

## HEALTHYLINEUPS LLC PRIVACY POLICY

Last Revised on July 11, 2026

This Privacy Policy for HEALTHYLINEUPS LLC ("Company", "we", "us" "our") describes how we collect, use

Please read this Privacy Policy carefully. By using, accessing, or downloading any of the services, you

### UPDATING THIS PRIVACY POLICY

We may modify this Privacy Policy from time to time in which case we will update the "Last Revised" date

### OUR COLLECTION AND USE OF INFORMATION

When you access or use the Services, we may collect certain categories of information about you from a

This Privacy Policy covers our use of any information that can or could be used to identify you ("Personal

Some features of the Services may require you to directly enter certain information about yourself. We

- Account and Registration. Users may access our App only if they register an Account with us.
- External Account Sign-On. The App currently supports Sign in with Apple. If we add additional providers, we will collect from those providers.

C. Location of Your Device. Location Information (Eligibility, Fraud Prevention, and Compliance). We

We also collect and use your in-game or in-app actions and achievements, as well as certain information

We further use the information above in order to provide technical and customer support to you.

- Personal Data.

When you interact with our Services (e.g., making purchases, subscribing, registering for events, entering contests, etc.), we collect information that we believe is necessary for the proper functioning of our Services and to enhance your experience. We may use this information for the following purposes:

We use your personal data for the following purposes based on legitimate interests:

- Usage Data: Collecting information such as IP address, device type/OS, app interactions, settings, and usage patterns.
- Communication: Using your email to provide technical and customer support.
- User Content: Associating your internal account ID and in-game username with any content you create or upload.
- Updates and News: Sending updates and news via email or in-app notifications (opt-out available).
- Service Improvement: Enhancing and adding new features to our services.
- Live Contests: Displaying in-game actions and profiles during Contests.
- Anti-Fraud Measures: Using device and in-app data to prevent fraud and cheating.
- Legal Compliance: Making necessary legal or regulatory disclosures.

### Consent-Based Usage

We will use your personal data for the following purposes only with your consent:

- Device Permissions: Accessing device permissions (such as location services) when you enable them.
- Marketing: Sending marketing communications where required by law (opt-out available).

You can manage your preferences and opt-out options through device or in-app settings.

- Cookies. Our Website (if/when available) may use cookies or similar technologies.

The App may use local device storage for session and preference management. Where

- Do Not Track. While you may disable the usage of cookies through your browser settings, we do not currently support Do Not Track requests.
- Prizes, Payments, and Paid-Contest Eligibility. We collect information to process prize winnings and payments.
- Feedback. We collect and maintain records of customer service and other communications with users.
- Custom Content. We may use the information we collect automatically to tailor features and content to your preferences.
- Outside Sources. We may obtain information about you from outside sources. Any information we obtain from outside sources will be used in accordance with this Privacy Policy.
- Legal Requirements. In addition to the foregoing, we may use any of the above information to comply with legal requirements.
- Identity Verification (KYC) and Watchlist Screening. We may verify identity, eligibility, and screening. The App does not currently collect a driver's license number or require you to upload a driver's license.

ACCOUNT INFORMATION

If you would like to review or change the information in your account or terminate your account you can. Upon your request to terminate your account, we will deactivate or delete your account and information.

#### DATA RETENTION

- We retain your Personal Data only as long as necessary to fulfill the purposes outlined in the
- Transaction records: 7 years for tax/compliance purposes (or longer if required by law or par
- Account and fraud-prevention records: retained as needed to operate the Services, prevent fra

Anonymous Data may be retained indefinitely for analytics.

#### PARTIES WE MAY SHARE YOUR INFORMATION WITH

We will not share any Personal Data that we have collected from or about you except as described below.

#### Information Shared with Our Service Providers.

We engage external Service Providers to work with us to administer and provide the Services. As part of

- run, operate, and maintain our Services through third-party platform and software tools;
- perform content moderation and crash analytics;
- run email and mobile messaging campaigns;
- perform game, app, and marketing analytics;
- perform aggregate analytics and measurement to improve the Services;
- administer live Contests, competitions, sweepstakes and promotions, including registering play
- provide payment attribution;
- provide technical and customer support;
- process payments for live Contests ticketing or other purchases; and
- Identity verification and watchlist screening providers (e.g., Electronic Verification Service

Some external service providers may also collect information directly from you (for example, a payment hase, like your zip or postal code.

#### Information Shared with Other Players or Users.

When you use the Services, and in particular when you play our App, use social features within the App

#### Information Shared Publicly.

When you use the Services, and in particular when you play our App, use competitive features, or parti

#### Information Shared with Third Parties.

We share Anonymous Data with third parties for industry and market analysis. We may share Personal Data

#### Information Disclosed for Our Protection and the Protection of Others.

We cooperate with government and law enforcement officials or private parties to enforce and comply wi

#### Information Disclosed in Connection with Business Transactions.

Information that we collect from our users, including Personal Data, is a business asset. If we are ac

In certain circumstances, the Company may share your information with third parties for legitimate purp

- With vendors or other service providers, such as cloud storage providers, security vendors, d
  - With our affiliates or otherwise within our corporate group;
  - With third parties for marketing purposes, including the sponsors of any Contests;
  - When you request that we share certain information with third parties, such as through your u
  - To comply with applicable law or any obligations thereunder, including cooper
- ation with law enforcement, judicial orders, and regulatory inquiries;

- In connection with an asset sale, merger, bankruptcy, or other business transaction;
- To enforce our Terms of Service;
- To ensure the safety and security of the Company and/or its users;
- When you request us to share certain information with third parties, such as through your use of our Services;
- With professional advisors, such as auditors, law firms, or accounting firms.

#### Communications and Opt-Out

While we value our communications with you, if you do not wish to receive marketing communications from us, you can opt-out at any time.

We do not share Personal Data with third parties for cross-context behavioral advertising. Any third-party sharing of Personal Data is subject to our privacy policy.

#### COOKIES AND OTHER TRACKING TECHNOLOGIES

##### Cookies Policy

Effective as of: July 30, 2026

Our Services use cookies, which are small text files that are placed on your computer or device by a web browser.

We use cookies and local storage to monitor aggregate usage and web traffic of our Services, customize our Services, and improve our Services.

We also use “web beacons” (also known as web bugs, pixel tags, or clear GIFS) which are small graphics that are used to track usage of our Services.

#### Types of Cookies

We use the following types of cookies:

- **Strictly Necessary Cookies:** These are cookies that are essential to enable you to use the Services.
  - **Performance Cookies:** These are cookies which collect information about how and when you and other users use our Services.
  - **Functionality Cookies:** These are cookies that allow our Services to remember choices you have made to personalize our Services.
  - **Advertising Cookies:** These are cookies which are used to deliver advertisements to you which are relevant to you and your interests. We may also share this type of information with third parties for these purposes.
- The types of cookies described above may be “session cookies” or “persistent cookies.” Session cookies are deleted from your device when you close your browser.

#### Third Party Cookies

Some cookies may be placed by third parties when you use the Services as some third-party service providers use cookies.

#### Analytics Providers:

Our Website (if/when available) may use analytics providers to understand how visitors use our Website.

#### Cookies Settings

You may decline cookies that are not Strictly Necessary by clicking “Decline” in the cookie banner at the bottom of our Website.

#### Do Not Track Signals

Your browser settings may allow you to transmit a “Do Not Track” signal when you visit various websites.

#### Cookies and Other Tracking Technologies

Most browsers accept cookies automatically, but you may be able to control the way in which your device stores and uses cookies.

#### THIRD PARTY WEBSITES AND LINKS

We may provide links to third-party websites or other online platforms operated by third parties. If you click on a link, you may access Third-Party Services owned/operated by others. Any information provided to a Third-Party Service is subject to its privacy policy. Because we do not control the privacy practices of third parties, you are subject to the privacy custom of the third party.

#### CHILDREN’S PRIVACY

Children are not allowed to use the Services. We do not seek or knowingly collect any Personal Data from children.

We do not permit users under 18, and in some jurisdictions we apply a higher minimum age based on the law. If you are the parent or guardian of a child under 13 years of age who has provided us with their Personal Data, please contact us at [support@healthylineups.com](mailto:support@healthylineups.com) to request deletion of their Personal Data.

**USE OF THE SERVICES**  
By accessing and using the Services, you acknowledge and agree that the Services are intended for use by individuals who are at least 18 years of age and legally capable of entering into binding contracts.

**DATA SECURITY**  
Please be aware that, despite our reasonable efforts to protect your information, no security measures are perfect. We cannot guarantee the security of your Personal Data.

**YOUR CHOICES**

We may send periodic informational emails to you. You may opt out of such communications by following the instructions in the email or by visiting <https://www.healthylineups.com/privacy>.

**USE OF THE SERVICES**  
By accessing and using the Services, you acknowledge and agree that the Services are intended for use by individuals who are at least 18 years of age and legally capable of entering into binding contracts.

**YOUR RIGHTS, CHOICES, AND HOW TO CONTACT US**  
U.S. State Privacy Rights. Depending on your state of residence, you may have rights to access, delete, or correct your Personal Data. We may need to verify your identity before fulfilling your request.

You may exercise your rights under this Privacy Policy by reviewing the list of options below. Should you have any questions about our privacy practices or this Privacy Policy, please email us at [support@healthylineups.com](mailto:support@healthylineups.com).

To exercise your rights regarding your Personal Data, you can:

- Delete or correct your Personal Data. The easiest way to update your account information is via your account settings.
- Request access to the Personal Data we hold on you by emailing [support@healthylineups.com](mailto:support@healthylineups.com).
- Ask us to stop processing your Personal Data, including for direct marketing and promotional purposes.

The law provides exceptions to these rights in certain circumstances. Where you cannot exercise one of these rights, we will notify you.

We offer you choices regarding the collection, use, and sharing of your Personal Data and we'll respect your choices.

After you contact us, you may receive an email in order to verify your request. We aim to provide the fastest response time possible.