

## Snug Inc. Privacy Policy

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Our Privacy Policy applies to users of our website <https://www.getsnug.com/>, [dashboard.getsnug.com](https://dashboard.getsnug.com/), [app.getsnug.com](https://app.getsnug.com/), any white-labeled site created by a Third Party Provider (as defined in the Terms of Service) and any related websites that may now or hereafter be created (collectively, the “Website”), including any content, functionality and services offered on or through the Website, the Snug platform, and any of our other products or services (collectively, the “Services”), whether or not you register as a user by submitting Personal Information (as defined below).

This Privacy Policy sets out our commitment to protecting the privacy of Personal Information (as defined below) provided to us or otherwise collected by us for our Services.

This Privacy Policy also forms part of the related Terms of Service located at <https://s3.us-east-2.amazonaws.com/assets.getsnug.com/files/User+Terms+of+Service.pdf> for using our Services.

In this Privacy Policy “you” means any party that provides Personal Information (as defined below) to us and “we,” “us” and “Snug” means Snug Inc.

### 1. Who We Are

Snug is a U.S. based company with headquarters in Denver, CO.

We have developed this Privacy Policy to explain how we collect, store, use, process and disclose your Personal Information (as defined below).

Please read this Privacy Policy carefully. By providing Personal Information (as defined below) to us, you consent to our collection, holding, use and disclosure of your Personal Information (as defined below) in accordance with this Privacy Policy. Please contact us if you have questions, our contact details are at the end of this Privacy Policy. If you do not wish to provide Personal Information (as defined below) to us, then you do not have to do so, however you may not be able to use our Services.

This Privacy Policy sets out how we protect an individual’s Personal Information (all as defined below) and provides information on:

- The general categories of Personal Information we collect;
- Why we collect an individual's Personal Information;
- How Personal Information will be used, and who it will be shared with;
- How we store, transfer and retain Personal information;
- Our commitment to security;
- Privacy and security of User Submitted Content;
- Your rights in relation to the Personal Information we collect.

### 2. Definitions Used Throughout this Privacy Policy

**“Personal Information”** information that can be associated with a specific person and can be used to identify that person, such as name, e-mail address, mailing address, mobile phone number, age, gender, date of birth, as well as additional sensitive information such as your social security number, financial information, financial account information, and other similar types of information.

**“User”** means any person who uses our Services such as by creating an account, using the Services, or contacting us for information. A User may also be a person who visits or browses our Website.

**“User Submitted Content”** means any of the content, information or material that you add or input in your use of the Services including the Personal Information of third parties that you may submit when you create estate planning documents. Snug does not own your User Submitted Content; User Submitted Content is owned by you. By using the Services, you take full responsibility for obtaining any and all applicable third party consents, securing and safeguarding your User Submitted Content and all other restrictions regarding User Submitted Content as set forth in our Terms of Service.

### **3. What type of Personal Information is collected?**

By using our Services when you create an account, you provide us with certain Personal Information. When you create an account, you provide us with:

- First and Last Name
- Email address
- Payment information, should you choose to sign up for our paid plans
- IP address (may or may not be considered Personal Information depending on the laws of your jurisdiction)
- Your responses to any surveys, questionnaires, or feedback should you choose to participate
- User Submitted Content should you choose to input any in your use of the Services

You may choose not to give us your Personal Information. However, without your Personal Information, we may not be able to provide you with the Services or respond to your questions.

### **4. Visiting our Website**

You may also visit or browse our Website even if you have not created an account. As is true of most other websites and platforms, when you visit <https://www.getsnug.com/> we collect information on how you use and access our Website and Services.

As you use the Services, we may use automatic data collection technologies to collect certain information about your devices, browsing actions and patterns, including details of your use of the Services (such as traffic data, location data, logs and other communication data) and information about your devices and internet connection (including your IP address, operating system and browser type).

The technologies we use for this automatic data collection may include:

- Cookies and other similar technologies. We may place cookies on your device to collect anonymous data related to your use of the Services. In general, a cookie is a small file

placed on your device that can be used to help recognize your browser across different web pages, websites, and browsing sessions. We may use cookies to provide certain features of the Services. It may be possible to refuse to accept cookies by activating the appropriate setting on your device. However, if you select this setting you may be unable to access certain features of the Services. We may also use other technologies to tailor the Services to you, such as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit Snug, for example, to track how visitors interact with the Services and for other statistics related to the Services (such as recording the popularity of certain content and verifying system and server integrity).

- **Log Information.** We may automatically collect and store certain information in our server logs when you use the Services, including details about how you used the Services, IP address, and information specific to your device (such as system activity, hardware settings, browser type, and browser language).
- **Device Identifiers.** We may collect information about your device, such as your operating system, hardware version, device settings, file and software names and types, mobile network information and device identifiers. This helps us measure how the Services are performing and improve the Services for you on your particular device.
- **Analytics Data.** We may also collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends for the Services.

## **5. Links to Third Parties' Websites**

In the Website and Services you may find links to third party websites. You understand that when you click on these links any data which you provide afterwards is subject to that third party's privacy policy and not to Snug's. Consequently, Snug takes no responsibility for the content, safety or security of any third-party website and recommends these third parties' policies to be consulted before sending Personal Information to third party websites.

## **6. How do we use your Personal Information?**

We use information that we collect about you or that you provide to us, including any Personal Information, to:

- Provide you with the Services, and any other information, products or services that you request from us.
- Present our Website and its contents to you.
- Fulfill any other purpose for which you provide it.
- Give you notices about your account.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including, if applicable, for billing and collection.
- Improve the Services through research, surveying, and engaging with you, for example, by sending you communications for these purposes.
- Prevent and detect fraud.

- Debug and repair errors in our Services in order to maintain and improve the quality and security of our Services.
- Notify you when updates to the Services are available, and about changes to any products or services we offer or provide through the Services.
- Contact you about our own goods and services that may be of interest to you.
- Creating reports, analysis or similar services for the purposes of our research and our business development.

Additionally, we may use information that we collect about you or that you provide to us in any other way we may describe when you provide the information or for any other purposes with your consent.

Following termination or deactivation of an account, we may retain information and content for backup, archival, audit or other business purposes, or otherwise in accordance with applicable laws. We may maintain anonymized, de-identified or aggregated data, including usage data, for analytics purposes. If you have any questions about data retention or deletion, please email [hello@getsnug.com](mailto:hello@getsnug.com).

For information about how you can opt out of certain uses of your information, see [Your Choices About Our Use and Disclosure of Your Information](#) below.

## **7. How do we share your Personal Information and who do we disclose it to?**

Snug is not in the business of selling your information to advertisers or third parties. We consider this information to be a vital part of our relationship with you. We only share this information as described below:

- To our subsidiaries and affiliates and any potential future subsidiaries and affiliates.
- To contractors, vendors, service providers and other third parties we use to support our business and who are bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which Personal Information held by us is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent, as obtained by your continued use of the Services subject to this Privacy Policy.
- To comply with any court order, law or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Terms of Service and other agreements.

- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Snug, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.
- We may also share aggregated, non-personally identifiable information publicly, including with users, partners or the press in order to, for example, demonstrate how the Services are used, evaluate industry trends, or to create our marketing materials. Any aggregated information shared this way will not contain any Personal Information.

## 8. Your Choices About Our Use and Disclosure of Your Information

We strive to provide you with choices regarding the Personal Information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of your information.

- **Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the Services may then be inaccessible or not function properly.
- **Promotional Offers.** You may “opt-out” of receiving newsletters, marketing and promotional emails from Snug at any time by using the opt-out mechanism that is contained in each such email and by any other mechanisms that the Services may provide. You can also opt-out by sending us an email stating your request to [hello@getsnug.com](mailto:hello@getsnug.com). Please note that, if you deactivate your account, you will continue to receive newsletters, marketing and promotional emails from us unless you subsequently exercise your opt-out options above.
- We may also use Google Analytics to help us understand how our customers use the Website - you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics: <https://tools.google.com/dlpage/gaoptout>.
- Please note that we do not alter our Website’s data collection and use practices when we see a “Do Not Track” signal from your browser.
- If you are a European resident, we note that we are processing your information in order to fulfill contracts we might have with you (for example if you create an account with us), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to the United States.

## 9. Accessing and Correcting Your Information

You may review and update your account information by logging into your account and visiting your account profile. You may also send us an email at [hello@getsnug.com](mailto:hello@getsnug.com) to request access to, correct or delete any Personal Information that you have provided to us as well as Your Submitted Content. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

## 10. How we store, transfer and retain your Personal Information

Snug stores your information on remote servers operated by cloud and database service providers to Snug rather than storing it on our own servers. We work with trusted third party vendors and subprocessors for the storage and transfer of Personal Information and enter into data processing agreements and standard contractual clauses whenever feasible. Regardless of where you use our Services or provide information to us, the information may be transferred to and maintained on servers located inside and outside the U.S., including to countries outside the European Economic Area ("EEA"). By using our Services you acknowledge, agree and consent to your information, including your Personal Information, being processed outside your jurisdiction, including in countries and jurisdictions that may not provide the same level of protection. Such transfers will only take place for the specific purposes mentioned in this Privacy Policy.

Snug retains your Personal Information only for as long as is necessary for the purposes set out in this Privacy Policy. You can ask us to delete your Personal Information by contacting us. We will delete all Personal Information including all User Submitted Content associated with you within thirty days of receiving your request.

Snug shall not be liable to the User or any person for the deletion or failure to store any Personal Information including User Submitted Content arising from the account holder's decision to terminate their account or otherwise. This includes Snug's right to delete User Submitted Content that violates our Terms of Service.

## **11. Data Security**

We use certain physical, managerial, and technical safeguards that are designed to protect the integrity and security of your information; however, no security measures are perfect or impenetrable, so we cannot ensure or warrant the security of any information you transmit to us through the Site, and you do so at your own risk. We also cannot guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. We cannot control the actions of other users or other third parties with whom you may choose to share your information and therefore we cannot and do not guarantee that information you post through the Website will not be viewed by unauthorized persons. We are not responsible for circumvention of any privacy settings or security measures contained on the Website. Even after removal, copies of information that you have posted may remain viewable in cached and archived pages or if other users have copied or stored such information.

We retain information as long as it is reasonably necessary and relevant for our operations, and/or to comply with the law, prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigation, or enforce our Terms of Service or other agreements.

## **12. Our Commitment to Children's Privacy:**

Protecting the privacy of young children is especially important. For that reason, we do not allow children under 18 years of age to use the Services, we do not knowingly collect or maintain information from persons under 18 years of age, and no part of the Site are directed to persons under 18 years of age. If you are under 18 years of age, then please do not use or access the Site at any time or in any manner. If we learn that information has been collected through the Site from persons under 18 years of age and without verifiable parental consent, then we will take the appropriate steps to delete this information. If you are a parent or guardian and discover that your child under 18 years of age has obtained a Snug account or provided us with information, please alert us at [hello@getsnug.com](mailto:hello@getsnug.com) to request that we delete the information from our systems.

### **13. Limitation of Liability**

By accessing this website and/or providing us with Personal Information and other data, you expressly and unconditionally release and hold us harmless from any and all liability for any injuries, loss, or damage of any kind arising from or in connection with the use and/or misuse of such information. In addition, while we take efforts to ensure the proper and appropriate use of data by our service providers that may receive your information from us, we are not responsible for any injuries, loss, or damage of any kind arising from or in connection with the use and/or misuse of your information caused by those service providers. This limitation of liability is in addition to, and not instead of, any limitation of liability set forth in the Terms of Service.

### **14. Do Not Track Disclosures**

Third parties such as advertising networks, analytics providers, and widget providers may collect information about your online activities over time and across different websites when you access or use our Services. Currently, various browsers offer a “Do Not Track” option, but there is no standard for how Do Not Track should work on commercial websites. Due to lack of such standards, the Site does not respond to Do Not Track consumer browser settings.

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

We may update our Privacy Policy from time to time. We will notify you of any material changes by posting the new Privacy Policy on this page. We will let you know via email and/or a prominent notice on our website, and update the "effective date" at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### **16. Who to Contact for Data and Privacy Inquiries and Requests**

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

Snug Inc.  
hello@getsnug.com