

Privacy Policy

The Visua ("The Visua", "we", "us" and "our") is committed to protecting your privacy. This policy (the "Privacy Policy") describes how The Visua and its affiliates collect and use personal information to provide our beauty and wellness services (collectively, the "Services"). This policy applies to all users of our apps (collectively, the "App" or "Application"), websites (collectively, the "Site"), features, or other services anywhere in the world. All capitalized terms, if not otherwise defined herein, shall have the meanings ascribed to them in The Visua Terms of Use (the "Terms").

This Privacy Policy specifically applies to:

- Users who request or receive beauty and wellness services;
- Third-party providers or independent beauty and wellness service providers; and
- Individuals who provide information to The Visua in connection with an application to use our Services, or whose information The Visua otherwise receives in connection with its Services (such as contact information of individuals associated with partners).

For purposes of this Privacy Policy, all such persons are referred to as "users." The practices described herein are subject to applicable laws in the places in which we operate. This means that we only engage in the practices described in this policy in a particular country or region if permitted under the laws of those places. Please contact us if you have any questions regarding our practices in your country or region.

By using our Services and submitting Personal Data through those Services, you agree to the terms of this Privacy Policy and expressly consent to the collection, use, and disclosure of your Personal Data in accordance with this Privacy Policy.

Note to Users Outside of the United States:

Your Personal Data may be processed in the country in which it was collected and in other countries, including the United States, where laws regarding the processing of Personal Data may be less stringent than the laws in your country.

□

Types of Data We Collect

"Personal Data" means data that allows someone to identify or contact you, including, for example, your name, address, telephone number, email address, as well as any other non-public information about you that is associated with or linked to any of the foregoing data. "Anonymous Data" means data that is not associated with or linked to your Personal Data; Anonymous Data does not, by itself, permit the identification of individual persons. We collect Personal Data and Anonymous Data as described below.

The following information is collected by or on behalf of The Visua:

Information You Provide. This may include:

- User Profile: We collect information when you create or update your account with The Visua. This may include your name, email address, phone number, login name, password, address, and payment or banking information (processed via Stripe). It may also include government identification numbers (if required by law), service provider licenses or other

certifications, birth date, photo, signature, and any vehicle or insurance information, as well as the preferences and settings you enable for your account.

- **Background Check Information:** If you sign up to use The Visua's Services as a beauty and wellness service provider, we may collect background check information (such as a criminal record, where permitted by law) from a third-party vendor acting on our behalf.
- **Demographic Data:** We may collect demographic information about you, including through user surveys, or receive such information from third parties.
- **User Content:** We may collect any information you submit when contacting customer support, providing ratings or compliments for other users, or otherwise communicating with us.

Information Created When You Use Our Services. This may include:

- **Location Information:** Depending on the Services you use and your app settings or device permissions, we may collect your precise or approximate location information as determined through data such as GPS, IP address, and WiFi.
 - If you are a beauty and wellness service provider or a third-party provider, The Visua collects location information when the app is running in the foreground (app open and on-screen) or background (app open but not on-screen) of your device.
 - If you are a user and have provided permission for the processing of location data, The Visua collects location information when the app is running in the foreground. In certain regions, The Visua may also collect location information when the app is running in the background if such collection is enabled through your device permissions.
- **Transaction Information:** We collect details related to your use of our Services, including the type of beauty and wellness services you requested or provided, order details, delivery information, date and time the service was provided, amount charged, and payment method. Additionally, if someone uses your promotional code, we may associate your name with that individual.
- **Usage Information:** We collect information about how you interact with our Services, such as access dates and times, app features or pages viewed, app crashes, other system activity, type of browser, and any third-party sites or services you used before accessing our Services. This may be collected via cookies, pixel tags, and similar technologies that create and maintain unique identifiers.
 - We also partner with services (for example, Microsoft Clarity and Microsoft Advertising) to capture behavioral metrics, heatmaps, and session replays to improve and market our products and services.
- **Device Information:** We may collect information about the devices you use to access our Services, including hardware models, device IP addresses, operating systems and versions, software details, file names and versions, preferred languages, unique device identifiers, advertising identifiers, serial numbers, device motion information, and mobile network information.
- **Communications Data:** We enable users to communicate with each other and with The Visua through our Apps, Sites, and other Services. For instance, if a beauty and wellness service provider and a user communicate via call or text, we may receive some information regarding the call or text (including the date and time and the content of the communication). This information may be used for customer support, safety and security purposes, product and Services improvement, and analytics.

Information from Other Sources. These may include:

- User feedback, such as ratings or compliments.
- Information provided in connection with referral programs.

- Information from users requesting beauty and wellness services on your behalf.
- Information received in connection with claims or disputes.
- Information provided by our business partners through which you create or access your account, such as payment providers, social media services, or other Apps or Sites that integrate with our APIs.
- Insurance providers, financial services providers, publicly available sources, and marketing service providers.

The Visua may combine information collected from these sources with other information in its possession.

□

Use of Your Personal Data

The Visua uses the information it collects primarily to provide the services you request and to improve our products and features.

Providing Services and Features. The Visua uses the information we collect to provide, personalize, maintain, and improve our products and Services. This includes using the information to:

- Create and update your account.
- Verify your identity.
- Enable the execution of the beauty and wellness services you request.
- Process or facilitate payments for those services via Stripe.
- Offer, obtain, provide, or facilitate insurance or financing solutions in connection with our Services.
- Track the progress of your service, particularly to locate the service provider you have appointed.
- Enable features that allow you to share information with others (such as when submitting a compliment about a service provider, referring a friend to The Visua, or splitting fares).
- Enable personalization of your account (such as bookmarking favorites or storing your service history).
- Enable accessibility features to make our Services easier for users with disabilities to use.
- Perform internal operations necessary to provide our Services, including troubleshooting software bugs, conducting data analysis, testing, research, and monitoring usage trends.

Safety and Security. We use your data to help maintain the safety, security, and integrity of our Services and users. This includes, for example:

- Using device, location, profile, usage, and other information to prevent, detect, and combat fraud or unsafe activities. This may involve processing such information (in certain countries) to identify practices or patterns that indicate fraud or potential safety incidents, which may lead to deactivation of accounts by automated decision-making processes.
- Using user ratings to encourage improvement and to potentially deactivate users who fall below a certain minimum rating, where required by local laws (users in the EU have the right to object to this processing).
- Screening service providers prior to enabling their use of our Services and at subsequent intervals, including through reviews of background checks (where permitted by law), to prevent unsafe service providers from using our Services.

Customer Support. The Visua uses the information we collect (which may include recordings of customer support calls, after notifying you and

with your consent) to assist you when you contact our support services, including to:

- Direct your questions to the appropriate support representative.
- Investigate and address your concerns.
- Monitor and improve our customer support responses.

Research and Development. We may use the collected information for testing, research, analysis, and product development. This allows us to improve and enhance the safety and security of our Services, develop new features and products, and facilitate insurance and financing solutions in connection with our Services.

Communications Among Users. The Visua uses the collected information to enable communications between users. For example, a service provider may call or text a user to confirm a location.

Communications with The Visua. We may use the collected information to communicate with you about products, services, promotions, surveys, news, updates, and events. We may also use your information to promote and process contests and sweepstakes, fulfill any related awards, and provide you with relevant ads and content regarding our Services and those of our business partners. You may receive these communications based on your profile as a user of The Visua.

Legal Proceedings and Requirements. We may use the information we collect to investigate or address claims or disputes related to your use of The Visua's Services, or as otherwise allowed by applicable law, or as requested by regulators, government entities, or official inquiries.

□

Cookies and Third-Party Technologies

Cookies are small text files stored on your browser or device by websites, apps, online media, and advertisements. The Visua uses cookies and similar technologies for purposes such as:

- Authenticating users.
- Remembering user preferences and settings.
- Determining the popularity of content.
- Delivering and measuring the effectiveness of advertising campaigns.
- Analyzing site traffic and trends, and generally understanding the online behavior and interests of people who interact with our Services.

We may also allow third parties to provide audience measurement and analytics services on our behalf, to serve advertisements, and to track and report on the performance of those ads. These third parties may use cookies, web beacons, SDKs, and other technologies to identify your device when you visit our Site and use our Services, as well as when you visit other websites or services.

□

Disclosure and Sharing of Information

We may share the information we collect:

With Other Users. For example, if you are a user, we may share your first name, average user rating provided by service providers, and your service location with the beauty and wellness service providers. If you share a service provided by The Visua with another user, that user may see your name, location, and the beauty and wellness services you requested.

With Service Providers and Business Partners. The Visua may provide information to our vendors, consultants, marketing partners, research firms, and other service providers or business partners. This may include:

- Payment processors and facilitators (via Stripe).
- Background check providers (for service providers).
- Cloud storage providers.
- Marketing and advertising partners.
- Data analytics providers.
- Research partners involved in surveys or other projects on our behalf.
- Vendors that help enhance the safety and security of our Apps and Site.
- Consultants, legal advisors, accountants, and other professional service providers.
- Insurance and financing partners.

For Legal Reasons or in the Event of a Dispute. The Visua may share your information if we believe it is required by applicable law, regulation, legal process, or governmental request, or if disclosure is necessary for safety or similar concerns. This may include sharing your information with law enforcement officials, government authorities, or other third parties to enforce our Terms of Use, protect our rights or property, or address claims or disputes relating to your use of our Services. If you use another person's payment method, we may be required by law to share relevant information with that person, including service details.

With the General Public. When you submit content to public forums (e.g., blogs, social media), your communications may be viewable by the public.

With Account Owners. If you use an account associated with another party (for example, an employer or family account), we may share your service information with the account owner.

With Subsidiaries and Affiliates. We share information with our subsidiaries and affiliates to help provide our Services or to conduct data processing on our behalf.

With Your Consent. The Visua may share your information with third parties if you have expressly consented to such sharing.

□

Information Retention and Deletion

The Visua requires user profile information to provide our Services, and we retain such information for as long as you maintain your account. We also retain certain information—including transaction, location, device, and usage data—for a minimum of seven (7) years in connection with regulatory, tax, insurance, and other requirements in the regions where we operate. Once this information is no longer necessary to provide our Services, enable customer support, improve the user experience, or for other operational purposes, The Visua will take steps to prevent access to or use of such information, except as required for legal, safety, or security purposes.

You may request deletion of your account at any time through the Privacy Settings in the App or on the Site. Following such a request, we will delete the information that we are not required to retain. In certain circumstances, we may be unable to delete your account immediately (for

example, if there is an outstanding balance or unresolved dispute). Once such issues are resolved, we will delete your account as described above.

The Visua may also retain certain information if necessary for legitimate business interests, such as fraud prevention and ensuring the safety and security of our users. For example, if we disable a user's account due to unsafe behavior or security incidents, we may retain certain information about that account to prevent the user from opening a new account in the future.

□

Third-Party Websites

When you click on a link to any other website or location, you will leave our Site and access another site. Another entity may collect Personal Data or Anonymous Data from you on that site. The Visua has no control over and is not responsible for the privacy practices or content of such outside websites. Please note that the terms of this Privacy Policy do not apply to these external sites or the data collected after you leave our Site.

□

Our Relationship with Third-Party Services

We may offer interfaces that allow you to connect with third-party services and social networking services (such as Facebook, Instagram, or Pinterest) through our Services. In such cases, you will authorize access to your account on that service through its developer API. You will log in directly to the third-party service rather than provide your credentials to The Visua. Once authorized, the third party will provide us with a token that allows them to recognize us when we request access to your account information or post on your behalf. You may revoke this access at any time by updating the appropriate settings on the third-party service, although such revocation may limit the Services we can provide.

□

Your Choices Regarding Your Personal Data

Privacy Settings.

The Privacy Settings menu in The Visua's App allows you to set or update your location and contact-sharing preferences, as well as your preferences for receiving mobile notifications. For example:

- **Location Information:** You may enable/disable or adjust the collection of your location information through the Privacy Settings menu or your device settings. Disabling this may require you to manually enter your service location.
- **Share Live Location (for Users):** If you have enabled device location services, you may opt to share your live location with your beauty and wellness service provider to facilitate service delivery. This can be toggled on or off via the Privacy Settings menu.
- **Notifications:** The Visua provides essential account and service updates through push notifications, which cannot be disabled, though you may choose how you receive these notifications. You can also opt in or out of receiving promotional notifications about discounts and news.

Device Permissions.

Most mobile platforms (iOS, Android, etc.) require your consent before an app can access certain types of device data. Your use of the app constitutes your consent to such access unless you withdraw it via your device settings.

Ratings Look-Up.

After each service, both beauty and wellness service providers and users can rate each other and provide feedback. This two-way rating system helps create a respectful and safe environment for all parties.

Explanations, Copies, and Corrections.

You may request that The Visua:

- Provide a detailed explanation of the information we have collected about you and how it is used;
- Provide you with a copy of your collected information;
- Correct any inaccurate information we have about you.

You may make these requests by contacting us (see the Contact Information section below). Additionally, you can edit your name, phone number, and email address associated with your account through the App's Settings menu.

Marketing Opt-Outs.

You may opt out of receiving promotional emails or other marketing communications from The Visua by following the instructions in those messages. Please note that opting out will not affect essential service-related communications (such as transaction receipts or account updates).

□

Security of Your Personal Data

To protect the security of your Personal Data, The Visua employs industry-standard security technologies and procedures to help protect against unauthorized access, use, or disclosure. We require you to enter a password to access your account information and advise you not to share it with unauthorized persons. However, no method of transmission over the Internet or electronic storage is 100% secure. While we take reasonable measures to protect your Personal Data, we cannot guarantee its absolute security.

□

Control of Login and Password

Except as specifically permitted by this Privacy Policy or our Terms of Use, you may not disclose your password to any third party. If you lose control of your password, you may lose control over your Personal Data and will be responsible for any actions taken on your behalf. If your password is compromised for any reason, you should immediately change it or contact The Visua to request assistance.

□

California Residents

If you are a California resident, you have the right to receive:

- a) Information identifying any third parties to whom we may have disclosed, within the past calendar year, personal information pertaining to you and your family for direct marketing purposes; and
- b) A description of the categories of personal information disclosed.

To obtain such information, you must submit a written request including your name, email address, the URL of the website you visited, and a return address. We will not honor such requests more than once per calendar year. Please mail your request to:

The Visua

7901 4th St N Ste 300, St. Petersburg, FL 33702

□

European Union Residents

The GDPR took effect on May 25, 2018, and is intended to protect the data of European Union (EU) citizens. Although The Visua markets its Site, App, and Services online, we do not specifically target our marketing to the EU, nor do we conduct business in or to the EU in any meaningful way. The Site, App, and all Services and/or materials provided by The Visua are available only to U.S. citizens. If you are an EU citizen, you are directed to leave the Site and App and are prohibited from accessing our Services. If you nonetheless access our Services as a resident of the European Economic Area (EEA), you may have the right to request access to, correction or deletion of, portability of, or restriction or objection to the processing of your personal data. This includes the "right to be forgotten." To make any of these requests, please contact us using the details below.

□

Contact Information

The Visua welcomes your comments or questions regarding this Privacy Policy. Please contact us at the following address or email:

The Visua

7901 4th St N Ste 300, St. Petersburg, FL 33702

info@thevisua.us

□

Updates to This Privacy Policy

We may occasionally update this Privacy Policy. If we make significant changes, we will notify you through the Site, the App, or by other means (e.g., email). By using our Services after such notice, you consent to our updates to this Policy. We encourage you to periodically review this Privacy Policy for the latest information on our privacy practices. Previous versions of this policy may be made available for your review upon request.

Below is a revised Terms of Service based on the text provided. In this version, every reference to "Stylist" has been replaced with "Specialist," and any trademark language has been removed. You may further modify details (such as addresses or specific fee amounts) as needed.