

MN Mama Innovations Privacy Policy

Last Updated: September 2, 2021

MN Mama Innovations. ("MMI" "We", "Us") is sensitive to your concerns about how we use the personal information we collect from you through MMI's website (the "Site") and other plug-ins exchanging information with MMI ("Applications"). (The Site and Applications are sometimes collectively referred to as "Online Services" for simplicity.) MMI takes your privacy seriously, and has implemented this privacy policy (the "Privacy Policy") and internal policies and practices to keep your personal and financial information secure. The Privacy Policy covers MMI's treatment of the Personally Identifiable Information we collect when you use the Online Services. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information. This Privacy Policy is incorporated into our [Terms of Use and Service](#), and therefore governs your use of the Online Services. By using MMI Online Services, you accept the terms of this Privacy Policy. If you have questions or concerns about the Privacy Policy, please contact info@mnmamainnovations.com

Your California Privacy Rights

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our customers who are California residents to request and obtain from us once a year, free of charge, information about the personal information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year. If applicable, this information would include a list of the categories of personal information that was shared and the names and addresses of all third parties with which we shared information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to: info@mnmamainnovations.com.

What Information Do We Collect About Our Customers?

Personal Information. MMI requires each customer to provide us with personal information (collectively "Personally Identifiable Information") to access and use MMI products and services. Personally Identifiable Information is captured when a visitor accesses Online Services, or speaks on the phone with a MMI employee, and willingly discloses that information. This disclosure may occur when a visitor completes the Contact Us form, engages

in transactions, contacts customer service, or participates in contests, promotions, surveys, forums, content submissions, requests for suggestions, or other aspects of services offered by MMI.

Personally Identifiable Information includes but is not limited to: "Contact Us Data", such as your name, address, city, state, zip code, phone number, and email address, social media profiles which you link to your account and any other information you voluntarily provide.

Traffic Data. MMI may collect a variety of visitor data such as IP addresses, browser settings, internet service provider (ISP) information, referring/exit pages, operating systems, date/time stamps, and clickstream data (collectively "Visitor Data"). The Site may use Visitor Data to compile traffic data about the types of visitors who use the Site at specific intervals (collectively "Traffic Data").

We may use Traffic Data to analyze Site traffic, but this information is not examined for Personally Identifiable Information. We may also use Traffic Data to diagnose problems with our server, administer our Site, or display content according to your preferences. Visitor Data and Traffic Data may also be shared with business partners, affiliates, or advertisers on an aggregated and anonymous basis.

Cookies. MMI may use the standard cookie feature of major browser applications and third-party providers, including Google Analytics features (Remarketing, Google Display Network Impression Reporting, the DoubleClick Campaign Manager Integration and Google Analytics Demographics and Interest Reporting), or employ internally developed cookies and tracking codes, that allow MMI to store a small piece of data on a visitor's computer, or any other device a visitor uses to access Online Services, about his or her visit to the Site or use of Applications. MMI does not capture Personally Identifiable Information in cookies or use cookies to mine Personally Identifiable Information. You can remove persistent cookies by following directions provided in your Internet browser's "help" directory. If you reject cookies, you may still use our site, but your ability to use some areas of our site, such order forms, will be limited.

To learn how to manage Flash cookies, please [click here](#).

Users may opt out of Google's use of cookies [here](#).

Web Beacons. We may employ a software technology called clear gifs (a.k.a. web beacons), that help us track referrals from our partners and affiliates and better manage content on our site. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of web users. In contrast to cookies, which are stored on a user's computer hard drive, clear gifs are embedded invisibly on web pages and are about the size of the period at the end of this sentence. We do not tie the information gathered by clear gifs to our customers' Personally Identifiable Information.

3rd Party Tracking. The use of tracking technologies by our service providers, technology partners or other 3rd party assets (such as social media links) on the site is not covered by our Privacy Policy. These 3rd parties may use cookies, clear gifs, images, and scripts to help them better manage their content on our site. We do not have access or control over these technologies. We do not tie the information gathered to our Customers' or Users' Personally Identifiable Information.

We may collect the information of 3rd party individuals as necessary, such as to ask our customers to indicate beneficiaries of a will, record shareholders of a company, or register authorized contacts to access their MMI account. **MMI uses this information for the sole purpose of administering its services for our customers, and does not use such information for any other reason.**

If you believe that one of your contacts has provided us with your personal information and you would like to request that it be removed from our database, please contact us at info@mnmamainnovations.com.

Testimonials and Reviews. We display personal testimonials of satisfied customers received through email surveys. We ask for your specific consent as part of the survey. If you wish to update or delete your testimonial, you can contact us at info@mnmamainnovations.com. We also display customer reviews. If you provide a review that we display and wish to update or delete it, you can also contact us at info@mnmamainnovations.com.

Calls/Electronic Communications. In the regular course of our business, we may receive a confirmation when you open or click on content in an email from us, which helps us make our communications to you more useful and interesting. If you do not wish to receive email from MMI, you may unsubscribe from our mailing list by using the "Unsubscribe" link on any of the emails we send or by sending us an email at info@mnmamainnovations.com.

How Do We Use the Information We Collect and Do We Share the Information We Receive?

We use information we collect from the Online Services to communicate with you. For example, you may receive a welcome email that, and later receive communications responding to your inquiries, providing services you request. We may occasionally send service-related announcements, for example, to alert you of an update to our service offering.

Opting Out. We may send promotional emails and newsletters from time to time to users who completed the "Contact Us Form" on the site and to those who have opted in to receive such emails. Generally, you may not opt-out of service-related or transactional communications, which are not promotional. If you do not wish to receive service-related communications, you may request to be removed from our contact list by contacting Customer Care at info@mnmamainnovations.com. However, you can opt-out of promotional communications by using the "Unsubscribe" link and following the unsubscribe instructions in any electronic communication or by emailing us at info@mnmamainnovations.com.

You may choose not to provide MMI with Personally Identifiable Information or you may turn off cookies in your browser by changing its settings. If you make these decisions, you may continue to use the Online Services and browse its pages. However, MMI cannot process orders without Personally Identifiable Information.

Surveys, Sweepstakes, and Contests. We may provide you the opportunity to participate in surveys on our site, to measure customer satisfaction. If you participate, we may request certain personally identifiable information from you. Participation in these surveys, sweepstakes, or contests is completely voluntary and you therefore have a choice whether or not to disclose this information. The requested information typically includes name, email address, and mailing address.

We use this information to notify contest winners and award prizes, to monitor site traffic or personalize the site, and/or to send participants an email newsletter.

We may use a third-party service provider to conduct these surveys or contests; that company will be prohibited from using our users' personal information for any other purpose. We will not share the personal information

you provide through a contest or survey with other third parties unless we give you prior notice and choice.

We share customer information with third-parties only as follows:

Third Party Marketing. Unless specifically authorized by you, we do not provide Personally Identifiable Information to third parties for marketing purposes. If you express interest in a third party offer or purchase a package that includes a third-party offer, we may provide your Personally Identifiable Information to that third party solely in connection with the offer you have selected.

Required by Law. We may also disclose your personal information: as required by law, such as in response to a subpoena, a lawful request by a public authority, including to meet national security or law enforcement requirements, or similar legal process, and when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a legal request.

Visitor Demographics. Contact Data and Traffic Data are used to gather general statistics about our customers and visitors. We may use Demographic Data to generate collective information about our users, but not in a way that identifies any user specifically. For example, we may inform third parties about the number of registered users and unique visitors, and the pages most frequently browsed.

Service Providers. We may share your Personally Identifiable Information with companies that provide support services to us (such as a printer or email service provider), help us market our products and services, or for training purposes. These companies may need information about you in order to perform their functions. These companies are not authorized to use the information we share with them for any other purpose.

Blogs and Forums. The Site may include a publicly accessible blog and interactive forum. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them. You should use caution when deciding whether to disclose your personal information in these areas of the site. To request removal of your personal information from our community forums, contact us at info@mnmamainnovations.com. In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

Other Transfers. We may share Personally Identifiable Information and other data with businesses controlling, controlled by, or under common control with MMI. If MMI is merged, acquired, or sold, or if some or all of our assets or equity are transferred, we may disclose or transfer Personally Identifiable Information and other data in connection with the associated transactions.

Bankruptcy. In the event of a MMI bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, we may not be able to control how your personal information is treated, transferred, or used. If such an event occurs, your Personally Identifiable Information may be treated like any other MMI asset and sold, transferred, or shared with third parties, or used in ways not contemplated or permitted under this Privacy Policy. In this case, you will be notified via email and/or a prominent notice on our site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

Links and Social Media

Third-Party Websites. MMI may maintain links to other websites and other websites may maintain links to the Online Services. This Privacy Policy applies only to MMI.com and not to other websites accessible from MMI or that you use to access MMI, each of which may have privacy policies materially different from this Privacy Policy. If you visit other websites, MMI is not responsible for the privacy practices or content of those sites. It is your responsibility to review the privacy policies of non-MMI websites to confirm that you understand and agree with them.

Social Media Widgets. Our website includes social media features, such as the LinkedIn button and widgets. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these features are governed by the privacy policy of the company providing it.

Accessing and Changing Your Contact Information

Upon request MMI will provide you with information about whether we hold any of your personal information. In certain circumstances we may be required by law to retain your personal information, or may need to retain your personal information in order to continue providing a service. Please review

the information below to access, correct, or request deletion of your personal information.

User Contact Access Information. MMI will give you information about your contact information. This may include information about the nature and status of your order, information you provided to process your order, payment information, and contact information.

User Access to and Ability to Update Personally Identifiable Information. If you no longer desire our services, or if you want to remove your Personally Identifiable Information from our internal data, you may terminate your account by contacting Customer Care at info@mnmamainnovations.com. We will respond to your request as soon as we can, but certainly within 30 days.

Data Retention. At minimum, we will retain your information for as long as needed to provide you services, and as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. MMI may maintain some or all of this data in its archives even after it has been removed from the Site.

How Secure Is the Personal Information We Collect?

Our Commitment to Data Security. We strive to make certain that our servers and connections incorporate the latest encryption and security devices. We have implemented physical, electronic, and managerial procedures to safeguard and secure the information we collect. All information is transmitted by secure servers (SSL). Unfortunately, no data transmission is guaranteed to be 100% secure and we therefore cannot guarantee the security of information you transmit to or from the Site, Applications, or through the use of our services, and you provide this information at your own risk. ACCORDINGLY, WE DISCLAIM LIABILITY FOR THE THEFT, LOSS, OR INTERCEPTION OF, OR UNAUTHORIZED ACCESS OR DAMAGE TO, YOUR DATA OR COMMUNICATIONS BY USING THE SITE, APPLICATIONS, AND OUR SERVICES. YOU ACKNOWLEDGE THAT YOU UNDERSTAND AND ASSUME THESE RISKS.

IF YOU BELIEVE YOUR PRIVACY HAS BEEN BREACHED THROUGH USE OF OUR WEBSITE, APPLICATIONS, OR OTHER SERVICES PLEASE CONTACT US IMMEDIATELY AT (612) 234-5211.

Enforcement. We periodically review this Privacy Policy and our compliance with it to verify that both are accurate. We encourage you to contact us with any concerns, and we will investigate and attempt to resolve any complaints and disputes about our privacy practices.

Changes to this Policy. At any time, we may update this privacy policy to reflect changes to our information practices. If we make any material changes a notice will be posted on this page along with the updated Privacy Policy prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

Contact Us. If you have any questions regarding our Privacy Policy, please contact us:

info@mnmamainnovations.com

(612) 234-5211