

# My Heirloom Privacy Policy

**Last Updated:** January 15, 2025

This Privacy Policy explains how **My Heirloom LLC** ("My Heirloom," "we," "us," or "our") collects, uses, and protects your personal information when you interact with our Platform, which includes our Platform ([www.myheirloom.us](http://www.myheirloom.us)) and related services, such as the **Legacy Room**, **Keepsakes**, and **My Tribe**.

By using our Platform, you consent to the collection and use of information as described in this Privacy Policy.

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## Who We Are

**My Heirloom LLC** is an interactive platform dedicated to helping individuals and families preserve their legacies through reflective storytelling, secure digital keepsakes, and a close-knit community experience.

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## Key Privacy Principles

- **Trust and Transparency:** Your privacy is a cornerstone of our values. We are committed to transparent practices regarding your personal information.
  - **Control:** You retain control over how your data is shared and stored.
  - **No Selling of Data:** We do not sell or license personal information to third parties.
  - **Data Deletion:** You can delete your account and data at any time, and this deletion is permanent and irreversible.
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## What Information We Collect

We collect the following types of information:

1. **Information You Provide:**
  - Name, email address, and phone number when you create an account.
  - Photos, videos, and audio recordings uploaded to the Legacy Room or Keepsakes.
  - Information about family members, including names and relationships, for My Tribe.
2. **Payment Information:**

- Billing address, credit card details, and payment history for purchases on the Platform.
  - 3. **Usage Data:**
    - Details of interactions with the Platform, such as IP addresses, page views, and device types.
  - 4. **Cookies and Tracking Technologies:**
    - Used to enhance functionality and analyze site performance.
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## How We Use Your Information

We use your information for the following purposes:

- **Providing Services:** To enable personalized features like sharing Keepsakes and interacting within My Tribe.
  - **Improving Our Platform:** Analyzing usage data to enhance user experience.
  - **Communication:** Sending notifications about updates, promotions, or feedback requests.
  - **Compliance:** Ensuring adherence to legal obligations and terms of use.
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## Sharing Your Information

We do **not** sell personal information. We may share information only:

- **With Service Providers:** For secure payment processing and hosting services.
  - **When Legally Required:** To comply with legal obligations or court orders.
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## Your Privacy Rights

Depending on your jurisdiction, you may have the following rights:

- **Access:** Request a copy of the information we collect about you.
- **Correction:** Request corrections to inaccurate data.
- **Deletion:** Request that we delete your personal information.

To exercise these rights, email us at [privacy@myheirloom.us](mailto:privacy@myheirloom.us) or call or send message / WhatsApp message **+1-224-844-3587**

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## **Cookies and Tracking**

Cookies help us enhance your experience by remembering preferences and improving performance. You can disable cookies in your browser settings; however, this may impact the functionality of our Platform.

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## **Security of Your Information**

We implement industry-standard measures to protect your data. However, no system can be entirely secure. If a data breach occurs, we will notify affected users as required by applicable laws.

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## **Data Retention**

We retain your personal information only as long as necessary to provide our services or fulfill legal obligations.

We will retain your personal information only for as long as necessary to fulfil the purpose(s) for which it was collected and to comply with applicable laws. This means that we store your personal information for as long as it is required to deliver our services, except where we have a lawful basis for saving it for an extended period of time (for instance, after your subscription expires, we may still have a legitimate interest in using your contact details for marketing our service to you). We also retain the personal information we need for the execution of pending tasks and to realize our legal rights and our claims, as well as retain certain personal information that we must store for a legally mandatory period of time (in that latter case, the processing of such information by us is limited). If you agreed to the DNA Informed Consent, we may retain the information provided thereunder for as long as we determine required for the research purposes disclosed therein.

In some cases, where you or we delete your content, copies of that information may remain viewable elsewhere to the extent any such copy has been shared with others, was otherwise distributed pursuant to your privacy settings, or was copied or stored by other users. For example, a part of your family tree may have been copied by other users into their own family tree. Removed and deleted information may persist in backup copies for a limited time for our internal business purposes, but it will not be available to you or other users.

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## **How Do You Delete Information About Yourself, Or Report It To Us?**

Deleting your account: See instructions for deleting your account. This will irreversibly delete not only your account and the personal data you've entered but also your family sites and family trees.

For disputes or issues with other personal information on the Platform about you: You may contact us at [privacy@myheirloom.us](mailto:privacy@myheirloom.us). If you are a registered member of the Platform, and you contact us with a request pertaining to information that you entered into the Platform, we ask that you communicate to us from the same email address that you used to register to the Platform. Otherwise, we may need to verify your identity before considering your request.

In case you need extra assistance, you may email us at [privacy@myheirloom.us](mailto:privacy@myheirloom.us) to request us to help delete any information that you wish to have deleted, and your request shall be carried out promptly by our staff unless it is examined and believed to be illegitimate.

You can also contact our legal EU/EEA representative, Jachym Petrik, via email at: [jachym.petrik@myheirloom.us](mailto:jachym.petrik@myheirloom.us)

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## **Cookies And Non-Personal Information**

### **Cookies**

We make use of browser cookies and similar automated means of data collection technologies to enhance your experience of visiting the Platform, for example, to avoid displaying certain messages to you more than once, to save your login details so you won't need to re-enter them each time you wish to log in, or to remember the display language you previously selected so you won't need to select it each time you visit the Platform. You can disable or delete cookies from your computer if you wish, but certain parts of our service may not work correctly or at all if you do so. For more information about our use of cookies and similar automated means of data collection, and how you can choose to disable or delete them, please see our Cookie Policy. For more information about cookies including how to set your internet browser to reject cookies please go to [www.allaboutcookies.org](http://www.allaboutcookies.org)

### **Other non-personal information**

When you visit our Platform, we may automatically collect non-personal information about you, such as the Platform from which you have come to our Platform, your computer type, screen resolution, Operating System version, mobile device details (if applicable) and Internet browser. We may also collect non-personal information such as demographic data, for example your geographic area. Non-personal information also includes personal information that has been aggregated in a manner such that the end-product does not personally identify you or any other user of the Platform, for example, by using personal information to calculate the percentage of our users from a particular country or who are female. Because non-personal information does not personally identify you, we may use such non-personal information for any purpose. In addition, we reserve the right to share such non-personal information.

Some web browsers and devices permit you to broadcast a preference that you not be "tracked" online. We do not modify your online experience based upon whether such a signal is broadcast.

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## Managing Your Privacy

You can control how you share personal information by changing your privacy settings in the following areas:

**Email Preferences:** this allows you to control what marketing emails and other emails we may send you. All non-transactional emails sent to you by My Heirloom have a footer link that leads directly to the Email Preferences page in which you can conveniently turn off any particular email type you do not wish to receive any longer, or re-enable some emails that you have turned off in the past. Family site emails have a link at their footer to the site preferences page which allows you to unsubscribe from or re-subscribe to event reminder emails and family site activity newsletter emails.

My Heirloom typically refrains from sending commercial offers originating from partners, affiliates and third parties. To the extent that My Heirloom sends an offer, it is most likely about a service owned and operated by My Heirloom or integrated into the Service.

**Privacy Preferences:** this allows you to control the information that others can see about you and your personal information. See extended details about Privacy Preferences.

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## GDPR

My Heirloom has taken steps to ensure compliance with all applicable privacy laws, including the general data protection regulation (GDPR) in EU.

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## US STATE PRIVACY NOTICE

For information regarding privacy rights, you may have under US state laws and related disclosures, please see our [US State Privacy Notice](#).

All these rights can be exercised free of charge.

To exercise any of the rights described above, please email [privacy@myheirloom.us](mailto:privacy@myheirloom.us)

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## Children

Our Services are not directed or targeted to children under the age of 13, and we do not knowingly collect personally identifiable information from children under the Minimum Age (for more information, see section "Underage Users" in our Terms and Conditions). If we learn that a child under the Minimum Age has provided personally identifiable information to the Platform, we will use reasonable efforts to remove such information from our files. If you

provide information about a child, you, as parent or legal guardian, consent to the processing and use of such information by us in accordance with this Privacy Policy.

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### **Changes to this Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on our Platform, and material updates will be communicated via email.

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### **Contact Us**

For any privacy-related questions or requests, please email us at [privacy@myheirloom.us](mailto:privacy@myheirloom.us), where you can contact our Data Protection Officer (DPO) or our legal EU representative, Jachym Petrik, via email at: [jachym.petrik@myheirloom.us](mailto:jachym.petrik@myheirloom.us) You can also contact the DPO if you wish to request access to or receive information about the personal information that we maintain about you, and have such information deleted. If you have legitimate reason, you can oppose the processing that was carried out with your personal information.