

## Privacy Policy

Effective Date: 9/11/2024

**Women Healthcare Leaders for Progress** is committed to protecting your privacy. We have created this Privacy Policy to explain what personal information we collect about you when you use our website and all related websites and web-based applications (our “Sites”), how we use that information, and how we share it with others. We encourage you to read this Privacy Policy and reach out to us using the contact methods at the end of the Privacy Policy if you have any questions.

This Privacy Policy incorporates the Terms and Conditions found on our website by clicking [here](#).

This Privacy Policy does not apply to third-party websites, products, or services, even if they may link to our website or if our site links to them. We recommend that you review the privacy practices of those third parties before connecting accessing third party websites and sharing any personal data.

Unless otherwise indicated, for the purposes of this Privacy Policy, “personal information” means individually identifiable information about an individual consumer collected online by the operator and maintained by the operator in an accessible form. Personal information does not include “aggregate” or other non-personally identifiable information. Aggregate information is information that we collect about a group or category of products, service, or users that is not personally identifiable or from which individual identities are removed.

### 1. Personal Information We Collect

We may collect the following personal information about you via our Sites:

#### a. Personal Information You Provide Us

We may ask you to provide us with certain categories of information on our Sites when you contact us, access your account, or otherwise interact with us on the Sites. Additionally, we may receive information about you if you contact us directly or send us any messages and/or attachments. This may include your name, physical address, billing address, email address, telephone number, credit card information (via our third party payment processor) and any other personal information that you choose to share with us on our Sites.

#### b. Personal Information Collected or Stored As You Access and Use Our Sites

We may also collect other types of personal information automatically, including your IP address, browser type, internet service provider, and operating system. We use this information to improve our products and services and advertise to you.

In addition to any personal information or other information that you choose to submit to us via the Sites, we and our third-party service providers may use a variety of technologies that automatically (or passively) store or collect certain information whenever you visit or interact with our website (“Usage Information”). This Usage Information may be stored or accessed using a variety of technologies that may be downloaded to your personal computer, browser, laptop, tablet, mobile phone or other device (“Device”) whenever you visit or interact with the Sites.

To the extent we associate Usage Information with your personal information we collect directly from you on the Sites, we will treat it as personal information. Usage Information may include:

- your IP address, UDID, advertising identifier or other unique identifier (“Device Identifier”). A Device Identifier is a number that is automatically assigned to your device used to access the Website, and our computers identify your device by its device identifier;

- your device functionality, including browser, operating system, hardware, mobile network information;
- the URL that referred you to the Sites;
- the areas within the Sites that you visit and your activities there, including remembering you and your preferences;
- your device location;
- your device characteristics;
- certain other device data, including the time of day you access the Sites and other usage information

### c. Cookies and Similar Tracking Technologies

We may use various methods and technologies to store or collect information which may be linked to you. We use and allow third parties to use essential and non-essential cookies, online tracking tools, web beacons, and similar technologies (collectively, “cookies”) on the Sites. We collect and process this information to support the functionality on the Sites and to better understand your preferences.

Cookies on the Sites generally fall into the following categories:

- **Strictly Necessary Cookies:** These are required for the operation of the Sites. They include, for example, cookies that enable you to log into secure areas. These cookies are session cookies which are erased when you close your browser.
- **Analytical/Performance Cookies:** These allow us to recognize and count the number of users of the Sites and see how such users navigate through the Sites. This helps improve how the Sites work, for example, by ensuring that users can find what they are looking for easily. These cookies are session cookies which are erased when you close your browser.
- **Functional Cookies:** These improve the functional performance of the Sites and make it easier for you to use. For example, cookies are used to remember that you have previously visited the Sites and asked to remain logged into it. These cookies are session cookies which are erased when you close your browser.
- **Targeting Cookies:** These record your visit to the Sites, the pages you visit and the links you follow so we can recognize you and track your activity on the Sites and other websites you visit. These cookies are persistent cookies because they remain on your device for us to use during your next visit to the Sites. You can delete these cookies via your browser settings.

**Use of Cookies.** We advertise in a number of ways, including online through managed social media presences, and on other unaffiliated sites and mobile applications. To understand how our advertising campaigns are performing, we may collect certain information via cookies on the Sites through our advertising service providers. The information we collect includes IP addresses, the number of page visits, pages viewed via the Sites, search engine referrals, browsing activities over time and across other websites following your visit to the Sites, and responses to advertisements and promotions on the websites and applications where we advertise.

We also use certain information to identify new visitors to the Sites, recognize returning visitors, advertise on other websites and mobile applications not affiliated with us, analyze the effectiveness of our advertisements, better understand our audience, customers, or other visitors to the Sites, and determine whether you might be interested in new products or services.

Your browser may give you the ability to control cookies. How you do so, however, depends on your browser and the type of cookie. Certain browsers can be set to reject all browser cookies. If you configure your computer to block all cookies, you may disrupt certain web page features, and limit the functionality we can provide when you visit or use the Sites, however you will still have access to the Sites.

Various third parties are developing or have developed signals or other mechanisms for the expression of consumer choice regarding the collection of information about an individual consumer's online activities over time and across third-party websites or online services (e.g., browser do not track signals). Currently, we do not monitor or take any action with respect to these signals or other mechanisms, unless otherwise required by applicable law.

## **2. How We Use Your Personal Information**

We generally process and use the personal information we collect from you in the following ways:

- Provide, operate, and maintain the Sites
- Improve, personalize, and expand the Sites
- Understand and analyze how you use the Sites
- Develop new features and functionalities
- Communicate with you in accordance with your preferences to provide you with updates and other information relating to the Sites, and for marketing and promotional purposes through email and any other channels you choose to communicate with us
- To process your information, including verifying your information is active and valid
- To contact you with regard to your use of the Sites and, in our discretion, changes to the any of the website and/or any of the Sites' policies
- To prevent unauthorized, improper, or illegal activities on the Sites
- For internal business purposes
- For purposes disclosed at the time you provide your information or as otherwise set forth in this Privacy Policy or for any other legal purpose not inconsistent with this Privacy Policy
- We may also use your personal information: (1) to specifically target relevant advertisements or content to you, including making recommendations based on your activities; (2) to understand the usefulness to you of the advertisements or content that have been delivered to you; and (3) when you comment to or add content to the Sites.

## **3. Personal Information We Share with Third Parties**

We may share personal information collected via the Sites in the following ways.

### **a. Our Service Providers**

We may share personal information with our third-party providers to help operate and provide our services, such as processing your payment information and shipping products.

### **b. When You Request Information From or Provide Information to Third Parties**

You may be presented with an option on the Sites to receive certain information and/or marketing offers directly from third parties or to have us send certain information to third parties or give them access to it.

### **c. For Analytics, and to Deliver Marketing and Advertising**

We may also provide third parties with access to your personal information to carry out the services that they are providing for us. Third-party analytics such as Google Analytics may collect and access information about you. This may permit tailored advertising when you visit other websites. We use this information to understand how you and others are visiting our website. We collect information such as the part of the webpage clicked, number of webpages visited, duration on each webpage, length of time of each session, and error messages, if any, to improve our website and provide you with a better experience. To learn more about Google Analytics, please click [here](#). To opt out of such third-party tracking, Google Analytics, please click [here](#).

We may also share your personal information with any legal and government regulatory authorities in response to their request for information or to assist in investigations. We may also disclose your personal information to third parties in connection with claims, disputes or litigation, or when otherwise required by law or to protect our legal rights.

#### **d. To Protect Our Rights and The Rights Of Others**

To the fullest extent permitted by applicable law, we may also disclose your information if we believe in good faith that doing so is necessary or appropriate to: (i) protect or defend our rights, safety or property of us or third parties (including through the enforcement of this Privacy Policy and other applicable agreements and policies); or (ii) comply with legal and regulatory obligations (e.g., pursuant to law enforcement inquiries, subpoenas, or court orders). To the fullest extent permitted by applicable law, we have complete discretion in electing to make or not make such disclosures, and to contest or not contest requests for such disclosures, all without notice to you.

#### **e. Affiliate and Business Transfer**

We may share your personal information with our affiliates. We also reserve the right to disclose and transfer all such information: (i) to a subsequent owner, co-owner or operator of the Sites or applicable database; or (ii) in connection with a merger, consolidation, restructuring, the sale of substantially all of our interests and/or assets or other corporate change, including during the course of any due diligence process.

### **4. Exercising Choices and Preferences**

You may opt-out of any emails that we send for advertising or other promotional purposes by clicking the “unsubscribe” links provided at the bottom of those emails.

California Civil Code Section 1798.83 (“Shine the Light” Law) permits California residents who have supplied personal information, as defined in the statute, to us to, under certain circumstances, opt-out on a going forward basis of any such sharing or receive more information about such practices, if any. **Women Healthcare Leaders for Progress** does not currently share personal information for these purposes. You may send any inquiries or questions regarding this policy to us using the contact information provided below.

### **5. Children’s Information**

Our Sites are not intended for children. We do not knowingly collect any personal information from children under the age of 13. If you think that your child provided this kind of information on the Sites, we strongly encourage you to contact us immediately, and we will do our best efforts to promptly remove such information from our records.

### **6. Updates to this Privacy Policy**

Please note that **Women Healthcare Leaders for Progress** reviews its privacy policies from time to time and may update this policy accordingly. We recommend that you review this page periodically as these policies are subject to change.

## **7. Contact Information**

For questions or concerns regarding this Privacy Policy or your information, we can be contacted via the methods listed below:

- **Email us** at [info.whlp@gmail.com](mailto:info.whlp@gmail.com)
- **Write us** at 1136 5<sup>th</sup> Ave. NY, NY 10128