

LOUDER TODAY

CONSUMER HEALTH DATA PRIVACY POLICY

Last Updated: April 10, 2026

LOUDERtoday.com, Inc. and our subsidiaries and affiliates ("LOUDERtoday," "we," "our," or "us") are committed to protecting your personal information, including data that may be considered sensitive under applicable law.

This Consumer Health Data Privacy Policy ("Health Data Policy") supplements our main Privacy Policy and applies specifically to personal information that may fall within the definition of "consumer health data" under applicable United States state laws, including **Nevada's Consumer Health Data Privacy Act** and **Washington's My Health My Data Act** (collectively, "Consumer Health Data Laws").

Consumer Health Data We Collect

Depending on how you use the Services, we may collect Consumer Health Data about you. This may include:

- **Bodily functions, vital signs, symptoms, or measurements.** With your permission, we may receive data from your mobile device's health application (such as Apple HealthKit or Google Health Connect) or from a connected wearable device. This may include data such as hours of sleep, sleep quality metrics, heart rate, activity data, and similar health-related measurements relevant to your personal development journey.

We collect this data only where you have granted explicit permission through your device's operating system or through the applicable third-party application.

Sources of Consumer Health Data

We may collect Consumer Health Data from:

- **Third-party integrations:** From third-party apps (such as Apple HealthKit or Google Health Connect) or connected fitness or wellness devices that you have chosen to integrate or link with your LOUDERtoday account.

How We Use Consumer Health Data

We use Consumer Health Data only for the following purposes:

- **To provide the Services:** including personalizing your LOUDERtoday experience, tracking your progress, and delivering insights and recommended actions aligned with your personal development goals.
- **To provide customer support:** to respond to your questions, concerns, complaints, or other requests.
- **To create anonymous or aggregated datasets:** for research, analytics, and platform improvement purposes where the data cannot be used to identify you.
- **To protect you and others:** to detect, prevent, or respond to fraud, security incidents, harassment, or other malicious or illegal activity.
- **To comply with legal obligations:** including our compliance obligations, third-party contractual requirements, and other applicable laws and regulations.
- **To establish or defend legal claims:** where necessary to establish, exercise, or defend against legal claims.
- **With your consent:** for any other purpose for which you provide explicit consent.

We do not use Consumer Health Data to make inferences about your health status beyond the stated purposes above.

Disclosure of Consumer Health Data

We may disclose Consumer Health Data to:

- **Service providers:** vendors that perform services on our behalf, such as cloud storage, account management, and powering the Services. These parties are contractually obligated to use your Consumer Health Data only as directed by us.

- **Business transfers:** In connection with a merger, sale of company assets, financing, or acquisition of all or a portion of our business. We will notify you of any such change in ownership or control of your Consumer Health Data in accordance with applicable law.
- **Legal and protective disclosures:** as required by law, legal process, or as necessary to protect the rights, property, or safety of LOUDERtoday, our users, or the public.

We do not sell Consumer Health Data to third parties for their own marketing purposes.

Your Privacy Rights

With respect to Consumer Health Data specifically, applicable law provides you with the following rights, subject to exceptions:

Right to Know

The right to know what categories of Consumer Health Data we collect, share, or sell, and to obtain a list of all third parties and affiliates with whom we have shared or sold your Consumer Health Data. Washington residents also have the right to access the specific Consumer Health Data we collect, share, or sell about them.

Right to Delete

The right to request that we — and our affiliates, service providers, and contractors — delete the Consumer Health Data we hold about you.

Right to Withdraw Consent

The right to withdraw any consent you have given related to the collection, use, or sharing of your Consumer Health Data.

Right to Non-Discrimination

The right not to receive discriminatory treatment for exercising any of the privacy rights described in this Policy.

How to Exercise Your Rights

To exercise any of the rights described above, contact us at support@loudertoday.com. Please include your name, email address associated with your account, and a description of the right you wish to exercise. We will respond within **45 days** of receipt. If we need additional time (up to an additional 45 days), we will notify you within the initial 45-day period.

Authorized agents: You may designate an authorized agent to submit a request on your behalf. We may require confirmation of the authorized agent's authority and may verify your identity directly.

How to Appeal a Decision

Nevada Residents

If your rights request is denied, you may appeal our decision. Within **45 days** of receiving your appeal, we will inform you in writing of any action taken or not taken. If your appeal is not resolved to your satisfaction, you may submit a complaint with the Nevada Attorney General at ag.nv.gov.

Washington Residents

If your rights request is denied, you may appeal our decision. Within **45 days** of receiving your appeal, we will inform you in writing of any action taken or not taken. If your appeal is not resolved to your satisfaction, you may submit a complaint with the Washington State Attorney General at atg.wa.gov.

Contact Us

If you have questions about this Consumer Health Data Privacy Policy or how we handle your Consumer Health Data, please contact us:

Email: support@loudertoday.com

Website: LOUDERtoday.com

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