

Privacy Policy

This Privacy Policy ("Policy") applies to YouWaggle.com and You Waggle, LLC ("Company") and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to the Company include YouWaggle.com and the You Waggle, LLC mobile application. The Company's Platform is a digital lifestyle management tool. By using the Company's Platform, you consent to the data practices described in this statement.

Collection of your Personal Information

In order to better provide you with products and services offered, the Company may collect personally identifiable information, such as your:

- First and last name
- Email address
- Phone number

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services. These may include: (a) registering for an account; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting payment information through the app store providers when ordering and purchasing products and services. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

Subscriptions and In-App Purchases

You Waggle may offer free and paid subscription tiers (for example, Premium). Purchases are processed through the app store providers (Apple In-App Purchase on iOS and Google Play Billing on Android). We do not receive your full payment card number from Apple or Google. We may receive and store purchase information such as subscription status, product identifiers, transaction identifiers, and expiration dates in order to provide Premium access and manage subscriptions.

App Permissions

The You Waggle app may request access to the following device features to provide core functionality:

- **Camera:** To take photos of your items directly in the app.
- **Photo Library:** To allow you to upload images of your products or wishlist items.
- **Contacts (if applicable):** To help you connect with others in your circle (only with explicit permission).

You will be asked to grant permission before any access is made, and you can change these settings at any time in your device's privacy settings.

User-Uploaded Content

In addition to personal information, You Waggle allows users to upload images of products, wishlist items, and other digital content. These images may be:

- Uploaded directly from a user's personal device (e.g., camera or photo gallery)
- Sourced from external websites (such as product images from company websites)

When you upload an image, it is stored on our secure servers and associated with your account to support the Platform's features.

Device Permissions and User Consent

When You Waggle requests access to device features (such as your camera or photo library), a system prompt will appear asking for your permission. We only access this data if you grant permission, and any images or files selected may be uploaded to our secure servers to enable app features like organizing and sharing your items or wishlist. By granting access and uploading content, you consent to this data processing. You can manage permissions at any time in your device settings.

Consent to Receive Communications

By creating an account on the Platform or using the You Waggle, LLC mobile application, you agree to receive SMS notifications, alerts, and other communications from You Waggle, LLC. These communications may include, but are not limited to, updates about your account, service-related announcements, and promotional messages. Message and data rates may apply based on your carrier's terms.

You acknowledge that you have provided your express consent to receive such communications by opting in during the registration process or through other interactions with the Platform. If you wish to withdraw your consent, you may do so at any time by replying "STOP" to the SMS notification or by contacting customer support at support@youwaggle.com. Even after opting out, you may still receive messages related to your account or transactions unless you cancel your account.

In compliance with the Telephone Consumer Protection Act (TCPA), all SMS communications will clearly identify the sender and provide recipients with an option to opt-out by replying "STOP." SMS opt-out requests will be processed within a reasonable time frame. Standard message and data rates may apply.

In compliance with the CAN-SPAM Act, the Company will include a clear unsubscribe mechanism in promotional emails, honor opt-out requests promptly, and include our physical mailing address

If you wish to no longer receive promotional communications from the Company, you may opt out at any time by following the instructions in the email or contacting us at support@youwaggle.com.

Use of your Personal Information

The Company collects and uses your personal information in the following ways:

- to operate and deliver the services you have requested
- to provide you with information, products, or services that you request from us
- to provide you with notices about your account
- to carry out the Company's obligations and enforce our rights arising from any contracts entered between you and us, including for billing and collection
- to notify you about changes to our Platform or any products or services we offer or provide through it
- in any other way we may describe when you provide the information
- for any other purpose with your consent.

The Company may also use your personally identifiable information to inform you of other products or services available from the Company and its affiliates.

Use of User-Uploaded Images

In addition to other uses described in this Policy, we collect and store user-uploaded images to:

- Display images alongside products or wishlist items within the app
- Improve user experience by allowing visual organization of items
- Maintain and enhance Platform functionality

By uploading images, you acknowledge that:

- You own or have permission to use and share the images.
- We store and display your uploaded images to provide the Platform features.
- You are responsible for ensuring that images do not violate any third-party rights or copyright laws.

Users may report inappropriate content or behavior using the Platform's in-app feedback and reporting tools.

Affiliate Linking and Third-Party Tracking

To provide the Shop Now feature, You Waggle participates in affiliate marketing programs with retailers (such as Amazon, Walmart, and Target). When you tap Shop Now, you are directed to a third-party retailer website (in an in-app browser or your external browser). The link may include affiliate tracking parameters that allow the retailer (or its affiliate program) to recognize that You Waggle referred you. If you make a qualifying purchase, You Waggle may earn a commission at no additional cost to you. Third-party retailers have their own privacy policies and data practices, which You Waggle does not control.

Usage Data – Aggregated Analytics (Privacy Settings Controls)

To improve You Waggle and understand usage trends, we may collect aggregated usage analytics about how the app is used (for example, basic feature usage and counts such as list creation and

item adds). This data is used for product improvement, performance, and to understand usage trends.

Privacy Settings Controls. You Waggle provides privacy controls in Settings → Privacy Settings → Usage Data Tracking:

- Aggregated usage analytics (YES/NO). Turning this off stops (or significantly limits) aggregated usage analytics collection. Crash/error reports may still be collected to keep the app stable. We don't use item names, notes, photos, or full links in these analytics.
- Exclude from external reports/exports (YES/NO). When enabled, your aggregated data is excluded from any external reports/exports or data sharing outside You Waggle.

Your selections persist until you change them.

Notice at Collection (Onboarding). When you sign up, we may display a notice explaining that we use aggregated usage analytics to improve You Waggle and understand usage trends, and that you can manage these settings in Privacy Settings.

Data Minimization. Aggregated usage analytics are designed to avoid collecting sensitive user content. Analytics events must never include: item/list names, notes, descriptions (user-entered text), photos, full URLs (including path/query), vendor/store free text, or contact/auth identifiers such as email/phone/auth user ID.

Retention. We retain analytics data only as long as needed for product improvement and reporting, and may retain aggregated summaries longer than raw event data.

Device, App, Advertising, and Diagnostic Data

When you use the You Waggle app, we and our trusted service providers may collect certain device, app, advertising, and technical information. This may include device or other identifiers, such as advertising identifiers, app instance or installation identifiers, device identifiers, IP address, app version, operating system, device type, crash logs, performance data, ad interactions, and invite/share link interaction information.

We use this information to operate and improve the app, provide and measure advertising for free users, diagnose crashes and performance issues, support analytics, prevent fraud or abuse, maintain security, and help invite/share links work correctly.

Some of this information may be collected or processed by third-party service providers, such as advertising partners, analytics providers, crash/error reporting tools, cloud hosting providers, messaging providers, and link-routing or deep-linking providers. These providers process information according to their own privacy practices and/or their agreements with You Waggle.

Your Privacy Settings allow you to manage aggregated usage analytics and external reports/exports. Turning off aggregated usage analytics does not disable data processing that is necessary for app functionality, security, fraud prevention, subscription management, crash/error reporting, or advertising shown in the free version of the app. We do not use item names, list names, notes, photos, or full links in our aggregated usage analytics.

User Safety, Reporting, and Blocking

You Waggle provides features that allow users to report content or block other users in order to maintain a safe and respectful environment.

When a user submits a report or blocks another user, we may collect and store information related to that action, including the reporting user, the reported or blocked user, the content involved (if applicable), the date and time of the action, and related technical details. This information is used solely for trust and safety purposes, including moderation, enforcement of our policies, and prevention of abuse.

Reports and blocking data may be processed using trusted third-party tools to help us review issues and maintain Platform integrity. This information is not used for advertising purposes and is not shared except as necessary to operate and protect the Platform or as required by law.

Retail Partners (Shop Now). When you use Shop Now, we may include an item title and/or search query in the link we open to help you find the item on the retailer's site. We do not share your You Waggle account profile information (such as your name, email address, or phone number) with the retailer as part of this referral. However, when you visit a retailer's site, the retailer and its service providers may collect information (e.g., device/browser data, IP address, site activity, cookies) under their own policies. We acknowledge that our retail partners, including Amazon, Walmart, and Target may place or recognize cookies on your browser and receive information about your visit to our Platform to facilitate transaction tracking. Each retailer operates under their own privacy policy and cookie practices, which You Waggle does not control.

Sharing and Visibility Controls. You Waggle lets you control who can see your items and lists. You can set visibility to **Only Me**, **My Circle**, or **Everyone**, and you may be able to change this for each item or list. If you share items or lists or set visibility to allow others to access them, the recipients you choose can view the shared content and may be able to add or edit it depending on the permissions you grant.

We may use invite/share links to route users to specific content in the app. Link providers or our systems may process basic device and link interaction information to make links work.

Advertising. The free version of the app may display ads provided by third-party advertising partners (such as Google AdMob). These partners may collect device and app activity information for ad delivery and measurement under their own policies.

Sharing Information with Third Parties

The Company does not sell, rent, or lease its customer lists to third parties.

From time to time, we may share information about offers from third parties that we believe may be relevant. We do **not** share your personally identifiable information (such as your name, email address, phone number, or mailing address) with external business partners for their own marketing purposes unless you explicitly opt in (for example, by submitting a form or checking a

consent box). If you opt in, we will describe what information will be shared, with whom, and for what purpose at the time of collection.

The Company may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to the Company, and they are required to maintain the confidentiality of your information.

The Company may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on the Company or the Platform; (b) protect and defend the rights or property of the Company; and/or (c) act under exigent circumstances to protect the personal safety of users of the Company, or the public.

Sharing of User-Uploaded Images

You Waggle does not sell, rent, or lease user-uploaded images to third parties. However, we may use third-party cloud storage or image processing services (e.g., AWS, Firebase) to host and optimize image performance. These services are required to adhere to strict data protection policies.

If an image is flagged for violating content policies, we reserve the right to remove or restrict access to the image in accordance with our [Terms and Conditions].

User Responsibilities for Uploaded Images

By uploading images, you agree:

- Not to upload copyrighted, offensive, or misleading images.
- That You Waggle may remove any image that violates its policies.
- To report any inappropriate content through the app's feedback and reporting features.

Information Third-Party Service Providers

We use trusted third-party service providers, such as Twilio, to facilitate and deliver SMS messages. When you provide your phone number and consent to receive SMS messages, we share this information with Twilio to send the communications. Twilio processes this data in accordance with their own privacy policy and applicable regulations which can be found at <https://www.twilio.com/en-us/legal/privacy>.

We may use affiliate networks and retailer affiliate programs to generate and track referrals from the Shop Now feature. These third parties may process information related to the referral link and associated reporting. Please review their privacy policies on their official websites.

Opt-Out of Disclosure of Personal Information to Third Parties

In connection with any personal information, we may disclose to a third party for a business purpose, you have the right to know:

- The categories of personal information that we disclosed about you for a business purpose.

You have the right under the California Consumer Privacy Act of 2018 (CCPA) and certain other privacy and data protection laws, as applicable, to opt out of the disclosure of your personal information. If you exercise your right to opt out of the disclosure of your personal information, we will refrain from disclosing your personal information, unless you subsequently provide express authorization for the disclosure of your personal information. To opt out of the disclosure of your personal information, visit this web page: <https://youwaggle.com/privacy-request>.

Right to Deletion

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:

- Delete your personal information from our records; and
- Direct any service providers to delete your personal information from their records.

Please note that we may not be able to comply with requests to delete your personal information if it is necessary to:

- Complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, and provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us;
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;
- Debug to identify and repair errors that impair existing intended functionality;
- Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law;
- Comply with the California Electronic Communications Privacy Act;
- 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 our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent;
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;
- Comply with an existing legal obligation; or
- Otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.

Children and Minors

The Company does not knowingly collect personally identifiable information from children under the age of 13. If you are under the age of 13, you may not use the Platform unless your

parent or legal guardian provides permission and any required consent. If you are under 18, you may use the Platform only with the involvement or permission of a parent or legal guardian.

Opt Out and Unsubscribe from Third-Party Communications

We respect your privacy and give you an opportunity to opt out of receiving announcements of certain information. Users may opt out of receiving any or all communications from third-party partners of the Company by contacting us here:

- Web page: <https://youwaggle.com/privacy-request>
- Email: support@youwaggle.com

Email Communications

From time to time, the Company may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our services, we may receive a notification when you open an email from the Company or click on a link therein.

If you would like to stop receiving marketing or promotional communications via email from the Company, you may opt out of such communications by following the instructions in the email.

External Data Storage Sites

We may store your data on servers provided by third-party hosting vendors with whom we have contracted.

Changes to This Statement

The Company reserves the right to change this Policy from time to time. For example, when there are changes in our services, changes in our data protection practices, or changes in the law. When changes to this Policy are significant, we will inform you. You may receive a notice by sending an email to the primary email address specified in your account, by placing a prominent notice on our Platform, and/or by updating any privacy information. Your continued use of the Platform and/or services available after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) agreement to abide and be bound by that Policy.

Contact Information

The Company welcomes your questions or comments regarding this Policy. If you believe that the Company has not adhered to this Policy, please contact the Company at:

You Waggle, LLC
14618 Miami St
Omaha, Nebraska 68116

Email Address: support@youwaggle.com
Phone Number: 4026990200

Effective as of May 22, 2026