

# REMSafe Sleep Privacy Policy

*Last updated: August 14, 2024*

[CLICK HERE TO DOWNLOAD A PRINTABLE COPY OF THIS PRIVACY POLICY.](#)

YOU ACKNOWLEDGE THAT YOU READ, AGREE TO AND ACCEPT, COMPANY'S ON-LINE PRIVACY POLICY AND TERMS OF USE. THIS SITE IS NOT DIRECTED TO PERSONS UNDER 18. IF YOU ARE UNDER 18 YEARS OF AGE, THEN PLEASE DO NOT USE OR ACCESS ANY SITE AT ANY TIME OR IN ANY MANNER WITHOUT PARENTAL CONSENT. BY USING OR ACCESSING ANY APP OR SITE YOU CONFIRM THAT YOU ARE AT LEAST 18 YEARS OF AGE AND THAT YOU CONSENT TO THE TERMS OF THE PRIVACY POLICY AND THE TERMS OF USE. IF YOU DO NOT AGREE TO THE PRIVACY POLICY AND/OR THE TERMS OF USE, PLEASE IMMEDIATELY STOP ACCESSING THIS SITE.

THIS PRIVACY POLICY DESCRIBES HOW WE HANDLE INFORMATION RELATING TO AN IDENTIFIED OR IDENTIFIABLE PERSON ("PERSONAL DATA") AND WHAT PRIVACY RIGHTS YOU MAY HAVE IN RELATION TO YOUR PERSONAL DATA. OUR PRIVACY POLICY APPLIES WHEN WE PROVIDE OUR PRODUCTS AND SERVICES, AND DURING THE GENERAL OPERATION OF OUR BUSINESS. WHEN YOU USE OUR WEBSITE, OR INTERACT WITH US, YOU CONSENT TO THE COLLECTION AND HANDLING OF YOUR DATA AS DESCRIBED IN THIS PRIVACY POLICY.

## THE INFORMATION COMPANY COLLECTS, USES and SHARES

### Collection of Personal Data

We may collect the following categories of personal data:

- Identifiers (e.g., name)
- Contact information (e.g., telephone number, email address, physical address)
- Protected classification information (e.g., age, race, gender, physical or mental disability, sexual orientation, marital status)
- Commercial information (e.g., products or services purchased)
- Internet and network information (e.g., internet protocol address, information about a consumer's interaction with our website)
- Geolocation data
- Inferences drawn from the categories of information identified here
- Sensitive personal information

We obtain the above categories of information from the following sources:

- From you when you directly or indirectly interact with us and provide us the data
- From your activities on our Website and through the use of cookies
- From social networks
- From public records
- From service providers
- From business partners

## Use of Personal Data

We may use your personal data for any of the following purposes:

- To provide, maintain, and improve our products and services
- To communicate with you
- To provide you with information, products, and services that you request from us
- To conduct market and consumer studies
- To personalize, advertise, and market our services
- To evaluate your eligibility for funding programs
- To process payments or verify your financial or insurance data
- To report and investigate adverse events
- To detect, investigate, prevent, and respond to fraud or any other harmful activities
- To comply with our legal and contractual obligations
- To exercise and defend legal claims
- To otherwise operate our business
- As described to you at the point of data collection or handling or otherwise where we are legally permitted or are required to do so

Data that is in an aggregated or deidentified form is not personal data. We may share deidentified data.

## Sharing of data

**We do not share or sell your personal data.** We will not disclose or transfer your personal data to any third party except when one of the following is true:

- You consent to the disclosure
- The disclosure is to a party that controls, is controlled by, or is under common control with us
- The disclosure is related to a business purpose
- The disclosure is reasonably necessary for the establishment or maintenance of legal claims
- The disclosure is required by law
- The disclosure is reasonably related to the sale or other disposition of all or part of our business or assets
- The disclosure is not inconsistent with this Privacy Policy or our description at the point of collection or handling, and otherwise not prohibited by applicable law

When we disclose personal data for a business purpose, we enter a contract with the recipient that describes the purpose for handling the data and requires the recipient to keep them secure and confidential and not use them for any purpose except performing the contract. We have disclosed the following categories of data for a business purpose:

- Identifiers
- Contact information
- Protected classification information

- Commercial information
- Internet and network information
- Geolocation data
- Inferences drawn from the categories of information identified here
- Sensitive personal information

We may disclose data for a business purpose to the following categories of third parties:

- Our affiliates
- Our business partners (e.g., healthcare professionals, advisory boards, educational institutions)
- Service providers (e.g., contract research organizations, data handling and technology services, customer service administrators, payment processors, advertising networks and marketers)
- Legal and administrative authorities
- To an entity related to a business transfer
- Third parties to whom you authorize us to disclose your information

## OUR COMMITMENT TO CHILDREN'S PRIVACY

Our Site is not intended for children under 13 years of age. If you are under the age of 13, please DO NOT USE this Site. We do not accept registration from children under 13 years of age and no one under the age of 13 may provide any information to or through our Site. No personally identifiable information (as defined in the COPPA, 15 U.S.C. Section 6501) is purposefully or knowingly collected from children under the age of 13 by our Site without verifiable parental consent. If you are a parent or guardian of a child under 13 years of age and believe that he or she disclosed information to us, please contact us at the address below. If we learn that we have collected or received Personally Identifiable Information of persons under 13 years of age without verification of parental consent, we will exercise commercially reasonable efforts to delete this information.

## DATA FROM USERS OUTSIDE OF THE UNITED STATES

Although the Site is accessible over the internet and therefore worldwide, the Site and their content are intended for residents of the United States only. If you choose to access our Site from locations outside the United States, such conduct is at your own risk and subject to the laws of the United States of America, which may differ from privacy laws in your state or home country, and you are responsible for compliance with any local laws. Personally Identifiable Information collected through or on the Site may be stored and processed in the United States or any other country in which Company or its affiliates, subsidiaries, or agents maintain facilities, and by using the Site you consent to any such transfer of information outside of your country. Users from outside the United States should not use or access the Site or disclose any information, including Personally Identifiable Information, through the Site. Individuals outside the United States who disclose any data, including Personally Identifiable Information, through our Site hereby acknowledge and consent to such data being stored in the United States or any other country, and transferred outside your country.

## SECURITY OF YOUR INFORMATION

The security of your Personally Identifiable Information is very important to us, and Company takes reasonable steps to protect the information you provide us from loss, misuse, unauthorized access, disclosure, alteration, or destruction. We follow generally accepted industry standards to safeguard your information, however, no data or email transmission is ever fully secure or error free. Therefore, please take special care in deciding what information to send us. We have reasonable safeguards in place to protect your information, and we have taken the following security measures:

- **Transport Layer Security (TLS)** - We use TLS encryption when transmitting certain kinds of information through the App from your mobile device to the Company server. An icon resembling a padlock is displayed in most browsers during TLS sessions. We also encrypt information you provide to us when information is **at rest and stored** in our servers. When you send text messages or emails to your friends, family or other individuals in your contact list, those messages or emails are outside of our control and are not encrypted. Alerts and reminders sent to your mobile device are also not encrypted.
- **Secure Storage** - We deploy reasonable and appropriate industry standard physical, technical, and administrative safeguards to protect your personal information.
- **Vendors and Partners** - To protect the security and privacy of your information, we may provide information to partners and vendors who work on our behalf or with us and require them to agree to maintain the confidentiality of your information.
- **Access to Information** - We limit access to your Personally Identifiable Information to those employees who reasonably need access to such information in order to provide you with services and process your information appropriately.

## IN THE EVENT OF MERGER OR SALE

In the event that Company is acquired by or merged with a third-party entity, we reserve the right, in any of these circumstances, to transfer or assign the information that we have collected from Users as part of such merger, acquisition, sale, or other change of control.

## YOUR CHOICES

You may decline to provide any Personally Identifiable Information to us while visiting and using our Site. If you choose not to provide any Personally Identifiable Information, you may not be able to use a Site or App or certain aspects of a Site or App, and we will not be able to provide you some of the features and functionality found on a Site or available through an App.

If you wish to access, amend, update, or delete your Personally Identifiable Information, please contact us at the address shown below.

## NOTICE OF CERTAIN STATE SPECIFIC PRIVACY POLICY TERMS

Certain States have additional or different privacy terms regarding the collection, use, and disclosure of certain information arising out of your access and use of our Site. If you are a resident of the state of **California, Colorado, Connecticut, Delaware, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah or Virginia**, please see our state specific privacy terms located in our State Specific Privacy Policy.

## OTHER SITES AND SENDING INFORMATION TO THIRD PARTIES

This Privacy Policy covers only this Site and does not apply to any other third-party website or social media page, even if Company has a presence on such website. The Site may contain links or references to other websites or social media pages. We encourage you to read the privacy policy of any third-party website or social media page that you visit or use. We encourage you to exercise caution when providing Personally Identifiable Information to third-parties, including while using the text/SMS/email functions of the App. We have no control over the security of any information that you transmit to a third-party outside of the App or any Site. Company has no control over the privacy practices employed by any third-party hosted websites, products or services and cannot be responsible for the protection and privacy of any information that you provide while visiting such websites, products or services or outside of the Company Site.

## DO NOT TRACK

Your browser may allow you to set a Do Not Track (“DNT”) signal indicating that you do not wish your online activity to be tracked. We do not respond to and cannot act on received DNT signal headers.

## OPT-OUT OF COMMUNICATIONS

If you no longer wish to subscribe to our news, alerts, or any similar information sent by us, you can opt-out of receiving such communications by following the unsubscribe instructions included in each communication or by sending us your opt-out request using the “Contact” section below. If you opt-out, you may still receive communications related to your interactions with us, non-promotional communications, or others as required by law. We may also need to keep data we collected about you to record your decision to opt-out.

## DATA PROTECTION NOTICE FROM GOOGLE ANALYTICS

The Company uses Google Analytics, a web analytics service provided by Google, Inc, (“Google”). Google Analytics uses “cookies,” which are text files placed on your computer, to help the website analyze how users use the site. The Information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

On behalf of the website provider Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to the website provider. **Google will not use this information for cross-context behavioral advertising, nor will Google associate your IP address with any other data held by Google.**

## ANTI-DISCRIMINATION

The Company will not discriminate against you for exercising any of your rights stated above. Specifically, unless permitted by law, the Company will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

## CHANGES TO THIS PRIVACY POLICY

This Privacy Policy may be revised periodically, and this will be reflected by a "last modified" date above. Please revisit this page to stay aware of any changes. In general, we only use your Personally Identifiable Information in the manner described in the Privacy Policy in effect when we received such information. Your continued use of the Site constitutes your agreement to this Privacy Policy and to later revisions.

For revisions to this Privacy Policy that may be materially less restrictive on our use or disclosure of Personally Identifiable Information you have provided to us, we will make reasonable efforts to notify you and obtain your consent before implementing such revisions with respect to such information.

## CONTACT US

If you have any questions, comments, or requests, please contact us:

by mail:

at REMSafe Sleep

c/o Privacy Officer

19387 U.S. 19 North

Clearwater, Florida 33764

by telephone:

877-304-5139

or through our online privacy request form available at:

<https://remsafesleep.com/contact>

## COMPANY COOKIE POLICY

We use cookies to understand how Users engage with our Site. This Cookie Policy is part of our Privacy Policy and covers the use of cookies between your device and our Site.

### What are cookies?

Cookies are small pieces of data, stored in text files that are stored on your computer or other device. Cookies may be set by the site that you are visiting, or by third parties, such as those who serve content or provide advertising or social media integration services on the website (known as “third party cookies”). The website or third party that sets the cookie may access the cookie on subsequent visits. This enables websites to “remember” you and your preferences, either for a single visit (through a “session cookie”) or for multiple repeat visits (through a “persistent cookie”). Cookies help ensure a consistent and efficient experience for visitors, and perform essential functions such as allowing users to register and remain logged in.

Both websites and emails may contain other tracking technologies such as “web beacons” or “pixels.” These are typically small transparent images that allow us to gather information for similar purposes as cookies. Web beacons or pixels are often used in conjunction with cookies but are not stored on your computer in the same way. As a result, if you disable cookies, web beacons may still load, but their functionality will be restricted.

### How do we use cookies?

We use web analysis tools such as Google Analytics, Google Adwords and Microsoft Ads. Such tools may use cookies to collect Non-Personally Identifiable Information. Cookies are small bits of information cached or stored on a computer, mobile or other device of a User for record keeping purposes. Cookies may be used for many purposes, including, but not limited to, remembering you and your preferences and tracking your usage in order to improve the service. Cookies themselves do not typically contain any Personally Identifiable Information. We may analyze the information derived from these cookies and other technological tools we employ to make improvements and in keeping with observed User preferences. They allow us to remember useful information which allows certain functionality within our Site to work, for example, remembering if you’ve logged in.

### Types of Cookies

Strictly Necessary Cookies. These cookies are used to make sure our Site works and that you can use them effectively, such as remembering certain information on a form when you go to another page before the form has been completed. These cookies are used to remember information you’ve entered on our forms when you navigate to different pages in a single web browser session using our Site. These cookies are not used to gather information that could be used to advertise products or services to you, or to remember

any preferences you have set beyond the current visit. If you prevent these cookies you may not be able to use certain features on our Site.

Performance Cookies. These cookies are used to measure the performance of our Site, improve how our Site work, and measure our marketing activity. Information that is collected using these cookies is aggregated and anonymous and we are not able to identify individual users. We may use these cookies to provide aggregated statistics on how our website is used, see how effective our marketing activity is, and provide feedback to partners that one of our visitors also visited their website. We may also use these cookies to measure any errors that occur, improve the performance of our Site, and test different page designs on our Site. We do not use these cookies to target you with advertising on other websites, or to remember any preferences you have set beyond the current visit.

Functionality Cookies. These cookies allow websites to remember choices you make (for example, your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can modify. They may also be used to provide services on the site such as watching a video. We use these cookies to remember settings you've applied such as layout and text size, and remember if you have already completed an online survey. We do not use these cookies to target you with advertising or track your browsing activity on other websites.

## Controlling Cookies

Users may wish to restrict the use of cookies or completely prevent them from being set. Most modern browsers allow you to change your cookie settings. Certain browsers may allow you to disable categories of cookies (e.g., third party cookies) or specific cookies by name. You can usually find these settings in the options or preferences menu of your browser. To understand these settings, the following links for commonly used browsers may be helpful, or you can use the help option in your browser for more details:

- [Microsoft Edge](#)
- [Internet Explorer](#)
- [Firefox](#)
- [Chrome](#)
- [Safari web](#) and [iOS](#).

You can opt out of Google Analytics by installing [Google's opt-out browser add-on](#). For information on how to opt-out of personalized advertisements delivered by Google's advertising networks, please see <https://safety.google/privacy/privacy-controls/>.

If you choose to disable cookies, some parts of the Site may not function properly or may be considerably slower, or there may be some features that will not be available to you.