

MAMA'S BACKUP LLC

PRIVACY POLICY

Effective Date: 09/04/26

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Mama's Backup LLC ("Mama's Backup," "we," "us," or "our") respects your privacy.

This Privacy Policy explains how Mama's Backup collects, uses, stores, and shares information when you visit our website, create an account, request information, communicate with us, or use our family-support referral and connection services (collectively, the "Services").

By using our website or Services, you acknowledge that you have reviewed this Privacy Policy.

1. WHO WE ARE

Mama's Backup is a **family-support information, referral, and connection service**.

We help parents, single parents, families, and caregivers find information about and connect with independent service providers.

Our provider categories may include:

- Childcare
- Babysitting
- Tutoring
- Homework help
- Errand services
- Cleaning
- Household support
- Transportation
- Pet services

- Lawn care
- Family resources
- Other family-support services

Important

Mama's Backup does not provide the underlying services offered by independent providers through our referral platform.

When you choose to contact or hire a provider, your relationship with that provider is separate from your relationship with Mama's Backup.

2. INFORMATION WE COLLECT

We may collect information you voluntarily provide to us.

A. Parent/Family Information

This may include:

- Name
- Email address
- Phone number
- Mailing address
- Service location
- Account information
- Preferred method of communication
- Service requests
- Provider preferences
- Membership information

3. CHILD INFORMATION

Because Mama's Backup serves families, you may voluntarily provide limited information about a child when requesting a referral.

This may include:

- Child's first name or initials
- Age or age range
- Service needs
- General scheduling information
- Relevant information needed to identify an appropriate provider

We encourage parents not to provide unnecessary sensitive information about children.

Unless specifically necessary for a requested referral, **do not submit:**

- Social Security numbers
- Passport information
- Financial account information
- Detailed medical records
- Passwords
- Other highly sensitive information

If additional information is necessary for a particular service, we may provide separate notice and obtain appropriate consent.

4. HOW WE USE INFORMATION

We may use information to:

Provide our Services

- Process requests
- Identify potentially relevant providers
- Facilitate introductions
- Respond to inquiries
- Manage memberships
- Communicate with users

Operate our business

- Maintain accounts

- Improve our website
- Analyze usage
- Prevent fraud
- Maintain security
- Troubleshoot technical problems

Provider verification

We may use information to conduct or facilitate provider verification, where applicable.

Communications

We may use your information to send:

- Service communications
- Account notices
- Referral information
- Administrative messages
- Important policy updates
- Marketing communications where permitted

5. WHEN WE SHARE INFORMATION

We may share information when it is reasonably necessary to operate our referral service.

A. With Independent Providers

If you request a referral or connection, we may share information necessary to facilitate that connection.

For example, this could include:

- Your name
- Contact information
- General service request
- General scheduling information
- Information you voluntarily provide that is relevant to the requested service

Important

We will not share more information than reasonably necessary to facilitate the requested connection, subject to the circumstances and your choices.

Parents should understand that once information is provided to an independent provider, the provider may handle that information under the provider's own privacy practices.

6. PROVIDERS ARE INDEPENDENT

Providers are independent businesses or individuals.

Mama's Backup does not control how an independent provider collects, uses, stores, or protects information after the provider receives it.

You should review the provider's privacy practices before providing additional personal information directly to that provider.

7. SERVICE PROVIDERS

We may use third-party companies to help us operate our business.

These may include providers of:

- Website hosting
- Customer relationship management
- Email
- Payment processing
- Scheduling
- Background screening
- Identity verification
- Analytics
- Customer support
- Data storage
- Cybersecurity

These companies may access information only as reasonably necessary to perform services for us or as otherwise permitted by law.

8. PAYMENT INFORMATION

If you purchase a Mama's Backup membership or other service directly from us, payments may be processed by a third-party payment processor.

Mama's Backup generally does not need to store your full payment-card number.

Payment information may be processed directly by our payment provider.

The payment processor's own privacy policy may also apply.

9. PROVIDER INFORMATION

If you apply to become a Mama's Backup provider, we may collect:

- Name
- Business name
- Contact information
- Business address
- Services offered
- Qualifications
- Licenses
- Certifications
- Insurance information
- References
- Background-screening information, where applicable
- Other information necessary for verification

We use this information to:

- Evaluate provider applications;
- Conduct verification;

- Maintain provider profiles;
- Communicate with providers;
- Maintain business records; and
- Protect families and the Mama's Backup platform.

10. BACKGROUND CHECK INFORMATION

Where applicable, Mama's Backup may use third-party screening companies to conduct background or identity checks.

Depending on the screening process, additional disclosures, authorizations, and rights may apply.

We will handle such information according to applicable law and our provider-screening procedures.

11. COOKIES AND ONLINE TECHNOLOGIES

Our website may use:

- Cookies
- Pixels
- Analytics tools
- Session technologies
- Similar technologies

These technologies may help us:

- Keep the website functioning;
- Remember preferences;
- Understand website usage;
- Improve performance;
- Measure marketing effectiveness; and
- Protect against fraudulent activity.

You may be able to control certain cookies through your browser settings.

12. ANALYTICS

We may use analytics services to understand how visitors use our website.

Analytics information may include:

- Pages visited
- Browser type
- Device type
- General location information
- Referral source
- Time spent on pages
- Website interactions

We use this information to improve our website and services.

13. MARKETING COMMUNICATIONS

If permitted by law, Mama's Backup may send information about:

- New services
- Provider categories
- Memberships
- Promotions
- Family resources
- Community programs

You may unsubscribe from marketing emails by using the unsubscribe mechanism provided in the message.

You may continue to receive essential service or administrative communications after unsubscribing from marketing communications.

14. INFORMATION FROM CHILDREN

Mama's Backup is intended for parents, guardians, and adults using the Platform on behalf of their families.

We do not knowingly seek to collect personal information directly from children for independent use of the Platform.

Parents and legal guardians should provide information about children when necessary for a requested referral.

If you believe a child has provided personal information directly to Mama's Backup without appropriate authorization, contact us at:

Privacy Email: contact@mamasbackup.org

15. DATA RETENTION

We retain information for as long as reasonably necessary to:

- Provide our Services;
- Maintain business records;
- Fulfill contractual obligations;
- Resolve disputes;
- Prevent fraud;
- Comply with legal obligations; and
- Protect our rights.

Retention periods may vary depending on the type of information

16. DATA SECURITY

We use reasonable administrative, technical, and organizational safeguards designed to protect information.

However:

No internet transmission or electronic storage system can be guaranteed to be completely secure.

We cannot guarantee absolute security.

17. YOUR PRIVACY RIGHTS

Depending on where you live and applicable law, you may have rights concerning your personal information.

These may include rights to:

- Request access;
- Request correction;
- Request deletion;
- Request information about how data is used;
- Opt out of certain marketing;
- Exercise other rights provided by applicable law.

To submit a privacy request:

Email: contact@mamasbackup.org

Subject: Privacy Request

We may need to verify your identity before completing certain requests.

18. TEXAS RESIDENTS

Mama's Backup is based in Texas and may serve Texas families.

We will handle personal information in accordance with applicable Texas privacy requirements.

Where Texas law provides applicable privacy rights, eligible consumers may request access, correction, deletion, or other rights as provided by law.

19. CALIFORNIA AND OTHER STATES

Mama's Backup may serve families outside Texas.

Certain states provide additional privacy rights.

Where applicable, Mama's Backup will comply with applicable state privacy requirements.

If Mama's Backup reaches a size or activity level that triggers additional state privacy laws, this Privacy Policy may be updated accordingly.

20. THIRD-PARTY WEBSITES

Our website may contain links to:

- Provider websites
- Booking platforms
- Payment systems
- Community resources
- Other third-party websites

Mama's Backup is not responsible for the privacy practices of third parties.

We encourage you to review their privacy policies before submitting personal information.

21. SOCIAL MEDIA

Mama's Backup may maintain social media accounts or include social-media features on our website.

Interactions with social-media platforms are governed by those platforms' own terms and privacy policies.

22. PROVIDER DIRECTORY

Provider listings may contain information such as:

- Provider name
- Business name
- Service category
- Service area
- Contact information
- Website
- Qualifications
- Verification status
- Reviews or ratings

Some provider information may be publicly displayed.

Providers are responsible for ensuring that information they provide to Mama's Backup is accurate and lawful to publish.

23. REVIEWS AND USER CONTENT

If you submit a review, testimonial, photograph, comment, or other content, some or all of that information may be publicly displayed.

Do not submit personal information that you do not want publicly displayed.

Parents should avoid including unnecessary information about children in public reviews.

For example:

✗ "My daughter Sarah, age 7, who attends ABC Elementary..."

Better:

✓ "The tutor was very helpful with my child's math."

24. LEGAL DISCLOSURES

We may disclose information when reasonably necessary to:

- Comply with applicable law;
- Respond to lawful requests;
- Protect users;
- Investigate fraud;
- Protect our property;
- Enforce our agreements;
- Prevent abuse;
- Address safety concerns; or
- Protect against legal claims.

25. BUSINESS TRANSFERS

If Mama's Backup is involved in:

- A merger;
- Acquisition;
- Sale of assets;
- Financing;
- Reorganization; or
- Similar transaction,

information may be transferred as part of that transaction, subject to applicable law.

26. DO NOT SUBMIT SENSITIVE INFORMATION UNNECESSARILY

For your protection, do not submit through ordinary website forms:

- Social Security numbers;

- Bank account numbers;
- Passwords;
- Credit-card numbers;
- Detailed medical records;
- Government identification numbers; or
- Other highly sensitive information

unless Mama's Backup specifically requests it through a secure process.

27. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy periodically.

When we make changes, we will update the:

"Last Updated" date.

Material changes may be communicated through the website or other appropriate methods.

28. CONTACT US

If you have questions about this Privacy Policy or your personal information:

Mama's Backup LLC

www.mamasbackup.org

Contact@mamasbackup.org