

The Happy Start's Privacy Statement and Policy
Last updated on December 10, 2025

This Privacy Statement ("Privacy Statement") describes the privacy practices applicable to The Happy Start, LLC and their respective affiliates (collectively, "The Happy Start", "THS", "we", "us" or "our"), which operate www.thehappystart.com (the "Site"), respectively. This Privacy Statement informs individuals ("user(s)", "you" or "your") about our collection, use, disclosure, and protection of information we collect from you and applies to information we collect or process whenever you interact with us, including when you visit our Site or any other The Happy Start platform; apply for a job opportunity; provide services on our behalf; enroll in one of our contests, sweepstakes, programs, or other promotions; purchase our products or otherwise receive our services, including developmental activities and our pediatric expert tips (collectively "information" or "user information"). This Privacy Statement applies to The Happy Start, the Site, other The Happy Start platforms, and all products and services offered by The Happy Start (collectively, the "Offerings"). It does not apply to information collected by any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Site. If you do not agree with this Privacy Statement, please do not access or use any of the Offerings, which includes our products and services.

What information does The Happy Start collect, and how does it collect such information?

How We Collect Information

The Happy Start collects and uses information when a user:

- visits the Site;
- visits to our pediatric expert content using QR codes;
- communicates with us via email, live chat, or any other means (for example, sends us a question);
- calls us;
- sends mail to us;
- purchases a product or service from The Happy Start;
- registers for, or accesses any of the Offerings;
- logs-in to any of the Offerings with credentials from a third-party site; participates in a The Happy Start contest, sweepstakes, giveaway, or other promotion;
- registers for The Happy Start's blog, newsletter, or other communications; or
- uses other features of any of the Offerings that may be offered from time to time.

In addition, The Happy Start collects and uses information about users when:

- an applicant for employment with The Happy Start sends us his or her information;
- we engage service providers to provide The Happy Start services; and
- we engage in sales and marketing efforts, including through third-party vendors.

We also use various technologies to automatically collect information about users, including information about their online behavior and devices. Information collected through technology includes usage details, IP addresses, geolocation information, operating systems, browser types, unique device identifiers, and other information about browsing activity, device, and internet connection.

Third-party advertising companies and our service providers may also use cookies and other technologies to collect information about users and their activities on the Offerings, and other websites for a variety of purposes, including providing users with advertisements that may be of interest to them on the Site or other Offerings, and third-party sites. This type of advertisement customization is sometimes referred to as “online behavioral” or “interest-based” advertising. The use of tracking technologies by third parties via the Offerings is subject to those third parties’ privacy policies, and not this Privacy Statement. Please see the section below for information about how you can opt out of some forms of interest-based advertising.

A do not track signal (“DNT”) prevent web applications from tracking you, you can learn more about DNT at <https://allaboutdnt.com>. The Site does not respond to “Do Not Track” or other automated signals on browsers.

Cookies we use may include, but are not limited to:

- Google Analytics. For more information on how Google Analytics uses data, click [here](#). To opt out of Google Analytics cookies, visit www.google.com/settings/ads and tools.google.com/dlpage/gaoptout.
- Meta. Meta may use cookies, web beacons, and other storage technologies, including the Meta Pixel, to collect or receive information from the Sites and elsewhere on the Internet and use that information to provide measurement services, target and deliver ads.
- Facebook Custom Audiences. You may opt out of Facebook Custom Audiences by logging into your Facebook account and changing your privacy or advertising settings as per Facebook's opt out instructions. Please note that we do not control how other parties manage their opt-out processes.
- YouTube. For more information on how YouTube uses data, click [here](#).
- TikTok. For more information on how TikTok collects or receives personal information through cookies and other similar technologies, visit tiktok.com/legal/page/us/privacy-policy/en.

What We Collect

We may collect the following information from users:

- Information that can be used to identify you, such as your name, address, email address, sex and gender, telephone number, date of birth, and employment history, as well as your child's name and relationship to child (collectively, "personal information");
- Demographic information, such as your occupation, marital status, ethnicity, religion, country of origin, city of origin, education, language preference, number of people in your living unit by age, household income, property type and characteristics, land/home value, dwelling type, and asset value;
- Operating system of computer, tablet, and/or mobile phone device;
- Company name;
- Gifting, referral, and family relationships;
- Information regarding Site and other visits to any of the Offerings, such as the type of browser and operating system, the domain name, the Internet service provider, which pages are visited and for how long, geographic location, and the unique number (such as IP address) assigned to a server or Internet connection; and
- Information associated with a user's social media or third-party account, if used to log-in to the Site or other Offerings.

If payment information is processed, including credit card information, it is processed by third parties and third-party processing applications, such as Shop Pay, PayPal, and Klarna, and not by The Happy Start. We do not have access to the credit card and payment information collected by those third parties and you should review their privacy policies before submitting your information to them.

You may refuse to supply information, but it may prevent you from using the Offerings, or engaging in certain interactions with us, such as seeking employment with us.

We may process additional information in the context of fraudulent transactions and/or other legal or regulatory obligations applicable to The Happy Start.

By submitting any such information to The Happy Start, you agree that THS may collect your information and you consent to the collection, use, disclosure, and transfer of such information in accordance with this Privacy Statement and as permitted by applicable law. For information on how to withdraw your consent to our collection of personal information, see below.

For what purposes does The Happy Start process information?

We process information for various purposes, including:

- to comply with relevant legal and regulatory requirements;
- to be able to deliver and provide our Offerings;
- to provide relevant information to, and respond to questions from, users, including from parents about their child's development;
- to process payments;
- to create, manage, and administer accounts;
- to answer questions and/or comments received from users; to administer, fulfill, and enforce contractual obligations;
- to keep users informed about our current and future Offerings;
- to learn about and analyze users' demographics, interests, behaviors, and relationships for marketing and other similar purposes;
- to promote our Offerings, including through online behavioral advertising;
- to conduct web analytics, including analyzing usage patterns on the Site and other The Happy Start platforms;
- to manage our business and support business functions; to evaluate job applicants;
- to develop new Offerings;
- to notify you of product recalls or safety issues;
- to enter into business relationships with service providers and other third parties; and
- to improve the quality and security of the Offerings; and
- for any purpose to which you consent.

We may combine the information we collect with publicly available information and information we receive from our parent, affiliate, or subsidiary companies, business partners, and other third parties. We may use that combined information to enhance and personalize your experience with us, to communicate with you about products, services, and events that may be of interest to you, for promotional purposes, and for other purposes described in this Privacy Statement and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to.

To which parties does The Happy Start share information?

We may share with third parties, without restriction, information that is not personal information or has been deidentified or anonymized such that the third party cannot personally identify you from the information we share.

We share personal information with contractors, service providers, business parties, advertisers and other third parties that we engage to provide services to us or to support our business and who are bound by contractual obligations to keep personal information confidential. The parties involved in the above processes may only process information when reasonably necessary for any of the purposes stated above and pursuant to our instructions.

We may share or transfer personal information if we enter a business transaction such as a merger, acquisition, reorganization, bankruptcy, or sale of some or all

of our assets, or in preparation for any of these events in accordance with applicable laws.

We may disclose personal information if we believe that any of the Offerings are being used to commit unlawful acts; if disclosure of information is required to comply with applicable laws or regulations or with a court or administrative order or will help to enforce any applicable terms of use; to protect your safety or security, including the safety and security of property that belongs to you; to protect the safety and security of the Site other The Happy Start platform, or third parties; to enforce our Terms of Service or other agreements; or as otherwise permitted by applicable laws.

We may also share your personal information with other parties based on your consent.

When we obtain information about you, we may transfer, process, and store such information outside of the country in which you reside, including in the United States. By using the Services, you consent to the transfer to and processing and storage of your information in countries outside of your country of residence, which may have different data protection laws than those in the country where you reside. If you are located outside the U.S., please be advised that by submitting information to The Happy Start or by using our products, the data protection laws and regulations that apply to your personal information transferred to the United States or other countries may be different from the laws in your country of residence.

The EU, for example, does not consider U.S. privacy safeguards to be adequate to protect personal information. When we collect information from outside of the U.S., we may rely on various mechanisms to transfer and process that information in the U.S. Such mechanisms include but are not limited to: your consent; the establishment, exercise, or defense of legal claims; legal arrangements such as data protection clauses; and the performance of a contract. If we rely solely on your consent, and not another mechanism, you have the right to withdraw your consent by contacting hello@thehappystart.com if you are located in the United States or Canada.

Children under the age of 13

If a user places certain purchases based on his or her child's age, we specifically also collect and process the name and date of birth of the child. Your provision of such information constitutes your consent to such processing. Furthermore, if a user provides us with additional information about his or her child when interacting with us (online, email, phone, etc.), we will also collect and process that information.

We will limit our collection of personal information of children to no more than is reasonably necessary for operation of the Site. You may request access to

personal information we have collected about your children, or request that such information be changed or deleted, by contacting us at hello@thehappystart.com

What rights and choices do users have?

Accessing and Changing Your Information. If you have an account with us, you can review and change the personal information associated with your account by logging into your account and visiting your account profile page. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Opt-Out of Marketing. You may opt-out of receiving marketing solicitations directly from us by contacting hello@thehappystart.com if you are in the United States or Canada. Even if you opt-out, we may still use and share the information we collect for non-marketing purposes.

Unsubscribe from Emails. Our marketing emails will include an automated way for you to opt out (unsubscribe) from marketing emails sent by us. To unsubscribe, please follow the instructions in the email you receive.

Interest-Based Advertising: Although we do not control third parties' collection or use of your information to serve interest-based advertising or other targeted content, a number of these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted advertisements from members of the Network Advertising Initiative by visiting <https://optout.networkadvertising.org/>

Notice to California Residents. If you are a California resident, you have additional rights with respect to your information, as set forth in our California Privacy Statement in Section 8 below.

Notice to Canadian Residents. If a user is a Canadian resident, he or she may have the right to access and rectify the personal information we hold about them in accordance with the laws applicable in the province in which he or she resides. If a user believes that their personal information is inaccurate, incomplete, or no longer up to date, or wishes to access such personal information, he or she may send a request to hello@thehappystart.com. We will respond to a user's request if and as required by the Personal Information Protection and Electronic Documents Act or other applicable laws.

How does The Happy Start secure information?

Although we employ technical and organizational controls that we believe are reasonably appropriate to protect personal information, including the use of secure databases for personal information, we cannot guarantee that our security precautions will protect against the loss or misuse of information. Similarly, we cannot guarantee the privacy or security of information you transmit over the

Internet or that may be collected in transit by others, including contractors that provide services to us.

How long does The Happy Start keep information?

We keep information for as long as necessary for the purposes mentioned in this Privacy Statement, including for the fulfillment of our contractual and legal obligations and for as long as a user accepts marketing communications from us. We may also process and retain information for other purposes, if and/or for as long as the law allows us to retain it for certain purposes. This includes defense against possible legal claims.

If you request that we delete your personal information in accordance with the provisions outlined above, we'll do our best to carry out your request as soon as possible, but we cannot promise deletion will occur within a specific timeframe. In addition, there may be circumstances where we will not be able to honor your request. For example, if you request 100% deletion, we may still need to retain certain personal information to complete a transaction you initiated, to comply with legal and/or regulatory obligations, to notify you of product recalls or safety issues, if we become aware of abuse or other violations of our Terms of Service, or for other permitted purposes. If you request that we delete your information, it may affect our ability to provide you with products and services and may affect your ability to use the Site.

Other websites and links

The Offerings may contain links to other websites. We are not responsible for the information collection or privacy practices of other websites. You should consult the privacy policies of other sites before you visit those sites or provide any information to those sites. Social networking sites may connect your visit to the Offerings with your information. We do not control the privacy practices of such third-party sites.

Changes to this Privacy Statement

We reserve the right, in our discretion, to supplement, or change this Privacy Statement and implement new or revised privacy policies in particular countries or regions at any time and from time to time. The most recent version of our Privacy Statement can be found on the Site and other THS platforms. The date this Privacy Statement was last updated is at the top of this page. We therefore recommend that users visit this website regularly to learn more about the information we process. If we materially change the way we process users' information or if we need to notify our users of a material change to the information we hold about them, we will contact those users by emailing them or otherwise notifying them in writing.

By continuing to access or use the Offerings after changes to this Privacy Statement become effective, you agree to be bound by the terms of the revised Privacy Statement.

Questions

We are of course happy to answer questions from users regarding the processing of their information by The Happy Start. If located in the United States or Canada, Users can contact THS by hello@thehappystart.com.



The Happy Start's Privacy Policy for CALIFORNIA RESIDENTS
Last updated on December 12, 2024.

This Privacy Statement for California Residents supplements the information contained in the general Privacy Statement of The Happy Start, LLC and their respective affiliates (collectively, "The Happy Start," "THS", "we," or "us"), which is incorporated in this Privacy Statement by this reference. This Privacy Statement applies to California residents from whom we collect personal information ("consumers" or "you"), including when you visit www.thehappystart.com (the "Site") who reside in the State of California. We adopt this Privacy Statement to comply with the California Consumer Privacy Act of 2018 (as amended from time to time, the "CCPA") and any terms defined in the CCPA have the same meaning when used in this Privacy Statement.

Section 1. Information We Collect

This Site collects information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household ("personal information"). Personal information does not include (i) publicly available information from government records; (ii) deidentified or aggregated consumer information; and (iii) information excluded from the CCPA's scope, such as health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) and personal information covered by

certain sector-specific privacy laws, including the Fair Credit Reporting Act (FRCA), the Gramm-Leach-Bliley Act (GLBA), California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994.

In particular, within the last 12 months, The Happy Start has collected the following categories of personal information:

a. Identity Data

What we collect: Name, postal address, email address, phone number

b. Sensitive Personal Information ("SPI")

What we collect: Race or ethnicity, gender or gender identity

c. Customer Records Data

What we collect: Name, address, email address, phone number, profession category

d. Protected Class Data

What we collect: Age, gender, marital status

e. Commercial Data

What we collect: Records of products and services purchased, obtained or considered

f. Internet Use Data

What we collect: Browsing history, search history, information regarding your interaction with the Site

g. Location Data

What we collect: Geolocation data

h. Professional Data

What we collect: Current profession.

i. Inferences

What we collect: We look at browsing history to infer what type of parenting information a user is interested in.

Section 2. Purpose for Collection of Personal Information.

In addition to the business or commercial purposes for collection described above, we have in the preceding 12 months collected all categories of personal information described above for the following purposes:

- To process your requests, purchases, payments, and transactions and to prevent transactional fraud.

- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To create, maintain, customize, and secure your account with us.
- For testing, research, analysis, and product development, including to develop and improve this Site and our products and services.
- To provide, support, personalize, and develop this Site and our products and services.
- To help maintain the safety, security, and integrity of this Site and our products, services, databases, other technology assets, and business.
- To deliver content and product and service offerings relevant to your interests, including targeted offers and ads through this Site, third-party sites, and via email or text message (with your consent, where required by law).
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise permitted by the CCPA.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice. We will continue to collect the categories of personal information described above from the sources and for the business or commercial purposes described above.

Notwithstanding the foregoing, we use sensitive personal information only to the extent necessary for providing products or services to consumers.

Section 3. Disclosures of Personal Information for a Business Purpose

We share your personal information for a business purpose to the following categories of third parties:

- Service providers.
- Advertising networks.
- Data analytics providers.
- Operating systems and platforms.

When we disclose your personal information to a service provider, we enter into a contract with the service provider that describes the business purpose for which your personal information is disclosed and restricts the service provider from using your personal information for any purpose except performing the contract.

In the preceding 12 months, we have disclosed to these third parties the following categories of personal information for a business purpose:

- Identity Data.

- Customer Records Data.
- Internet Use Data.

Section 4. Sale or Sharing of Personal Information

In the preceding 12 months, we have not sold personal information to any third party.

Section 5. Your Rights and Choices

The CCPA provides you as California residents with specific rights regarding your personal information. This section describes your CCPA rights and explains how to exercise those rights.

Right to Access/Data Portability

You have the right to access personal information which we may collect or retain about you. If requested, we shall provide you with a copy of your personal information which we collect to the extent required by the CCPA. You also have the right to receive your personal information in a structured and commonly used format so that it can be transferred to another entity.

Right to Know

You have the right to request that we disclose the following about your personal information, as defined by the CCPA:

- The specific personal information we may collect;
- The categories of PI we may collect;
- The categories of sources from which we may collect your personal information;
- The business purpose(s) for collecting or sharing your personal information;
- The categories of personal information we may disclose for business purposes; and
- The categories of third parties to whom we may share your personal information.

Right to Correct/Right to Rectification

In certain circumstances, you have the right to request correction of any inaccurate personal information. Upon verifying the validity of a verifiable consumer correction request (as further described in this Section 5), we will use commercially reasonable efforts to correct your personal information as directed, taking into account the nature of the personal information and the purposes of maintaining your personal information.

Deletion Rights

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see Exercising Access, Correction, Limitation, Data Portability, and Deletion Rights), we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies. We may deny your deletion request if retaining the information is necessary for us or our service providers to:

Complete the transaction for which we collected the personal information, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.

Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.

Debug products to identify and repair errors that impair existing intended functionality.

Exercise free speech, ensure the right of another consumer to exercise that consumer's free speech rights, or exercise another right provided for by law.

Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).

Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the achievement of the research, if you previously provided informed consent.

Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.

Comply with a legal obligation.

Make other internal and lawful uses of the information that are compatible with the context in which you provided it.

Exercising Access, Correction, Limitation, Data Portability, and Deletion Rights

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by visiting <https://privacy.TheHappyStart.com>.

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. You may only make a verifiable consumer request for access or data portability twice within a 12-month period. Users

may use an authorized agent to submit a request if the agent has the user's legal power-of-attorney or the user provides the agent signed permission, verifies the user's identity with us, and confirms with us that the user provided the authorized agent permission to submit the request. We may deny or limit the response to requests where we are unable to verify a user's identity or the authorized agent's authority, or we suspect fraudulent or malicious activity. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

Making a verifiable consumer request does not require you to create an account with us, but we may require authentication of the consumer that is reasonable in light of the nature of the personal information requested. However, we do consider requests made through your password protected account sufficiently verified when the request relates to personal information associated with that specific account.

We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request. Users have the right not to receive discriminatory treatment for exercising CCPA privacy rights.

For instructions on exercising sale opt-out rights, see Personal Information Sales Opt-Out and Opt-In Rights.

Response Timing and Format

We endeavor to respond to a verifiable consumer request within 45 days of its receipt. If we require more time (for a maximum total of 90 days), we will inform you of the reason and extension period in writing. If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically.

Any disclosures we provide will only cover the 12-month period preceding the receipt of a verifiable consumer request. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless the request is excessive, repetitive, or manifestly unfounded. If we determine

that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request. Alternatively, we may decline to respond to the request and notify you of our reason for doing so.

Section 6. Personal Information Sales Opt-Out and Opt-In Rights

If you are 16 years of age or older, you have the right to direct us to not sell your personal information at any time (the “right to opt-out”). We do not sell the personal information of consumers we actually know are less than 16 years of age, unless we receive affirmative authorization (the “right to opt-in”) from either the consumer who is at least 13 years of age and less than 16 years of age, or the parent or guardian of a consumer less than 13 years of age. Consumers who opt-in to personal information sales may opt-out of future sales at any time.

To exercise the right to opt-out, you (or your authorized agent) may submit a request to us by visiting our “Do Not Sell or Share My Personal Information” webpage. If your authorized agent submits a request on your behalf, the authorized agent must provide either (1) a copy of your written permission for the authorized agent to submit a request on your behalf and information sufficient to verify the authorized agent’s identity or (2) power of attorney pursuant to California’s Probate Code.

You do not need to create an account with us to exercise your opt-out rights. We will only use personal information provided in an opt-out request to review and comply with the request.

Once you make an opt-out request, we will wait at least 12 months before asking you to reauthorize personal information sales. However, you may change your mind and opt back into personal information sales at any time by contacting us as set forth in Section 10 below.

Section 7. Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits or imposing penalties.
- Provide you a different level or quality of goods or services, including denial of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives permitted by the CCPA that can result in different prices, rates, levels, or quality of goods or services. Any CCPA-

permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt-in consent, which you may revoke at any time.

Section 8. Other California Privacy Rights

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of this Site that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to hello@thehappystart.com

Section 9. Changes to this Privacy Statement

The Happy Start reserves the right to update or change this Privacy Statement at any time. When we make changes to this Privacy Statement, we will post the updated notice on this Site and update the date on which this Privacy Statement was last updated. The date this Privacy Statement was last updated is at the top of this page. You are responsible for periodically reviewing this Site and this Privacy Statement to check for any updates or changes. Your continued use of this Site or our products following the posting of changes constitutes your acceptance of such changes.

Section 10. Contact Us

If you have any questions or comments about this Privacy Statement or our privacy practices, your choices and rights regarding use of your personal information, or wish to exercise your rights under California law, please contact us at:

Email: hello@thehappystart.com

Postal Address: The Happy Start, LLC, 9436 Coach Line Ave, Plain City, OH 43064