

## Privacy Statement

### Definitions

1. "Mindful Labs" means Mindful Labs Inc.
2. "Service" or "Services" means products, software, services, and website provided and maintained by Mindful Labs as accessed at any time by the user, regardless of the user's account status.
- 3.

### Mindful Labs Respects Your Privacy

Mindful Labs recognizes the importance of privacy and respects your desire to store and access your information in a private and secure manner.

This Privacy Statement for [www.getmindful.co](http://www.getmindful.co) is intended to make you aware of how we handle your Personal Information. We are committed to providing you a secure, user-controlled environment for the use of our Services. At the same time, you share responsibility for maintaining privacy and security.


We encourage you to familiarize yourself with this Privacy Statement. Our Consent Form explains that, by using our website and signing up for our service, you are allowing us to process your personal information according to the provisions set forth in those documents and this Privacy Statement.

Mindful Labs is committed to transparency, accountability and choice regarding the collection and use of your personal information. If you have questions or complaints regarding our privacy statement or practices, please contact us at [support@getmindful.co](mailto:support@getmindful.co) or please write to our mailing address, addressing our Privacy Administrator, Mindful Labs Inc 12635 E Montview Blvd #224, Aurora, CO 80045.

### Your Personal Information

In the course of your relationship with Mindful Labs, we collect several types of Personal Information. "Personal Information" is information that could be used to identify you, either alone or in combination with other information. We collect such information from you when you purchase our Services, create a personal account, complete surveys and forms, and/or when you communicate with us or request information from us. Personal Information collected online can be combined with Personal Information collected offline.

1. "Registration Information" is information that we collect from you when you purchase or sign up for our Services. Examples of such information include your name, credit card information, billing and shipping addresses, and contact information, such as email address and telephone number.
2. "Proteinaceous Information" consists of proteinaceous data or data about the protein included in your sample, e.g. the structure and concentration of proteins present in your sample. Proteinaceous Information is generated when you purchase Mindful Lab' Service and your hair or skin sample is analyzed and processed. Our instructions for sample collection and shipment clearly require you to



send only your sample to our laboratory labeled with your account number and no other information that might identify you. This is done to assure your privacy when your sample and results are processed in our laboratory and on our servers. To protect your privacy, receiving personnel at the laboratory will discard any identifying information (e.g. name, address) included with samples before testing personnel receive the samples. Proteinaceous information is stored securely on our servers; the laboratory also stores your Proteinaceous Information, but labeled only with your unique account number. The laboratory conducting extraction and analysis does not have access to your name, other Registration Information, or any other Personal Information.

1. "User Content" is all information other than Proteinaceous Information or Self-Reported Information generated by users of Mindful Labs Services and transmitted, whether publicly or privately, to Mindful Labs User Content may include data, text, software, music, audio, photographs, graphics, video, messages, or other materials. For example, User Content includes emails to Customer Support. User Content does not include Proteinaceous Information or Self-Reported Information.

2. "Web Behavior Information" is information on how you use the Mindful Labs website (e.g. browser type, domains, page views) collected through log files, cookies, and web beacon technology.

#### How Personal Information is Used

Mindful Labs collects Personal Information from you for all purposes necessary to ensure the regular operation of your account and/or availability of our Services. These include, among other things, providing you with our Services; improving our Services and/or offering new products or services to you; informing you about events; inviting you to participate in specific research projects. Below we will describe the additional ways in which we use subsets of Personal Information.

#### How Registration Information Is Used

We use your Registration Information to authenticate your website visits and usage; to enable your purchase; to communicate with you about information, services, and products that you have requested; and to manage and improve our website, software, and Services. We give you the opportunity to opt out of optional communications, either through our Service or by contacting our Privacy Administrator at [info@getmindful.co](mailto:info@getmindful.co)

#### How We Use Proteinaceous Information


We use your Proteinaceous to provide you with Mindful Labs Services, customize the user experience, and enhance our features.

#### How We Use User Content and Web Behavior Information

Mindful Labs uses User Content to provide our Services and improve the overall user experience. Mindful Labs may make such User Content available to other companies, organizations, or individuals with whom Mindful Labs has relationships, and to use such User Content in connection with the provision of those services. BetaBarrel, in performing the required technical steps to provide the Services to our users, may also (a) transmit or distribute your User Content over various public networks and in various media; and (b) make such changes to your content as are necessary to conform and adapt that content to the technical requirements of connecting networks, devices, services, or media.

Web Behavior Information is collected through log files, cookies, and web beacon technology during a visit to any Mindful Labs website. Web Behavior Information is used to improve our Services and the overall user experience.

Log Files. When users visit our website, Mindful Labs gathers certain information automatically and stores it in log files. This information includes Internet Protocol (IP) addresses, browser type, Internet Service Provider, referring/exit pages, operating system, date/time stamp, and clickstream data (i.e. a



list of pages or URLs visited). We use this information, which is not designed to identify individual users, to analyze trends, administer the site, track users' movements around the site, and gather demographic information about our user base as a whole. We may, in some circumstances, need to review this automatically collected data in combination with specific Registration Information to identify and resolve issues for individual users.

#### Information Disclosure

We do not sell, lease, or rent your individual-level Personal Information without your explicit consent. As a general rule, Mindful Labs will not disclose your individual-level Personal Information to any third party, except under the following circumstances:

1. Partners or service providers process and/or store the information in order to provide you with Mindful Labs' Services.
2. We are required to do so by law (see the section below titled "Information Disclosure Required By Law").
3. You have provided explicit consent for us to do so. Mindful Labs may disclose Personal Information for the following reasons:
  1. Contact information. Mindful Labs will ask for and require your explicit consent to allow partner organizations direct access to your Registration Information.
  2. Commercial partnerships. Mindful Labs may enter into commercial arrangements to enable partners to provide our Service to their customers and/or to provide you access to their products and services. We will not provide any individual-level Personal Information to these commercial partners without your explicit consent. Mindful Labs may include your Proteinaceous and/or Self-Reported Information disclosed to these commercial partners even if you have not given consent.

#### Account Closure

If you no longer wish to participate in our Services, you may close your account by sending a request to [support@getmindful.co](mailto:support@getmindful.co). When closing an account, we remove all Proteinaceous Information within your account within thirty days of our receipt of your request. We retain limited Registration Information related to your order history (e.g., name, contact, and transaction data) for accounting and compliance purposes.


#### Email Communications

You may choose to stop or start receiving emails by changing your notifications settings by contacting us at [support@getmindful.co](mailto:support@getmindful.co).

#### Security

Mindful Labs takes seriously your privacy and respect your choice of Mindful Labs as a steward of your personal information. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of information, Mindful Labs uses a range of reasonable physical, technical, and administrative measures to safeguard your Personal Information.

#### Business Transitions



In the event that Mindful Labs goes through a business transition such as a merger, acquisition by another company, or sale of all or a portion of its assets, your Personal Information will likely be among the assets transferred. In such a case, your information would remain subject to the promises made in any pre-existing Privacy Statement.

#### Changes to This Privacy Statement

Whenever this Privacy Statement is changed in a material way, an email will be issued to all Mindful Labs users describing the changes and their consequences. After 30 days the changes will become effective.

#### Contact Information

If you have questions about this statement, please email our Privacy Administrator at:

[support@getmindful.co](mailto:support@getmindful.co)

You can also contact us at our mailing address.

Mindful Labs Inc

12635 E Montview Blvd #224, Aurora, CO 80045