



Privacy Policy

Updated as of: August 17, 2021

Welcome! We're so happy you are here and we cannot wait to help you get Restful and Restorative Sleep! Before you use our services, please read this Privacy Policy carefully. Please know that R&R Sleep, LLC. collects information about your child in order to inform sleep recommendations and create individualized sleep programs.

R&R Sleep, LLC. ("R&R", "us", "we", "our") shares your concern about the protection of your personal information online. This Privacy Policy describes the personal data collected or processed when you use the <https://www.randrsleep.com> website and related services (the "website"). It also explains how your personal data is used, shared, and protected, what choices you have relating to your personal data, and how you can contact us.

The Privacy Policy describes our privacy practices and sets out your obligations and ours with respect to your use of the website. By using the website, you agree to abide by the terms of this Privacy Policy.

BY USING THE WEBSITE, YOU CONSENT TO OUR USING ANY INFORMATION THAT YOU PROVIDE TO US OR THAT WE COLLECT, IN ACCORDANCE WITH THE TERMS AND THE TERMS AND CONDITIONS OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY AND THE TERMS, DO NOT USE THE WEBSITE.

1. Personal Information We Collect

We collect personal information from you so that we can provide you with a custom sleep program for your child. We will only collect the minimum amount of information necessary for us R&R to fulfill our obligation to you.

1.1. Data provided directly by you

- **Contact information.** When you register for services, we will ask you to complete a Sleep Intake Form for you, any other parent/guardian, and your child. You will be asked to provide your, any other parent/guardian's, and your child's names, dates of birth, occupation(s), phone numbers, e-mail addresses, and physical address(es). In addition, you will be asked to provide information regarding your child's birth history, developmental history, medical history, daily routine, sleep environment, and sleep

challenges. We use this information to: (i) create and personalize your custom sleep program and/or address your child's sleep needs; (ii) communicate with you directly about the sleep program as well as about any questions, issues or concerns you may have, and (iii) provide appropriate, comprehensive, and individualized sleep consultation services.

- **Payment information.** When you purchase a sleep package, you are required to provide payment information, such as your credit card, name, and address so that your payment for your selected service can be processed.
- **Transaction information.** When you purchase a sleep package, R&R will collect information, including the sleep package purchased and the date and time of your transaction. We will use this transaction information to fulfill your order, personalize your experience, perform analytics/identify usage trends, and inform our advertising and marketing.

1.2 Personal information generated and/or automatically collected during your use of the website.

- **IP address.** We may use your IP address to help diagnose problems with our server and to administer the website by identifying which areas of the website are most often used, and to display content according to your preferences. Your IP address is the number assigned to computers connected to the internet. This cannot personally identify you and is helpful to use for the purposes of marketing and improving our website. This type of data collection does not follow a user's activities on any other websites in any way and may also be shared with business partners and advertisers on an aggregate basis.
- **Cookies.** We also may use the information we collect about your use of online services from your browsing behavior to provide you with information that might be relevant to you through the use of "cookies". Cookies are small pieces of information that are stored on your computer by the website server. Cookies are used for record-keeping purposes—the stored information can be retrieved by the website server when you return to the website. This allows us to personalize or regulate the use of the website, and also permits R&R to tailor the appearance or presentation of the website to your preferences or interests. In general, we do not use cookies to track the navigational habits of identified users without the user's consent. If you visit our website to read or download content, much of the information we do collect is statistical only, such as the domain from which you access the internet, the date and time you access our site, and the internet address of the website from which you linked directly to our site, and not personally identifiable. We use this information about the number of visitors and their use of the website in aggregate form to make our website more useful and attractive to you.

The use of cookies is common in such activities, and they are used at most major websites. You may wish to adjust your web browser to inform you whenever a cookie is to be used, or to reject all cookies automatically. However, if you elect not to accept cookies, some parts of the website may not function properly or permit access.

- **Analytics information.** We may collect analytics data or use third-party analytics tools, such as Google Analytics, to help us measure traffic and usage trends and the demographics of our users in order to improve our website and services. You can learn more about Google's practices at <http://www.google.com/policies/privacy/partners>.

Please note that the information that you are providing to us (“Personal Data”) is voluntary and by providing this information to R&R you are giving us consent for us to use, collect, and process this Personal Data. You may opt out or request for R&R to delete your Personal Data at any point by emailing melissa@randrsleep.com.

2. How We Use Your Personal Data

In addition to the uses described above, we may collect and use Personal Data to create a customized sleep program for you and:

2.1 To provide, maintain, improve, and develop the website and services.

2.2 To communicate with you to provide support and other important messages.

2.3 To comply with legal and regulatory requirements and proceedings.

2.4 To enforce our rights. When you access or use our website or services, you are bound by our Terms of Use and this Privacy Policy. To ensure that you comply with them, we may use your Personal Data to monitor, investigate, prevent, and/or mitigate violations of our Terms of Use as well as enforce our agreements with third parties and business partners.

2.5 For other purposes disclosed at the time of collection. From time to time, we may use Personal Data for a specific purpose not contemplated by this Privacy Policy. In such an event, we will specifically disclose that to you.

3. Our Sharing and Disclosure of Personal Information

R&R will not share your personal information with third parties, with the exception of third parties mentioned in Section 5.

4. Control Over Your Personal Information

You can stop receiving promotional email communications by clicking on the “unsubscribe link” provided in such communications. You may not opt out of service-related communications (e.g., transactional communications, changes/updates to features of the services, technical and security notices). Please see our [Terms of Use](#) for more information on communications from or on behalf of R&R.

5. How We Store and Protect Your Information

- **Data storage and transfer.** Your information that we collect through the website, Sleep Intake Form, and our consultations is stored and processed in the United States. If you use the website and provide information as a visitor from outside the United States, by using and/or accessing the website and our services, you agree to this Privacy Policy and consent to the collection, transfer, storage, and processing of your information to and in the United States. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information and Personal Data, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction.
- **Retention of Data.** We retain your Personal Data for the minimum amount of time necessary to provide you with the customized sleep program and accompanying services that you requested from us. We may retain certain Personal Data for longer periods of time if necessary for legal, contractual, and accounting purposes.
- **Keeping your information safe.** We care about the security of your information and Personal Data that you provide to us is stored internally or through a data management system. Your Personal Data will only be accessed by those who help to obtain, manage, or store that information, or who have a legitimate need to know such Personal Data, such as our internet service provider and payment processors. However, no security system is impenetrable and we cannot guarantee the security of our systems. Please recognize that protecting your personal information is also your responsibility. Accordingly, we strongly recommend that you change your passwords often, use a combination of letters and numbers, make sure you use a secure browser, and otherwise take precautions when communicating your personal information on the internet. If you know or have reason to believe that any of your Personal Data has been lost, stolen, misappropriated, or otherwise compromised or in case of any actual or suspected unauthorized use of your Personal Data, please contact us following the instructions in the Contact Us section below.

6. Third-Party Websites

We provide links to third party sites. Since we do not control these websites, we encourage you to review the privacy statements posted on these (and all) third party sites. R&R is not responsible for the privacy statements or practices of sites and services controlled by other companies or organizations.

7. Children's Online Privacy Protection Act

We comply with the Children's Online Privacy Protection Act (COPPA). Therefore, the website is not intended for use by anyone under the age of 13 years, and we do not knowingly collect information from anyone under 13 years of age without the consent of a parent or guardian.

8. Region Specific Disclosures

We may choose or be required by law to provide different or additional disclosures relating to the processing of personal information about residents of certain countries, regions or states. Please refer below for disclosures that may be applicable to you:

- **California.** If you are a resident of the State of California in the United States, please [click here](#) for additional California-specific privacy disclosures pursuant to the California Consumer Privacy Act (CCPA).
 - *Shine the Light Law.* R&R does not disclose personal information to third parties for those third parties' own direct marketing purposes.
 - *Right to Know and Delete.* Consumers who are California residents have the right to know certain information about our data practices in the preceding 12 months. In particular, they have the right to request the following from us:
 - The categories of personal information we have collected about them;
 - The categories of sources from which the personal information was collected;
 - The categories of personal information about them that we disclosed for a business purpose or sold;
 - The categories of third parties to whom the personal information was disclosed for a business purpose or sold; and
 - The business or commercial purpose for collecting or selling the personal information.

In addition, in certain circumstances, California consumers have the right to delete the personal information we have collected from them.

To exercise any of these rights, California consumers should submit a request to: melissa@randrsleep.com with the Subject labeled "California Privacy Rights Request". In the request, please specify which right you are seeking to exercise and the scope of the request. We may require specific information from you to help us verify your identity and process your request. If we are unable to verify your identity, we may deny your requests to know or delete.

- *Authorized Agent.* You can designate an authorized agent to submit requests on your behalf. However, we will require written proof of the agent's permission to do so and verify your identity directly.
 - *Do Not Sell My Personal Information.* R&R does not sell personal information as the term "sell" is defined under the CCPA.
 - *Right to Non-Discrimination.* You have the right not to receive discriminatory treatment by us for the exercise of any of your rights.
- **Nevada.** If you are a resident of the State of Nevada, Chapter 603A of the Nevada Revised Statutes permits a Nevada resident to opt-out of future sales of certain covered information that a website operator has collected or will collect. To submit such a request,

please contact us at melissa@randrsleep.com with the subject line “Nevada opt-out.” Furthermore, R&R does not sell personal information as the term “sell” is defined under Nevada law NRS 603A.340.

9. Updates to This Privacy Policy

R&R will update this Privacy Policy from time to time. When we make changes to this Privacy Policy, we will change the "Effective" date at the beginning of this Privacy Policy. All changes shall be effective from the date of publication unless otherwise provided. If you do not complete or cancel your services before the date the revised Privacy Policy becomes effective, your continued access to or use of the website and related services will be subject to the revised Privacy Policy.

10. Contact Us

If you have any questions or requests in connection with this Privacy Policy or other privacy-related matters, please send an email to melissa@randrsleep.com.

Please note that email communications will not necessarily be secure; accordingly, please do not include credit card information and/or other sensitive personal information in your email correspondence with us.