

## **1. Who This Policy Applies To**

This policy covers all users of our platform, including:

- Parents or guardians seeking childcare services
- Caregivers, including nannies, babysitters, early childhood educators, and daycare providers
- Anyone who interacts with the website, mobile app, or customer service

## **2. Information We Collect**

We collect both personal and non-personal information.

a. Information You Provide Directly For parents/guardians:

- Name, contact information (email, phone)
- Location, family needs, preferred care schedule
- Notes about your children or special requirements (optional)

For caregivers:

- Full name, contact information
- Resume or employment history
- Certifications and licenses
- Availability, rates, and care preferences
- Profile photo and description
- Background check consent (if applicable)

b. Automatically Collected Information

- Device data (IP address, browser type, OS)
- Site usage (pages visited, actions taken, time spent)
- Location data (approximate, from your IP)

c. Third-Party Information

- If you choose to sign in with Google, Apple, or Facebook, we may receive basic profile info
- Reviews or references shared by other users
- Results from optional background checks (handled through a third-party provider)

## **3. How We Use Your Information**

We use your data to:

- Provide and improve our matchmaking platform
- Create and manage user profiles
- Enable communication between parents and caregivers
- Display relevant listings and job matches
- Verify user identity and promote safety
- Respond to inquiries and provide support
- Send updates, confirmations, and service notifications
- Improve our services through analytics and feedback

We do not use your information for automated decision-making that significantly affects your legal rights.

#### **4. How We Share Your Information**

We do not sell your personal data. We may share your information with:

- Other users, when you choose to initiate or respond to a connection
- Third-party service providers (e.g. background check partners, payment processors, hosting platforms)
- Law enforcement or regulators, if required by law or to protect user safety
- Business partners, only with your explicit consent

We take care to minimize the data shared and require all partners to follow strict data protection practices.

#### **5. Cookies and Tracking Technologies**

We use cookies and similar technologies to:

- Remember your preferences
- Improve platform performance
- Deliver personalized content
- Analyze usage trends

You can control or disable cookies through your browser settings. Some features may not work properly without cookies.

#### **6. Your Rights and Choices**

Depending on your region, you may have the right to:

- Access the personal data we hold about you
- Correct or update your information
- Delete your account and personal data
- Withdraw consent for specific uses
- Opt out of marketing communications

To exercise these rights, contact us at [[privacy@yourwebsite.com](mailto:privacy@yourwebsite.com)]. We will verify your identity before processing certain requests.

#### **7. Data Retention**

We retain your information only as long as needed for:

- Delivering our services
- Complying with legal obligations
- Resolving disputes
- Enforcing agreements

You may request deletion of your data at any time.

## **8. Data Security**

We use appropriate administrative, technical, and physical safeguards to protect your information from unauthorized access, disclosure, or misuse. However, no system is fully secure, and you use the platform at your own risk.

## **9. Children's Privacy**

This platform is intended for use by adults. We do not knowingly collect data from children under 13. If we become aware that a child has submitted personal information, we will delete it promptly.

## **10. International Users**

If you access our services from outside [your country], your data may be transferred to and processed in countries with different data protection laws. We will take steps to ensure adequate protections are in place, such as Standard Contractual Clauses or local equivalents.

## **11. Changes to This Policy**

We may update this Privacy Policy occasionally. When we do:

- We will post the updated version with a new "Effective Date"
- If changes are significant, we will notify you via email or in-app message

We encourage you to review the policy regularly.