

PRIVACY POLICY

Effective as of June 4, 2024

Mind and Match (“**Mind & Match**,” “**we**,” “**us**” or “**our**”) provides a platform to assist users (“**Users**”) with finding a mental healthcare provider that’s right for them (“**Providers**”). Some of those Providers are part of a group of providers named Mind and Match Wisconsin SC who treat Users through this website and platform and who receive administrative support from Mind and Match Services, Inc. (collectively, (“**Mind & Match**,” “**we**,” “**us**” or “**our**”). This Privacy Policy describes how Mind & Match handles personal information that we collect, use and disclose about our Users and Providers through our digital properties that link to this Privacy Policy, including our website and our related services (collectively, the “**Service**”), as well as through social media, our marketing activities, and other activities described in this Privacy Policy.

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PERSONAL INFORMATION WE COLLECT

Information you provide to us as either a User or Provider. Please note that the information we may collect from you may vary depending on how you interact with the Services. We have outlined these differences below.

Personal information you may provide to us as a User through the Service or otherwise includes:

- **Identifiers**, such as your first and last name, salutation, email address, mailing addresses, and phone number.

- **Demographic Information**, such as your city, state, country of residence, postal code, and age.
- **Profile data**, such as the username and password that you may set to establish an online account on the Service, date of birth, biographical details, photograph, links to your profiles on social networks, interests, preferences, and any other information that you voluntarily add to your account profile.
- **Communications** that we exchange with you, including when you contact us through the Service, social media, or otherwise.
- **Marketing data**, such as your preferences for receiving our marketing communications and details about your engagement with them.
- **Therapy preferences**, such as your personal mental health concerns, therapy goals, and provider methods and preferences.
- **Payment information** needed to complete transactions, including payment card information or bank account number.
- **Insurance company and budget data**, such as the name of your health insurance provider and preferred out of pocket budget.
- **Other data** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

Personal information you may provide to us as a Provider through the Service or otherwise includes:

- **Identifiers**, such as your first and last name, salutation, email address, billing and mailing addresses, professional title and company name, and phone number.
- **Demographic Information**, such as your city, state, country of residence, postal code, gender, ethnicity, sexual orientation, race, age, and any other self-identifying information that you choose to provide.
- **Profile data**, such as the username and password that you may set to establish an online account on the Service, date of birth, biographical details, photograph, links to your profiles on social networks, interests, preferences, and any other information that you add to your account profile.
- **Communications** that we exchange with you, including when you contact us through the Service, social media, or otherwise.
- **Marketing data**, such as your preferences for receiving our marketing communications and details about your engagement with them.
- **Audio, electronic, or other video content**, such as an introductory video and other content or information that you provide or otherwise make available on the Service.
- **Practice details**, such as type of services provided, clinical specialties, therapy methods, and any other information you choose to provide.
- **Licensing details**, such as your practice or professional license number (e.g., national provider identifier) or other licensing and/or certification details (e.g., PSYPACT-issued license number).
- **Payment information** needed to complete transactions, including payment card information or bank account number.
- **Other data** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

Third-party sources. We may combine personal information we receive from you with personal information we obtain from other sources, such as:

- **Public sources**, such as government agencies, public records, social media platforms, and other publicly available sources (such as PSYPACT).
- **Data providers**, such as information services and data licensors that provide demographic and other information.
- **Our affiliate partners**, such as our affiliate network provider and publishers, influencers, and promoters who participate in our paid affiliate programs.
- **Other users**, such as User feedback about Providers or their experience with the Service.
- **Marketing partners**, such as joint marketing partners and event co-sponsors.

Automatic data collection. We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, our communications and other online services, such as:

- **Device data**, such as your computer's or mobile device's operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, radio/network information (e.g., Wi-Fi, LTE, 3G), and general location information such as city, state or geographic area.
- **Online activity data**, such as pages or screens you viewed, how long you spent on a page or screen, the website you visited before browsing to the Service, navigation paths between pages or screens, information about your activity on a page or screen, access times and duration of access, and whether you have opened our emails or clicked links within them.
- **Location data** when you authorize the Service to access your device's location.

Cookies and similar technologies. Some of the automatic collection described above is facilitated by the following technologies:

- **Cookies**, which are small text files that websites store on user devices and that allow web servers to record users' web browsing activities and remember their submissions, preferences, and login status as they navigate a site. Cookies used on our sites include both "session cookies" that are deleted when a session ends, "persistent cookies" that remain longer, "first party" cookies that we place and "third party" cookies that our third-party business partners and service providers place.
- **Local storage technologies**, like HTML5, that provide cookie-equivalent functionality but can store **larger** amounts of data on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.
- **Session Replay Technologies.** We may use third party services provided by Microsoft Clarity that employ software code to record users' interactions with the Services in a manner that allows us to watch DVR-like replays of those user sessions. The replays

include users' clicks, mouse movements, scrolls and keystrokes during those sessions. These replays help us diagnose usability problems and identify areas for improvement. You can learn more about Microsoft Clarity at <https://clarity.microsoft.com/> and <https://privacy.microsoft.com/en-us/privacystatement>, and you can opt-out of session recording by Microsoft Clarity by following the instructions found at <https://docs.microsoft.com/en-us/clarity/faq>.

Data about others. We may offer features that help Users invite their friends or contacts to use the Service, and we may collect contact details about these invitees so we can deliver their invitations. Please do not refer someone to us or share their contact details with us unless you have their permission to do so.

Protected Health Information

In using certain components of our Service, you may provide certain Protected Health Information (PHI) as defined under the Health Insurance Portability and Accountability Act of 1996 and its implementing regulations (“HIPAA”) and state law. HIPAA Notice of Privacy Practices is a separate document that governs how your health information may be used and disclosed in accordance with HIPAA. In addition, any medical or health information that you provide that is subject to specific protections under applicable state laws will be used and disclosed only in accordance with such applicable law.

HOW WE USE YOUR PERSONAL INFORMATION

We may use your personal information for the following purposes or as otherwise described at the time of collection:

Service delivery. We may use your personal information to:

- provide, operate and improve the Service and our business;
- establish and maintain your user profile on the Service;
- facilitate your invitations to friends who you want to invite to join the Service;
- enable security features of the Service, such as by sending you security codes via email or SMS, and remembering devices from which you have previously logged in;
- communicate with you about the Service, including by sending announcements, updates, security alerts, and support and administrative messages;
- communicate with you about events or contests in which you participate;
- process transactions;
- understand your needs and interests, and personalize your experience with the Service and our communications; and
- provide support for the Service, and respond to your requests, questions and feedback.

Research and development. We may use your personal information for research and development purposes, including to analyze and improve the Service and our business.

Marketing. We may send you direct marketing communications. You may opt-out of our marketing communications as described in the [Opt-out of marketing](#) section below.

Compliance and protection. We may use your personal information to:

- comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities;
- report complaints to government agencies, law enforcement, or other licensing agencies;
- protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- audit our internal processes for compliance with legal and contractual requirements or our internal policies;
- enforce the terms and conditions that govern the Service; and
- prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

Google User Data. Our application integrates with Google Calendar to provide users with the ability to sync their schedules. In doing so, we access, use, store, and share Google user data in the following ways:

1. **Accessing Google User Data:**
 - We request access to your Google Calendar only to read, write, and update events as necessary for synchronization.
 - This access is requested only after you grant explicit permission during the setup process.
2. **Using Google User Data:**
 - The data accessed from your Google Calendar is used solely to synchronize events between your Google Calendar and our application. This includes reading your existing events, creating new events, and updating or deleting events as directed by you.
 - We do not use Google user data for any other purposes such as marketing or analytics.
3. **Storing Google User Data:**
 - We store synchronization tokens securely to maintain the connection with your Google Calendar. This allows our application to perform continuous synchronization without requiring you to reauthorize frequently.
 - Event data from your Google Calendar may be temporarily cached to improve performance. This cached data is encrypted and regularly purged.
4. **Sharing Google User Data:**
 - We do not share your Google Calendar data with any third parties.
 - Access to your Google Calendar data is restricted to authorized personnel who need to know such information to operate, develop, or improve our services.

By integrating with Google Calendar, we aim to enhance your experience by keeping your schedules in sync. If you have any questions or concerns about our use of your Google user data, please contact us at admin@mindandmatch.com.

With your consent. In some cases, we may specifically ask for your consent to collect, use or share your personal information, such as when required by law.

To create anonymous, aggregated or de-identified data. We may create anonymous, aggregated or de-identified data from your personal information and other individuals whose personal information we collect. We make personal information into anonymous, aggregated or de-identified data by removing information that makes the data identifiable to you. We may use this anonymous, aggregated or de-identified data and share it with third parties for our lawful business purposes, including to analyze and improve the Service and promote our business.

Cookies and similar technologies. In addition to the other uses included in this section, we may use the [Cookies and similar technologies](#) described above for the following purposes:

- **Technical operation.** To allow the technical operation of the Service, such as by remembering your selections and preferences as you navigate the site, and whether you are logged in when you visit password protected areas of the Service.
- **Functionality.** To enhance the performance and functionality of our services.
- **Analytics.** To help us understand user activity on the Service, including which pages are most and least visited and how visitors move around the Service, as well as user interactions with our emails. For example, we use Google Analytics for this purpose. You can learn more about Google Analytics and how to prevent the use of Google Analytics relating to your use of our sites here: <https://tools.google.com/dlpage/gaoptout?hl=en>.

HOW WE SHARE YOUR PERSONAL INFORMATION

We may share your personal information with the following parties and as otherwise described in this Privacy Policy or at the time of collection.

Service providers. Third parties that provide services on our behalf or help us operate the Service or our business (such as hosting, information technology, customer support, email delivery, marketing, consumer research and website analytics).

Payment processors. Any payment card information you use to make a payment on the Service is collected and processed directly by our payment processors, such as Bluefin. Bluefin may use your payment data in accordance with its privacy policy, <https://www.bluefin.com/privacy-policy/>.

Business and marketing partners. Third parties with whom we co-sponsor events or promotions and/or with whom we jointly offer products or services.

Professional advisors. Professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

Authorities and others. Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for the [compliance and protection](#) purposes described above.

Licensing Agencies. We may share information, such as User complaints regarding Providers, with the relevant Provider’s licensing agency.

Business transferees. Acquirers and other relevant participants in business transactions (or negotiations of or due diligence for such transactions) involving a corporate divestiture, merger, consolidation, acquisition, reorganization, sale or other disposition of all or any portion of the business or assets of, or equity interests in, Mind & Match or our affiliates (including, in connection with a bankruptcy or similar proceedings).

Provider video content. As a Provider, the introductory video provided as part of the Services will be visible to other users of the Service and the public. This information can be seen, collected and used by others, including being cached, copied, screen captured or stored elsewhere by others (e.g., search engines), and we are not responsible for any such use of this information.

YOUR CHOICES

Access or update your information. If you have registered for an account with us through the Service, you may review and update certain account information by logging into the account. If you have not registered for an account or need assistance, please contact admin@mindandmatch.com.

Opt-out of marketing communications. You may opt-out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email, or by [contacting us](#). Please note that if you choose to opt-out of marketing-related emails, you may continue to receive service-related and other non-marketing emails.

Cookies. Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies, the Service may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit www.allaboutcookies.org.

Do Not Track. Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” or similar signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

Declining to provide information. We need to collect personal information to provide certain services. If you do not provide the information we identify as required or mandatory, we may not be able to provide those services.

Delete your content or close your account. You can choose to delete certain content through your account. If you wish to request to close your account, please [contact us](#).

OTHER SITES AND SERVICES

The Service may contain links to websites, mobile applications, and other online services operated by third parties. In addition, our content may be integrated into web pages or other online services that are not associated with us. These links and integrations are not an endorsement of, or representation that we are affiliated with, any third party. We do not control websites, mobile applications or online services operated by third parties, and we are not responsible for their actions. We encourage you to read the privacy policies of the other websites, mobile applications and online services you use.

SECURITY

We employ a number of technical, organizational and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information. Any transfer of your personal information to us is done entirely at your own risk.

INTERNATIONAL DATA TRANSFER

We are headquartered in the United States and may use service providers that operate in other countries. Your personal information may be transferred to the United States or other locations where privacy laws may not be as protective as those in your state, province, or country.

CALIFORNIA VISITORS

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Site that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to admin@mindandmatch.com.

CHILDREN

Parts of the Service are available for use by children (under 18 years of age) but children are not authorized to become Users and may not use the Service without the supervision and verifiable consent of a parent or legal guardian. If you are a parent or guardian of a child from whom you believe we have collected personal information in a manner prohibited by law, please [contact us](#). If we learn that we have collected personal information through the Service from a child without the consent of the child's parent or guardian as required by law, we will comply with applicable legal requirements to delete the information.

CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service or other appropriate means. Any modifications to this Privacy Policy will be effective upon our posting the modified version (or as otherwise indicated at the time of posting).

In all cases, your use of the Service after the effective date of any modified Privacy Policy indicates your acceptance of the modified Privacy Policy.

HOW TO CONTACT US

- Email: admin@mindandmatch.com