that are stored by your web browser software on your computer hard drive, mobile or other devices (e.g., smartphones or tablets).

We use Cookies to:

- Estimate audience size and usage patterns;
- Understand and save your preferences for future visits, allowing us to customize the Site and Services to your individual needs;
- Advertise new content and services that relate to your interests;
- Keep track of advertisements and search engine results;
- Compile aggregate data about site traffic and site interactions to resolve issues and offer better site experiences and tools in the future; and
- Recognize when you return to the Site.

We set some Cookies ourselves and others are set by service providers. We use Cookies set by service providers to provide us with useful information to help us improve our Site and Services, to conduct advertising, and to analyze the effectiveness of advertising.

Cookies can be blocked by changing your Internet browser settings to refuse all or some Cookies. If you choose to block all Cookies (including essential Cookies) you may not be able to access all or parts of the Site.

You can find out more about Cookies and how to manage them by visiting [www.AboutCookies.org](http://www.AboutCookies.org).

You can understand which third parties have currently enabled Cookies for your browser or mobile device and how to opt-out of some of those Cookies by accessing the [Network Advertising Initiative’s website](#) or the [Digital Advertising Alliance’s website](#). For more

information on mobile specific opt-out choices, visit the [Network Advertising Initiative's Mobile Choices website](#).

## **VIII. THIRD PARTY PROCESSORS**

To ensure that your Personally Identifiable Information receives an adequate level of protection, we have put in place appropriate procedures with the service providers we share your Personally Identifiable Information with to ensure that your Personally Identifiable Information is treated by those service providers in a way that is consistent with and which respects the applicable laws on data security and privacy. For example, to complete any purchases on the Site, you may be directed to a third-party payment processor website (PayPal, Wix Payments, etc.) and will be asked to provide your credit or debit card information. Additionally, we use Kindest, Inc., a third-party payment processor, to process one-time and recurring donations. We do not collect or receive the information provided to the third-party payment processor.

## **IX. GOOGLE ANALYTICS**

We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses Cookies or other tracking technologies to help us analyze how users interact with the Site and Services, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The technologies used by Google Analytics do not gather information that personally identifies you. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's [privacy policies](#). To learn more about Google's partner services and to learn how to opt-out of tracking of analytics by Google, click [here](#).

## **X. "DO NOT TRACK" SIGNALS**

Some internet browsers incorporate a "Do Not Track" feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the "Do Not Track" signal, the Site does not currently interpret, respond to or alter its practices when it receives "Do Not Track" signals.

## **XI. CHOICES ABOUT YOUR PERSONALLY IDENTIFIABLE INFORMATION**

### **Review and Request Changes to Your Personally Identifiable Information**

You may use your account to access, correct, or view certain Personally Identifiable Information we have collected and which is associated with your account. To review or request changes to any of your Personally Identifiable Information, please contact us at [privacy@schema.ngo](mailto:privacy@schema.ngo)

### **Marketing Communications**

To unsubscribe from emails from us, please click the unsubscribe link included in the footer of our emails. You also may submit a request to us at [privacy@schema.ngo](mailto:privacy@schema.ngo).

## **XII. SECURITY**

We maintain commercially reasonable security measures to protect the Personally Identifiable Information we collect and store from loss, misuse, destruction, or unauthorized access. However, no security measure or modality of data transmission over the Internet is 100% secure. Although we strive to use commercially acceptable means to protect your Personally Identifiable Information, we cannot guarantee absolute security.

## **XIII. THIRD PARTY LINKS**

The Site and Services may contain links that will let you leave the Site and Services and access another website. Linked websites are not under our control. Except as stated below, this Privacy Policy applies solely to Personally Identifiable Information that is acquired on this Site and Services. We accept no responsibility or liability for these other websites.

## **XIV. CHILDREN'S PRIVACY**

The Site and Services are not intended for children under 13 years of age. We do not knowingly collect, use, or disclose personal information from children under 13.

## **XV. NOTICE TO NEVADA RESIDENTS**

Nevada law allows Nevada residents to opt-out of the sale of certain types of personal information. Subject to a number of exceptions, Nevada law defines "sale" to mean the exchange of certain types of personal information for monetary consideration to a person for the person to license or sell the information to additional persons. We do not currently sell personal information as defined in the Nevada law. However, if you are a Nevada resident, you still may submit a verified request to opt-out of sales and we will record your instructions and incorporate them in the future if our policy changes. Opt-out requests may be sent to [privacy@schema.ngo](mailto:privacy@schema.ngo).

## **XVI. ACCESSIBILITY**

We are committed to ensuring this Privacy Policy is accessible to individuals with disabilities. If you wish to access this Privacy Policy in an alternative format, please contact us as described below.

## **XVII. HOW TO CONTACT US**

To contact us for questions or concerns about our privacy policies or practices please email us at [privacy@schema.ngo](mailto:privacy@schema.ngo).

