

## **Privacy Policy for Mellow Sleep App**

**Effective Date:** June 4, 2025

This Privacy Policy describes how Mellow Sleep ("we," "us," or "our") collects, uses, and discloses information in connection with your use of the Mellow Sleep mobile application (the "App"). The Mellow Sleep App is designed to help parents and guardians track their children's sleep patterns.

**PLEASE READ THIS PRIVACY POLICY CAREFULLY. BY USING THE APP, YOU AGREE TO THE COLLECTION AND USE OF INFORMATION IN ACCORDANCE WITH THIS POLICY.<sup>1</sup>**

### **1. Our Commitment to Children's Privacy**

Mellow Sleep is committed to protecting the privacy of children. The App is intended for use by parents and guardians to monitor their children's sleep. We do not knowingly collect personal information directly from children under the age of 13. If you are a parent or guardian and believe that your child has provided us with personal information without your consent, please contact us<sup>2</sup> immediately at [Your Support Email Address] and we will take steps to remove such information from our systems.

### **2. Information We Collect**

We collect information to provide and improve our services to you. The types of information we collect include:<sup>3</sup>

- **Information You Provide Directly:**
  - **Account Information:** When you create an account, we may collect your email address and a password. This is used to secure your account and allow you to access your sleep data.
  - **Child's Sleep Data:** You will input information related to your child's sleep, such as:
    - Sleep start and end times
    - Wake-up times
    - Nap durations
    - Sleep environment notes (e.g., "dark room," "sound machine")
    - Feeding times (if related to sleep tracking)
    - Developmental milestones or observations you choose to record related to sleep.
    - **Please Note:** While you may input your child's name or an identifier, we strongly advise against using your child's full name or any other personally identifiable information that could directly identify them within the sleep tracking fields. You can use a nickname or initials.
- **Information Collected Automatically (Anonymous and Aggregated Data):**
  - **Usage Data:** We may collect information about how you access and use the App, such as features used, time spent on the App, and interaction patterns. This data is collected in an aggregated and anonymized form and does not personally identify you or your child.
  - **Device Information:** We may collect general device information, such as device type, operating system version, and unique device identifiers (in an anonymized

format). This helps us ensure the App functions correctly across various devices.

- **Analytics Information:** We may use third-party analytics tools (e.g., Google Analytics for Firebase) to collect and analyze usage data. This data is anonymized and helps us understand user behavior and improve the App's functionality.

### 3. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide and Maintain the App:**<sup>4</sup> To operate, deliver, and maintain the functionality of the Mellow Sleep App, including allowing you to track and view your child's sleep data.
- **To Personalize Your Experience:** To tailor the App's features and content to your preferences.
- **To Improve Our Services:** To understand usage patterns, diagnose technical issues, and improve the overall functionality, performance, and user experience of the App.
- **To Communicate with You:** To send you important updates, announcements, and administrative messages related to your account or the App.
- **To Ensure Security:** To protect the security and integrity of our systems and data.
- **For Research and Development (Aggregated Data Only):** We may use anonymized and aggregated sleep data for internal research and development purposes to understand general sleep patterns and trends. This data will *never* be linked back to individual users or children.

### 4. How We Share Your Information

We do not sell or rent your personal information to third parties. We may share your information<sup>5</sup> in the following limited circumstances:

- **With Your Consent:**<sup>6</sup> We may share your information with third parties when you give us explicit consent to do so.
- **Service Providers:** We may share information with trusted third-party service providers<sup>7</sup> who perform services on our behalf, such as hosting, data storage, analytics, and customer support.<sup>8</sup> These service providers are obligated to protect your information and only use it for the purposes<sup>9</sup> for which they were engaged.
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid requests by public authorities<sup>10</sup> (e.g., a court order or a government agency<sup>11</sup> request).
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice on our App of any such change in ownership or control<sup>12</sup> of your personal information.
- **Aggregated and Anonymized Data:** We may share aggregated and anonymized information that does not personally identify you or your child with third parties for various purposes, including research, analytics, or marketing.

### 5. Data Retention

We retain your personal information for as long as necessary to provide you with the App's services and for legitimate<sup>13</sup> and essential business purposes, such as maintaining the

performance of the App, making data-driven business decisions,<sup>14</sup> and complying with our legal obligations. If you delete your account, we will take steps to delete your personal information from our active databases within a reasonable timeframe, unless legal obligations require us to retain it for a longer period.

## 6. Your Choices and Rights

- **Account Information:** You can access and update your account information (email address) within the App settings.
- **Delete Data:** You can delete specific sleep entries within the App.
- **Account Deletion:** You can delete your entire Mellow Sleep account at any time through the App settings. Please note that deleting your account will permanently remove all associated sleep data.
- **Opt-Out of Analytics:** While you cannot opt-out of basic usage data collection necessary for the App's functioning, you may be able to manage certain analytics preferences through your device settings or the third-party analytics providers' privacy policies.
- **"Do Not Track" Signals:** The App does not currently respond to "Do Not Track" signals.

## 7. Data Security

We implement reasonable technical and organizational measures designed to protect the information we collect from unauthorized access, use, alteration, or destruction. However, no method of transmission over the internet or method<sup>15</sup> of electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

## 8. International Data Transfers

Your information may be stored and processed in any country where we have facilities or where we engage service providers.<sup>16</sup> By using the App, you consent to the transfer of information to countries outside of your country of residence, which may have different<sup>17</sup> data protection laws than those in your country.<sup>18</sup> We will ensure that any such transfers comply with applicable data protection laws.

## 9. Changes to This Privacy Policy

We may update<sup>19</sup> our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Effective Date" at the top. We encourage you to review this Privacy Policy periodically for any changes.<sup>20</sup> Your continued use of the App after any modifications to this Privacy Policy will constitute your acknowledgment of the modifications and your consent to abide and be bound by the<sup>21</sup> modified Privacy Policy.

## 10. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:<sup>22</sup>

<https://sleepwithmellow.com/>

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