

AURA PRIVACY POLICY

INTRODUCTION

At Aura ("we," "our," or "us"), we are committed to protecting the privacy and security of our users. This Privacy Policy explains how we collect, use, disclose, and safeguard the information you provide to us when you use our non-medical wellness services through our website (the "Services"). By accessing or using our Services, you acknowledge that you have read, understood, and agree to be bound by the terms of this Privacy Policy.

INFORMATION WE COLLECT

Personal Information

We may collect certain personal information from you, including but not limited to:

- Full name
- Email address
- Billing and payment information
- Telephone number
- Mailing address
- Account credentials
- Service preferences and history
- Communications with us

We do not collect any personal information from you unless you voluntarily provide it to us through account registration, service purchases, communications, or other interactions with our Services.

Usage Information

We automatically collect certain non-personal information about your use of our website and Services, including:

- IP address
- Browser type and version
- Operating system
- Device information
- Pages viewed and navigation patterns
- Referring website addresses

- Time spent on pages
- Links clicked
- Search queries conducted
- Date and time of access
- Frequency of visits

We collect this information using cookies, web beacons, server logs, and similar tracking technologies as further described in Section 4 below.

HOW WE USE YOUR INFORMATION

Provision and Improvement of Services

- To create and maintain your account
- To process and fulfill your requests for our Services
- To communicate with you regarding your account, Services, or inquiries
- To personalize and enhance your experience on our website
- To develop new features, products, and services
- To conduct analytics and improve the functionality of our Services

Security and Compliance

- To verify your identity and prevent fraud
- To detect and prevent security incidents and malicious activities
- To debug and identify errors that impair functionality
- To protect against harmful, unauthorized, illegal, or unethical activity
- To comply with legal obligations, including responding to lawful requests from public authorities
- To enforce our Terms of Service and other policies

Communications and Marketing

- To send administrative communications, such as confirmations, updates, and security notices
 - To provide information about our Services, features, or promotions (*with your consent where required by law*)
 - To measure the effectiveness of our marketing campaigns
 - To respond to your inquiries and support requests
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COOKIES AND SIMILAR TECHNOLOGIES

1.1. Types of Cookies We Use

Aura uses cookies and similar tracking technologies to enhance your experience on our website and to collect usage information. We use the following types of cookies:

- **Essential Cookies:** These cookies are necessary for the website to function properly and cannot be switched off in our systems. They are usually set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms. These cookies do not store any personally identifiable information.
- **Performance/Analytics Cookies:** These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous.
- **Functionality Cookies:** These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third-party providers whose services we have added to our pages. If you do not allow these cookies, then some or all of these services may not function properly.
- **Targeting/Advertising Cookies:** These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant advertisements on other sites. They do not directly store personal information but are based on uniquely identifying your browser and internet device.

1.2. Cookie Management

You can manage your cookie preferences through your browser settings. Most web browsers allow you to control cookies through their settings preferences. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org.

Please note that disabling certain cookies may limit your ability to use and enjoy the full functionality of our website and Services.

1.3. Cookie List

You can request a comprehensive list of the specific cookies used on our website by contacting us at contact@rediscoveraura.com. We will provide you with detailed information about the name, purpose, and duration of each cookie used on our website.

ZOOM SESSIONS

If you participate in any of our Zoom-based wellness services, we will collect certain information about your Zoom session, including:

- Date, time, and duration of the session
- Attendance information
- Chat logs (if enabled)
- Recording of the session (only with your explicit consent)
- Technical information related to your connection and device

This information is used solely to provide and improve our Services, maintain accurate records, and ensure quality control. We implement appropriate security measures to protect the confidentiality of your Zoom session information, including:

- Requiring password protection for all sessions
- Enabling waiting room features
- Restricting recording capabilities
- Implementing end-to-end encryption where available
- Limiting access to session data to authorized personnel only

We retain Zoom session information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

DATA SHARING AND SECURITY

1.1. No Sale or Rental of Information

AURA DOES NOT SELL OR RENT ANY CUSTOMER INFORMATION OR DATA to third parties for monetary or other valuable consideration. We consider the protection of your privacy to be a fundamental aspect of our relationship with you.

1.2. Limited Sharing with Service Providers

We may share your information with third-party service providers who assist us in operating our website and providing our Services, including:

- Payment processors
- Cloud hosting providers
- Customer relationship management systems
- Email service providers
- Analytics providers
- IT and security service providers

We share only the information necessary for these service providers to perform their functions, and we require them to maintain the confidentiality and security of your information through contractual obligations and data processing agreements.

1.3. Legal Compliance and Protection

We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency). We may also disclose your information when we believe disclosure is necessary to:

- Comply with a legal obligation
- Protect and defend our rights or property
- Prevent or investigate possible wrongdoing in connection with the Services
- Protect the personal safety of users of the Services or the public
- Protect against legal liability

1.4. Business Transfers

If Aura is involved in a merger, acquisition, or sale of all or a portion of its assets, your information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice on our website of any change in ownership or uses of your information, as well as any choices you may have regarding your information.

DATA SECURITY

We take the security of your information seriously and implement appropriate technical, administrative, and physical safeguards to protect the information we collect from unauthorized access, use, or disclosure. Our security measures include:

- Encryption of sensitive information using industry-standard SSL/TLS protocols
- Implementation of firewalls and intrusion detection systems
- Regular security assessments and vulnerability scanning
- Access controls and authentication requirements for our systems
- Employee training on data security and privacy practices
- Physical security measures for our facilities and equipment
- Regular backups and disaster recovery planning

1.1. Data Breach Response

- In the event of a data breach that compromises the security of your personal information, we will:
Promptly investigate the incident and take remedial measures
- Notify affected individuals in accordance with applicable laws and regulations
- Provide clear information about the nature of the breach and steps taken to address it
- Cooperate with regulatory authorities as required
- Implement additional safeguards to prevent similar incidents in the future

Despite our efforts, no method of transmission over the Internet or electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your information, we cannot guarantee its absolute security.

YOUR RIGHTS

Depending on your jurisdiction, you may have certain rights regarding your personal information, which may include:

1.1. Access and Portability

- The right to access the personal information we have about you
- The right to receive a copy of your personal information in a structured, commonly used, and machine-readable format

1.2. Correction and Deletion

- The right to request correction of inaccurate or incomplete personal information
- The right to request deletion of your personal information under certain circumstances

1.3. Restriction and Objection

- The right to request restriction of processing of your personal information
- The right to object to processing of your personal information for certain purposes

1.4. Consent Withdrawal

To exercise any of these rights, please contact us at contact@rediscoveraura.com. We will respond to your request within a reasonable timeframe, typically within 30 days. We may need to verify your identity before processing your request.

CHILDREN'S PRIVACY

Aura's Services are intended for use by individuals 18 years of age or older. We do not knowingly collect personal information from children under the age of 18. If you are a parent or guardian and believe that your child has provided us with personal information without your consent, please contact us at contact@rediscoveraura.com, and we will promptly delete such information from our records.

If we become aware that we have collected personal information from a child under 18 without verification of parental consent, we will take steps to remove that information from our servers immediately.

CHANGES TO THIS POLICY

Aura may update this Privacy Policy from time to time to reflect changes in our practices, Services, or applicable laws and regulations. We will notify you of any material changes by:

- Posting the updated Privacy Policy on our website with a new effective date
- Sending an email to the email address associated with your account (for significant changes)
- Displaying a prominent notice on our website prior to the changes becoming effective

We encourage you to review this Privacy Policy periodically to stay informed about our information practices. Your continued use of our Services after the effective date of the updated policy will constitute your acceptance of the changes.

DISPUTE RESOLUTION

1.1. Governing Law

This Privacy Policy shall be governed by and construed in accordance with the laws of the State of New York, County of Queens, without regard to its conflict of law provisions.

1.2. Dispute Resolution Process

If you have a concern or dispute about our privacy practices, please contact us first at contact@rediscoveraura.com. We will make every reasonable effort to resolve your concerns.

1.3. Arbitration

If you are unable to resolve your dispute directly with us, any controversy or claim arising out of or relating to this Privacy Policy shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party.

1.4. Venue

Any arbitration shall take place in Queens County, the State of New York, and judgment on the arbitration award may be entered into any court having jurisdiction thereof.

1.5. Limitation of Actions

You agree that regardless of any statute or law to the contrary, any claim or cause of action arising out of or related to this Privacy Policy must be filed within one (1) year after such claim or cause of action arose or be forever barred.

CONTACT US

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at: contact@rediscoveraura.com.

We will respond to your inquiry within a reasonable timeframe, typically within 30 days.