

Privacy Policy

Last Revised: August 11th, 2020

This Privacy Policy applies to all users of www.dadikit.com and its associated websites, subdomains, mobile versions, any associated applications and services (collectively, the “Website”), which are operated by Dadi Inc. (“Dadi,” “we” or “us”).

Dadi understands that your privacy is important to you and that you care about how your personal information is used and shared online. We respect and value the privacy of everyone who visits this Website, and will only collect and use personal information in ways that are described here (whether or not you have an account with us), and in a manner that is consistent with our obligations and your rights under the law.

In conjunction with the Terms of Service which may be accessed [here](#), this Privacy Policy sets out the basis on which any personal information you provide will be collected, processed, used and stored by us. Please read it carefully. By visiting this Website, you are accepting and consenting to the practices described in this Privacy Policy, which may be amended at our sole discretion from time to time. If you use the Website after we have published such changes, you will be agreeing to be bound by those changes. **If you do not agree to be bound by this Privacy Policy at any time, you should not use the Website.**

A. Registration on our Website

You must be the age of Majority or older (18 in most states of the United States; older in some jurisdictions) to become a member of the Website. Individuals under the age of 18 may not use the Website. Dadi does not seek through this Website to gather personal information from or about persons under the age of 18. NOTICE: Visit www.OnGuardOnline.gov for tips from the Federal Trade Commission on protecting children’s privacy online.

If we become aware that you are under the age of Majority and are attempting to or have submitted personal information via the Website, we will not accept such information and we will take steps to remove such information from our records. This may involve us having to access and verify your age and other relevant details.

B. Introduction

This Privacy Policy explains the following:

1. What information we collect about you and why;
2. How we use information about you;
3. How your information may be shared;
4. How we store and process information about you;
5. When and how we communicate with you;
6. How long we may keep personal information about you;
7. How you can opt-out from receiving communications from us;
8. Cookies and our Analysis Tools;
9. Information over the Internet and other Websites;

10. Legal disclaimer; and
11. How to contact us.

1. What information we collect about you and why:

We may collect two types of information: personally identifiable information (“PII”) and information that is not personally identifiable (“Non PII”). Please note that we do not sell your PII to anyone.

A. What PII Do We Collect?

- When you place an order with us, we ask for information such as your first name, last name, mailing address, email address, password, mobile phone number, date of birth and card information. This information is also used to create your Dadi account. We also acquire your Internet protocol address and/or mobile device identification, which certain jurisdictions consider to be PII because it could be used to identify an individual or device if it were combined with other identifying information.
- As requested by you when commissioning services, we produce new medical information based on the medical deposit you have provided us. This information is stored in your account at your request and is HIPAA compliant.
- We may capture user information when users send us questions or comments via e-mail. Information collected in this manner will only be used to contact the user and/or respond to the user’s inquiry/issue. Sending us an e-mail will not enroll you on our e-mail list unless you specifically request it.
- By making a purchase on the Website, you grant to us and to all other persons and entities involved in the operation of the Website, the right to use, store, monitor, retrieve and transmit your account information in connection with the operation of the Website and as otherwise provided herein. We may use a third-party payment processor. You agree that such access and use of your personal information is governed by their privacy policies. We are not responsible or liable for the content, activities or privacy policies of any third party sites. Accordingly, please refer to their respective privacy policies.
- We generally do not request on or through the Website other information that is often considered “highly sensitive,” such as other financial account information (e.g., credit report information, bank account numbers), personal health information, or government issued identification (e.g., your social security card, drivers’ license, or passport), although we reserve the right to do so when such information is necessary to verify your billing information.
- We take reasonable precautions to protect the confidentiality and security of your personally identifiable information by using industry recognized security safeguards such as site monitoring, secured networks and servers, firewalls and/or encryption. Your credit card information is always encrypted during transfer over networks. Unfortunately, no method of transmission over the Internet is completely secure. Therefore, while we strive to protect your personally identifiable information within industry standards, we cannot guarantee its absolute security.
- We may also obtain your personal information through your use of social media and/or other websites such as LinkedIn, Instagram or YouTube, depending on your settings or the privacy

policies of these websites. To change your settings on these services, please refer to their respective privacy notices.

B. What Non PII Do We Collect?

- Some of the information that we acquire cannot identify, distinguish or trace you or your device, even if combined with other identifying information, and some information that could be considered PII when combined with other identifying information is not used in a way that identifies, distinguishes or traces you or your device, but is instead used in an anonymous way, often aggregated with other anonymous information about other users.
- If your personally identifiable information changes, or if you no longer choose to use our services or the Website, you can contact customer service by e-mail us at support@dadikit.com to assist you with changes to your account. To the extent your account closes or becomes inactive, we will continue to protect your information as described in this Privacy Policy.

2. How we use information about you:

A. We may use the PII we collect in the following ways:

- to contact users with updates and relevant information about our kits and services because they have signed up to do so through our Website. If you would no longer like to receive promotional e-mails or other communications from us, please refer to the “How you can opt-out from receiving communications from us” Section below;
- to provide users with personalized offers, promotions, news, events and other relevant information. Such direct marketing shall be sent in response to a request from a user to receive newsletters, marketing emails or similar communications, or when a user has purchased content or expressed interest in such content or services;
- to quickly process user requests for information and to allow us to respond efficiently to user questions;
- to monitor Website statistics;
- to respond to or satisfy legal requirements, such as a court order, a subpoena, or a law enforcement agency’s or other public agency’s request;
- to help prevent the instigation of a crime, to help facilitate an investigation related to public safety, to help protect the safety of a child using our Website, to help protect the security or integrity of our Website, or to enable us to take precautions against liability;
- to provide information to service providers or such companies who provide support for the operations of our Website and who do not use or disclose the information for any other purpose; and
- you hereby acknowledge and agree that Dadi may use the *information* obtained from the testing of your deposit for academic research and technical development, or may provide such testing results to bona fide academic institutions for academic research and technical development, in

each case without providing personally identifiable information, as disclosed in our privacy policy and in accordance with applicable law.

- to allow us to disclose your information to the extent permitted by law.

3. How your information may be shared:

Except as set forth below, we do not sell, trade, or otherwise transfer to third parties our users' PII unless we receive their consent. That being said, in the following situations, we may share PII with outside parties:

- *Affiliates.* In connection with our content and advertisements, which you would only receive after opting-in, our Affiliates may collect personally identifiable information.
- *Subsidiaries, Website Consultants and Service Providers.* We may disclose personal information to our subsidiaries, third party consultants and service providers (such as providers of diagnostic and fertility services, hosting, support, maintenance, third party payment processing agencies, and remedial and repair services) to the extent that they require access to our databases, or the information contained in our databases, to service us and the Website;
- *Enforcement of Rights/Security.* We reserve the right to release personal information (i) when we are under legal compulsion to do so (e.g. we have received a subpoena) or we otherwise believe that the law requires us to do so, (ii) when we believe it is necessary to protect and/or enforce the rights, property interests, or our safety, the safety of our users, or the safety of others, or (iii) as we deem necessary to resolve disputes, troubleshoot problems, prevent fraud and otherwise enforce the Privacy Policy and other Website user agreements;
- *Reorganization or Sale.* In the event that we merge with or become a part of another organization, or in the event that we are sold, we sell all or substantially all of our assets, or we are otherwise reorganized, the information you provide will be one of the transferred assets to the acquiring or reorganized entity;
- *To Help Protect Minor Users of Our Website.* In the event that the safety of our users is threatened, and we are able to do something about that by sharing PII with third parties, we reserve the right to do so. This may be done to prevent the instigation of a crime, to help facilitate an investigation related to public safety, to help protect the safety of a child using our Website, to help protect the security or integrity of our Website, or to enable us to take precautions against liability;
- *As Otherwise Allowed by Law.* We may transfer personal information to third parties where we are expressly authorized by applicable law to do so;
- *Aggregated and Anonymized Information.* We may aggregate and anonymize information that you provide with information provided by other individuals in such a manner that the information is not personally identifiable to you, and we may transfer that aggregated information to third parties;

- We may make available services such as blogs, message boards and chat functionality to which you are able to post information and materials. Please note that any information you disclose through such services or otherwise on the Website becomes public information, and may be available to visitors to the Website and to the general public. In addition, when you choose to make a posting on such services certain personal information will be available for other users to view. We urge you to exercise discretion and caution when deciding to disclose personal information about you, or any other information, on the Website. WE ARE NOT RESPONSIBLE FOR THE USE BY ANY THIRD PARTY OF ANY PERSONAL INFORMATION YOU VOLUNTARILY DISCLOSE THROUGH ANY SUCH SERVICES OR OTHERWISE ON THE WEBSITE; and
- Dadi may access your online profile and testing results for the purposes of helping customers troubleshoot issues with the website or obtained services.

4. How we store and process information about you:

This Website is hosted in the United States. In order to communicate with you about content, offers and opportunities, the information that we collect from you may be transferred to, stored, used and processed by Dadi in the United States or one of our service providers based in the United States or outside of the United States. Such entities may be engaged in, among other things: (i) preparing and sending newsletters to which you subscribe; (ii) the processing of payment details; and (iii) the provision of support services.

If you are visiting from the European Union or other regions with laws governing information collection and use that may differ from United States law, please note that you are transferring your personal information to the United States. The laws of some countries may not provide the same levels of protection of personal information as your home country, particularly if you are resident in the European Union. By submitting information, you agree to the collection, transfer, storage, use and processing of information about you for the purposes described in this Privacy Policy. When you provide personal information to us or our service providers or vendors, you consent to the processing of your information in the United States as the Website is operated in the United States. We will take reasonable steps to ensure that information about you is treated securely in accordance with this Privacy Policy, and that all information you provide to us is stored on our secure servers or those of our service providers.

YOU ACKNOWLEDGE THAT THE LAWS OF THE UNITED STATES TREAT YOUR INFORMATION IN A MANNER THAT MAY BE SUBSTANTIALLY DIFFERENT FROM, AND LESS PROTECTIVE THAN, THE TREATMENT REQUIRED UNDER THE LAWS OF OTHER COUNTRIES AND JURISDICTIONS. IF YOU DO NOT WANT YOUR INFORMATION TRANSFERRED TO THE UNITED STATES, YOU SHOULD NOT SHARE YOUR INFORMATION WITH US, OR MAKE USE OF THIS WEBSITE.

TO THE EXTENT ALLOWED BY THE LAW OF THE COUNTRY IN WHICH YOU ARE LOCATED, YOU EXPRESSLY WAIVE ANY RIGHT YOU MAY HAVE TO REQUIRE US TO TREAT YOUR IDENTIFYING INFORMATION IN ACCORDANCE WITH THE LAWS OF ANY COUNTRY OR JURISDICTION OTHER THAN THE UNITED STATES. HOWEVER, THE FOREGOING WAIVER MAY NOT BE LEGALLY BINDING IN SOME COUNTRIES, SUCH AS THE MEMBER STATES OF THE EUROPEAN UNION. TO THE EXTENT IT IS NOT LEGALLY BINDING IN THE COUNTRY IN WHICH YOU ARE LOCATED, THIS FOREGOING WAIVER DOES NOT APPLY TO YOU.

5. When and how we communicate with you:

You may unsubscribe from promotional emails and other commercial communications by following the instructions contained within the communication or emailing us at: support@dadikit.com. Please note that due to marketing production schedules you may receive messages already in production.

6. How long we will hold personal information about you:

We will hold personal information about you on our systems for as long as is necessary for the relevant service, subject to any applicable laws and/or regulations. In the case that you wish to cancel your registration as a member of the Website once an account is deleted, we will not use the personal information about you other than for administrative purposes.

7. How you can opt-out from receiving communications from us:

At any time you can add or remove your name from a Dadi list by contacting us at support@dadikit.com.

We will endeavor to comply with your request as soon as reasonably practicable. Please keep in mind that if you opt-out of receiving promotional messages from this Website, we will continue to send you transactional messages and important account-related information regarding this Website or content or services offered through this Website.

8. Cookies and our Analysis Tools

We may use cookies, log files, clear gifs, and/or similar devices to identify you, to keep track of the user's interactions with the Website, and to and enhance certain activities available on the Website. These devices are small text or other electronic files that are used for user-identification purposes, record-keeping purposes, and to increase the ease of use of the Website. We may use persistent or not-persistent cookies. Users can remove or reject persistent cookies by following the directions provided in their Internet browser's "help" file. If a user removes a persistent cookie or rejects persistent cookies, the functionality of the Website, or any part thereof, may be impaired or unavailable.

9. Information over the Internet and other Websites

The Internet is a global network and, therefore, there are times when information about you travels globally and may not always be completely secure. If you provide us with information over the Internet, this will be at your own risk. By using the Website, you agree and authorize us to process information in this way. However, please be assured that we use commercially reasonable procedures and security features to prevent unauthorized access to information about you.

10. Legal disclaimer

We are not responsible nor will be liable to you in any way for events beyond our direct control. Because of the complex and constantly changing nature of our technology and business, we cannot guarantee nor do we represent that our performance will be error free, and to the maximum extent permitted by law we will not be liable for any direct, indirect, incidental, consequential or punitive damages or other loss suffered by you and relating to the use or release of your personal information.

YOUR CALIFORNIA PRIVACY RIGHTS

Shine the Light Law

A California privacy law that went into effect on January 1, 2005, the “Shine the Light” law, allows California residents to obtain a list of third parties to whom a business has disclosed personal information if it shares such information with third parties for their direct marketing purposes. However, if a business adopts and discloses in its privacy policy a policy of not disclosing customers’ personal information to third parties for their direct marketing purposes unless the customer first affirmatively agrees to the disclosure, the business may comply with the law by notifying the customer of his or her right to prevent disclosure of personal information and by providing a cost-free means to exercise that right.

As stated earlier in this Privacy Policy, personal information submitted at the time of registration or submission may be used for marketing and promotional purposes only with the user’s permission. Whenever a user agrees to allow us to collect personal information, we provide the user with an option to prevent such information from being shared for marketing and promotional purposes with third parties. Furthermore, you may exercise this cost-free option at any time by sending an email to support@dadikit.com.

Because the Website has a comprehensive privacy policy and provides you with details on how you may opt-in or opt-out of the use of your personal information by third parties for direct marketing purposes, we are not required to provide you with the third party list.

11. How to contact us:

We welcome your questions, comments and concerns about privacy. Please contact us at support@dadikit.com with any questions or comments you may have regarding the privacy of your information.

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