

US STATE PRIVACY NOTICE

Last Updated: January 15, 2025

This US State Privacy Notice (this "**Notice**") supplements the information contained in the Privacy Policy of **My Heirloom LLC** ("**My Heirloom**," "**the Company**," "**we**," "**us**," or "**our**").

My Heirloom is an interactive platform enabling individuals to preserve personal legacies, build and share family narratives, and connect across generations through features such as the **Legacy Room**, **Keepsakes**, and **My Tribe** (collectively, the "**Service**").

This Notice describes our practices regarding the collection, use, and disclosure of personal information when U.S. residents use our **My Heirloom website** (www.myheirloom.us) and/or our mobile applications (collectively, the "**Platform**").

It addresses legal obligations and rights that apply to "personal information" or "personal data," which refers to information that can identify or be associated with a particular individual or household.

By accessing the Platform, you agree to our Terms and Conditions and our collection and use of personal information as described in this Notice and our Privacy Policy. If you do not agree, please refrain from using the Platform and delete your account.

Notice at Collection - The Personal Information We Collect

We collect the following categories of personal information and have collected these categories in the 12 months preceding the date of this Notice:

- 1. Personal Identifiers:**
Names, email addresses, telephone numbers, home addresses, usernames, and information about your family members (e.g., names, relationships, birth and marriage dates).
- 2. Commercial Information:**
Records of My Heirloom products or services obtained, purchased, or considered.
- 3. Internet or Other Electronic Activity Information:**
Information on how you interact with the Platform, including browser type, IP address, and page views.
- 4. Audio, Electronic, and Visual Information:**
Audio recordings you upload to Keepsakes, visual content in the form of family photos or videos shared on Legacy Room, and comments posted in **My Tribe**.
- 5. Payment Information:**
Payment card details, billing addresses, and other data required to process transactions securely.
- 6. Professional Information** (if provided voluntarily):
Job title, employer information, and professional affiliations.

7. **Cookies and Tracking Technologies:**

Cookies and other technologies are used to enhance user experience, save login details, and analyze interactions with the Platform.

Categories of Sources from Which We Collect Personal Information

We collect personal information when:

- you sign up for and use any aspect of our Service; when you purchase a subscription or other product from us;
 - you use the Service to build your family tree, conduct family research on the Website, or invite others to view your family tree;
 - you post messages or comments on our blogs, social media accounts, or our message boards;
 - you communicate with our customer support team or other representatives;
 - you participate in any Surveys or questionnaires on the Service;
 - you link an account from Facebook, Google, Apple to your account on our Service, for authentication;
 - we use public and historical records;
 - you visit or interact with our Platform;
 - you interact with us in your capacity as a representative of another entity or individual with whom we are doing business.
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Notice at Collection - Purposes for Which We Collect Personal Information

We collect personal information to:

- **Provide Our Services:** Enable you to create and preserve personal legacies through Keepsakes, Legacy Room, and My Tribe.
 - **Process Transactions:** Facilitate secure payments for subscriptions or product purchases.
 - **Enhance User Experience:** Improve the usability and functionality of our Platform.
 - **Communicate with You:** Respond to inquiries, share updates, and manage customer support requests.
 - **Ensure Security and Prevent Fraud:** Safeguard your data and prevent unauthorized access or misuse.
 - **Protected class information:** Should you voluntarily share such with us: gender, marital status, ancestry, national origin information and, ethnic origin information and self-reported health history information.
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Notice at Collection – Sale/Sharing of Personal Information

We do **not** sell or share personal information for cross-context behavioral advertising or targeted marketing (as those terms are defined in the CCPA and other state data privacy laws).

Retention Periods

We retain personal information for as long as necessary to provide our services, comply with legal obligations, and protect our rights. For more information see our [Privacy Policy](#).

Your Privacy Rights

Depending on your state of residence, you may have the right to:

- **Access:** Request details about the personal information we collect and process.
- **Correct:** Request corrections to inaccurate or incomplete personal information.
- **Delete:** Request deletion of your personal data, subject to legal exceptions.

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

Cookies and Tracking

Our Platform uses cookies to enhance functionality and personalize your experience. For more details, see our Cookie Policy at <http://www.myheirloom.us/cookies>.

No Profiling to Facilitate Decisions with Legal or Other Significant Effects

We do not engage in the automated processing of personal information to create profiles about individuals that are used in furtherance of decisions with legal or other similarly significant effects, such as the provision or denial of financial or lending services, housing, insurance, or access to essential goods or services.

Children's Personal Information

Our Services are not directed to minors under the age of 12.

Third Party Websites and Social Media Buttons

Our Platform may contain links to third party websites, including social media buttons that link to social media platforms. This Notice does not govern how those third parties or social media platforms collect or use personal information when you are redirected to their websites/apps or social media platforms, and we do not endorse or have control over their practices. The privacy policies and terms of use for those third parties websites/apps or social media platforms govern those companies' privacy practices. We are not responsible for the content or privacy practices of any third-party websites or platforms.

Your Right to Request to Correct Personal Information We Hold About You

You have the right to request that we correct personal information we hold that you believe is not accurate. We will take steps to determine the accuracy of the personal information that is the subject of your request to correct, and in doing so will consider the totality of the circumstances relating to the personal information you have identified as being incorrect. We may ask that you provide documentation regarding your request to correct in order to assist us in evaluating the request.

Right to Non-Discrimination

If you exercise any of the rights explained in this Notice, we will continue to treat you fairly. Consumers who exercise their rights under this Notice will not be denied or charged different prices or rates for goods or services, or provided a different level or quality of goods or services than other Consumers.

Security Measures

We employ reasonable security measures to protect your data. However, no system is completely immune to potential breaches. While our reasonable security program is designed to manage data security risks and thus help prevent data security incidents and breaches, it cannot be assumed that the occurrence of any given incident or breach results from our failure to implement and maintain reasonable security.

Changes to This Notice

We may update this Notice from time to time. Updates will be posted on our website, with the last updated date revised accordingly.