

# EVOLVE TO YOU CORPORATION PRIVACY POLICY

**Last Revised: 3/10/2025**

Your privacy is important to us. This Privacy Policy (“**Privacy Policy**”) describes how Evolve To You Corporation (“**Evolve**”, “**we**”, “**us**”, or “**our**”) may collect, use, store, disclose, process, and transfer your personal information through your access to or use of Evolve products and services, including those at [www.evolyetoyou.com](http://www.evolyetoyou.com) as well as any subdomains, website of ours that links to this Privacy Policy, related websites, and other offerings (collectively, the “**Services**”). By using the Services, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, please do not use the Services. Evolve may change this Privacy Policy from time to time by posting changes at [www.evolyetoyou.com/privacy-policy/](http://www.evolyetoyou.com/privacy-policy/). Your continued use of the Services following the posting of such changes will be deemed your acceptance of those changes, unless additional consent is required.

Evolve encourages you to read this Privacy Policy in its entirety, but here are a few key points:

## **Privacy Policy Applicability**

This Privacy Policy applies when you access the Services or share information with Evolve. Evolve may revise this Privacy Policy at any time. [More](#)

## **Information We Collect from You**

We collect all information that you provide directly to use and through the Services, your devices (*e.g.*, computers, smartphones, and tablets), telephone and email as well as information we receive from partners and using cookies and other such technologies. [More](#)

## **How We Use Your Information**

We process your personal information only with your consent or as needed to provide you the Services. We may also use your personal information to comply with legal obligations, operate our business, protect the vital interests of you, our customers, or the public, or for other legitimate interests of Evolve. [More](#)

## **How We Share Your Information**

We may share your information with our partners, service providers, contractors, agents, and third-party vendors as they need it to help us provide the Services, for other requests you make of Evolve, or in furtherance of our other reasons discussed in this Privacy Policy. We may also share your information to comply with law or for other legitimate interests. [More](#)

## **How We Store and Secure Your Information**

We will retain your information as long as necessary for the purposes outlined in this Privacy Policy or for so long as permitted by law, whichever is shorter. Evolve takes technological and organizational measures designed to protect your personal information against loss, theft, and unauthorized access, use, disclosure, or modification. [More](#)

## **Accessing and Updating Your Information**

You can access, get copies of, request deletion of, change, or correct your personal information, or request changes to our use of your personal information by using the contact information below. [More](#)

## **Additional Privacy Information**

Evolve's databases are located in the United States, and you consent to the transfer of your personal information from your location to the United States. The Services are not for use by children under the age of 16 or the lowest age permitted by applicable law, and we do not collect or process the personal information of any children under the age of 16 or the lowest age permitted by applicable law. You may have additional rights under applicable law where you reside. If you have any questions about this Privacy Policy, please contact us via the contact information below. [More](#)

## **Privacy Policy Applicability**

Evolve is revolutionizing the way people manage stress and mental health through cutting-edge technology. Their immersive biosensing headset and AI-driven platform capture real-time brain and physiological data to deliver personalized interventions that enhance nervous system regulation, sharpen focus, and unlock higher states of awareness. Their mission is to create a human-centered approach to technology innovation that empowers individuals to unlock transformative healing and expanded states of consciousness.

This Privacy Policy applies when you use or access the Services or share information with Evolve. By accessing or using the Services, you consent to this Privacy Policy. Evolve may update this Privacy Policy at any time. If you do not consent to this Privacy Policy for any reason, please do not access or use the Services or share your information with us. Please note that this Privacy Policy applies only to the Services and not to any other third-party website linked to or from it, or any third-party website in which Evolve's content or functionality is embedded. We do not control the privacy policies or practices of others.

## **Information We Collect from You**

In general, we receive and collect all information you provide via the Services, including through website input fields, phone, email, or other such ways. This includes personal information that can identify or relates to you, including, but not limited to:

- **Profile or Contact Data**
  - Examples: First and last name; telephone number; email address

- Sources from which this data is collected: you
- With whom we share such data: Evolve’s service providers
- **Device/IP Data**
  - Examples: IP address; information collected automatically through cookies and similar technology, device type, domain names, and access times/logs
  - Sources from which this data is collected: Evolve’s service providers
  - With whom we share such data: Evolve’s service providers
- **Web Analytics**
  - Examples: non-identifiable request IDs
  - Sources from which this data is collected: Evolve’s service providers
  - With whom we share such data: Evolve’s service providers
- **Other Identifying Information that You Voluntarily Decide to Provide**
  - Examples: Identifying information in emails, phone calls, texts, letters or other communications you send us
  - Sources from which this data is collected: you
  - With whom we share such data: Evolve’s service providers

You have the choice regarding what information you share and the Services you want to engage. You can choose not to provide information to us, but in general, some information about you is required in order for you to access certain functionalities of the Services.

We may periodically obtain information about you from partners and other independent third-party sources and will add it to our database of information, including any information that you provide to third parties that are associated with or whose products or services are integrated with the Services. For one example, we may receive information from our email distributor regarding your interaction with our emails, if you have subscribed to our newsletter.

We may use cookies and similar tracking technologies, including those from third-party service providers like WordPress, Klaviyo and other cloud-based tools, to automatically collect your preferences, performance data, and information about your web usage when you visit the Services. By collecting and using this information, we may operate and personalize the Services for you and may also combine this data with other information we have collected about you. For more information on how we use cookies, please see the “Cookies” section below.

The Services are not designed to recognize or respond to “do not track” signals received from browsers. You can control the information collected by such tracking technologies or be alerted when cookies are sent by adjusting the settings on your Internet browser or devices, but such adjustments may affect or disable certain functionality of the Services. You can learn more about targeted ads and your ability to opt out of receiving interest-based ads at [optout.aboutads.info](http://optout.aboutads.info) and [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices).

Sensitive Information. Evolve does **not** collect any sensitive personal information through our Services. Sensitive personal information, as defined by applicable data protection laws, includes information relating to your race, ethnicity, religious beliefs, moral beliefs, philosophical beliefs, sex life, sexual orientation, gender identity, political opinions, trade union membership, citizenship status, national origin, medical

information (including mental health), genetic data, biometric data, or financial information (such as account numbers). We also do not collect any information about criminal convictions or offenses.

## Cookies

Cookies, also known as tracking cookies or browser cookies, and similar technologies such as web beacons, clear GIFs, pixel tags, and JavaScript (collectively, “**Cookies**”) are small pieces of data, usually text files, placed on a computer, tablet, phone, or similar device when you use that device to access the Services. We use the following types of Cookies:

- **Essential Cookies.** Essential Cookies are necessary for providing you with the Services and features that you requested. For example, these Cookies allow you to log into and stay logged into secure areas of the Services, save language preferences, and more. These Cookies are required to make the Services available to you, so they cannot be disabled.

You have the option to decide through your internet browser’s settings whether or not to accept Cookies. Most browsers allow users to choose whether to turn off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the browser) allow you to toggle whether to accept each new Cookie. You can also clear all Cookies that are already on your device. If you do this, however, you may have to manually adjust some preferences every time you visit the Services, and some functionalities may not work. To explore what Cookie settings are available to you, look in the “settings”, “preferences” or “options” section of your browser’s menu.

To find out more information about Cookies, including information about how to manage and delete Cookies generally, please visit <http://www.allaboutcookies.org/>.

## **How We Use Your Information**

We process your personal information with your consent or as needed to provide you the Services. We may also use your personal information to comply with legal obligations, operate our business, protect the vital interests of you, our customers, or the public, or for other legitimate interests of Evolve as described in this Privacy Policy.

More specifically, we may use your personal information to:

- **Optimize and improve the Services.** We continually try to improve the Services based on the information and feedback we receive from you and our other users, including by optimizing the content on or functionalities of the Services.
- **Personalize the user experience.** We may use your information to measure and optimize engagement with the Services and to understand how you and our other users interact with and use the Services and other resources we provide.

- **To send periodic communications.** The communication methods you provide through our contact forms will be used to send information and updates pertaining to the Services. It may also be used to respond to your inquiries or other requests. If you opt into our mailing list, you may receive emails that include Evolve news, updates, product offerings and service information, and marketing material. If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or you may contact us via the contact information below. Please note that if you unsubscribe from promotional emails, you may still receive communications related to your subscription, your purchase, or other necessary functionalities of the Services.
- **To send periodic SMS messages.** We may occasionally send you SMS messages through the number you provided to us. The messages will be sent based on Evolve’s legitimate business needs, and in furtherance of us providing the Services, and for promotional reasons. If at any time you would like to unsubscribe from receiving future SMS messages, we include detailed unsubscribe instructions for how to do so or you may contact us via the contact information below.
- **Carry out other legitimate business interests.** We may use the information you provide to carry out other legitimate business purposes, as well as other lawful purposes.

We may use any aggregated information (as described below) for any purpose.

## How We Share Your Information

We share your information with our partners, service providers, contractors, agents, and third-party vendors indicated in the “[Information We Collect from You](#)” section as needed to fulfill Services. Please note that our partners may contact you as necessary to obtain additional information about you, facilitate any use of the Services, or respond to a request you submit.

Third-party vendors who provide products, services or functions on our behalf may include cloud database providers, communications service vendors, and marketing vendors. Third-party vendors have access to and may collect personal information only as needed to perform their functions, may only use personal information consistent with this Privacy Policy and other appropriate confidentiality and security measures, and are not permitted to share or use the information for any other purpose.

We also may share your information:

- In response to subpoenas, court orders, or other legal process; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases we reserve the right to raise or waive any legal objection or right available to us.
- When we believe it is appropriate to investigate, prevent, or take action regarding illegal or suspected illegal activities; to protect and defend the rights, interests, or safety of our company or the Services, our customers, or others; or in connection other agreements with customers of which you may be affiliated.

- In connection with a corporate transaction, such as a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

Other than as set out above, we will attempt to notify you when your personal information will be shared with third parties.

Personal Information You Post in Public Areas. When you post a message in a Evolve review or customer feedback, the information you post may be accessible to other users of the Services and the public. If you post personal information anywhere on the Services that is accessible to other users or the public, you are advised that such personal information can be read, collected, used, or disseminated by others and could be used to send you unsolicited information or for other purposes. Accordingly, you assume full risk and responsibility for posting such information and agree that Evolve is not responsible in any way for personal information you choose to post in these public areas.

Aggregated Information. We may use, publish, share, distribute, or disclose personal information that has been aggregated with information from other users and otherwise anonymized and de-identified in a manner that does not allow third parties, including Evolve partners, customers, and vendors, to de-identify the data or identify it as originating from you. Such information may help Evolve identify and analyze training, demographic, and psychographic trends and information and report to third parties how many people saw, visited, or clicked on certain content, areas of the Services, or other materials. We may also use such data for research purposes and optimizing the Services' functionality.

## **How We Store and Secure Your Information**

Personal information collected by Evolve may be stored and processed in your region, in the United States, and in any other country where Evolve or its affiliates, subsidiaries, or service providers operate facilities. These countries may have data protection laws that are different to the laws of your country (and, in some cases, may not be as protective). However, we have taken appropriate safeguards to require that your personal information will remain protected in accordance with this Privacy Policy.

Evolve takes technological and organizational measures designed to protect your personal information against loss, theft, and unauthorized access, use, disclosure, or modification. For example:

- We transmit data over secured communication channels using SSL Login credentials;
- All personal information is stored by trusted third party providers;
- All systems used to provide the Services are password protected;
- All Services usage is restricted on a per-user basis on the principle of least privilege; and
- All data is encrypted during transfer and while at rest.

We rely on our cloud service provider's security programs to protect personal information while stored in their respective controlled facilities

Evolve complies with applicable data protection laws, including applicable security breach notification requirements.

## Data Retention

Evolve will retain your information as long as necessary for the purposes outlined in this Privacy Policy, in a manner consistent with our data retention policy discussed in this section, and for a commercially reasonable time thereafter for backup, archival, fraud prevention or detection or audit purposes or as permitted by applicable law. Evolve will retain your personal information consistent with the original purpose of collection or as long as necessary to comply with our legal obligations; maintain accurate accounting, financial and other operational records; resolve disputes; and enforce our agreements. We will never retain your information for a period longer than permitted by law.

We determine the appropriate retention period for personal information on the basis of the amount, nature, and sensitivity of the personal information being processed; the purpose for which it was collected; the potential risk of harm from unauthorized use or disclosure of the personal information; whether we can achieve the purposes of the processing through other means; and applicable legal requirements.

After expiration of the applicable retention periods, your personal information will be deleted. As discussed below, you may have the right to request we delete this information earlier.

## **Accessing and Updating Your Information**

To the extent provided by the law of your jurisdiction, you may:

- Have the right to access certain personal information we maintain about you and request details about how we process it;
- Request certain information regarding our disclosure of personal information to third parties;
- Request that we update or correct inaccuracies regarding your personal information;
- Object to our use of your personal information;
- Ask us to block or delete your personal information from our database;
- Request to download the information you have shared on the Services; and
- Confirm whether Evolve stores your data in the United States.

You may make these requests and any other inquiries about this Privacy Policy by emailing [support@evolvetoyou.com](mailto:support@evolvetoyou.com). Any such requests are subject to the protection of other individuals' rights and applicable law. Additionally, to help protect your privacy and maintain security, we may take steps to verify your identity before granting you access to the requested information.

## **Additional Privacy Information**

Data Transfer. Our databases are currently located in the United States. Evolve makes no claim that its Services are appropriate or lawful for use or access outside the United States. If you access the Services from outside the United States, you are consenting to the transfer of your personal information from your location to the United States. You are solely responsible for complying with all local laws, rules and

regulations regarding online conduct and access to the Services. By providing us your information, you further consent to its storage within the United States.

Collection of Data from Children. The Services are not directed to children, and you may not use the Services or provide any personal information to Evolve if you are under the age of 16 (or the lowest age permitted by applicable law) or if you are not old enough to consent to the processing of your personal information in your country. We do not collect or process personal information of individuals under the age of 16 or the lowest age permitted by applicable law unless we receive all necessary consents from the individual's parent or guardian.

California Resident Privacy Rights. California Civil Code Section 1798.83 permits our customers who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please e-mail us or contact us through the methods stated above.

**[Click to download a copy of this Privacy Policy](#)**