

PRIVACY POLICY
LAST REVISED ON: AUGUST 1, 2025

Mirahelps, LLC (the “**Company**”) is committed to maintaining robust privacy protections for its users. Our Privacy Policy (“**Privacy Policy**”) is designed to help you understand how we collect, use and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

For purposes of this Agreement:

- “**Site**” refers to the Company’s website, which can be accessed at <https://mirahelps.online> or through our progressive-web and mobile applications (iOS / Android).
- “**Service**” refers to the Company’s AI-driven self-help and wellness platform that provides conversational sessions with an AI assistant, mood tracking and related features.
- The terms “**we**,” “**us**,” and “**our**” refer to the Company.
- “**You**” refers to you, as a user of our Site or our Service.

By accessing our Site or our Service, you accept our Privacy Policy and Terms of Use, and you consent to our collection, storage, use and disclosure of your Personal Information as described in this Privacy Policy.

I. INFORMATION WE COLLECT

We collect “**Non-Personal Information**” and “**Personal Information**.”

- **Non-Personal Information** includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information, referring/exit pages and URLs, platform types, preferences you submit and preferences generated based on the data you submit, and the number of clicks.
- **Personal Information** includes your email address, name or display name, date of birth, payment information, dialogue transcripts, mood ratings and any self-reported well-being data you provide through the Service.

1. Information collected via Technology

To activate the Service you need only submit an email address, date of birth and your first name. To use the Service thereafter, you **may** submit additional Personal Information, including but not limited to: payment information and wellness data.

We track information provided automatically by your browser or device, such as the site you came from (“referring URL”), browser type, device model, IP address, time and date of access and other Non-Personal Information. We use cookies—small text files containing an anonymous unique identifier—to collect this data. Cookies enable us to:

- authenticate and keep you logged in;
- remember language, theme and other preferences;
- compile anonymous analytics (pages viewed, session length, error logs);
- detect and prevent fraud or misuse.

The Company uses both **persistent cookies** (remain after you close your browser until deleted) and **session cookies** (expire when the browser is closed).

For example, we store a persistent cookie to track your preferred interface language.

2. Information you provide us by registering for an account

To create a profile you register with the Service by entering your email address, date of birth (to verify that you are 18 or older), and creating a password. You may later add a display name and voluntary well-being data. By registering, you authorize us to collect, store and use this information in accordance with this Privacy Policy.

3. Children’s Privacy

The Site and the Service are **not directed to anyone under the age of 18**. We do not knowingly collect or solicit information from anyone under 18, or allow anyone under 18 to sign up for the Service. If we learn we have collected Personal Information from anyone under 18 without verified parental consent, we will delete it as soon as possible. If you believe we have such information, please contact us at legal@mirahelps.online.

II. HOW WE USE AND SHARE INFORMATION

Personal Information

Except as otherwise stated in this Privacy Policy, we do not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent. We do share Personal Information with vendors who are performing services for the Company, such as the servers for our email communications who are provided access to user’s email address for purposes of sending emails from us. Those vendors use your Personal Information only at our direction and in accordance with our Privacy Policy.

In general, the Personal Information you provide to us is used to help us communicate with you. For example, we use Personal Information to contact users in response to questions, solicit feedback from users, provide technical support, and inform users about promotional offers.

We may share Personal Information with outside parties if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to meet any applicable legal process or enforceable governmental request; to enforce applicable Terms of Service, including investigation of potential violations; address fraud, security or technical concerns; or to protect against harm to the rights, property, or safety of our users or the public as required or permitted by law.

Non-Personal Information

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyze use patterns on the Site. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion.

In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of our assets may continue to process your Personal Information as set forth in this Privacy Policy. If our information practices change at any time in the future, we will post the policy changes to the Site so that you may opt out of the new information practices. We suggest that you check the Site periodically if you are concerned about how your information is used.

III. HOW WE PROTECT INFORMATION

We implement security measures designed to protect your information from unauthorized access. Your account is protected by your account password and we urge you to take steps to keep your personal information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by implementing certain technological security measures including encryption, firewalls and secure socket layer technology. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. By using our Service, you acknowledge that you understand and agree to assume these risks.

IV. YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION

You may **opt out** of marketing communications at any time by following the unsubscribe instructions in each promotional email or by adjusting preferences in **Account** → **Notifications**.

Notwithstanding your marketing preferences, we may continue to send you administrative emails (e.g., policy updates, transactional receipts).

You may access, correct or delete certain Personal Information through your account dashboard or by contacting **legal@mirahelps.online**. Additional rights (e.g., under CCPA/CPRA for California residents or Nevada SB 220) may be exercised via the same email address; we will verify and honor valid requests without discrimination.

V. LINKS TO OTHER WEBSITES

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

VI. CHANGES TO OUR PRIVACY POLICY

The Company reserves the right to change this policy and our Terms of Service at any time. We will notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

VII. CONTACT US

If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us:

- Email: **legal@mirahelps.online**
- Mail: Mirahelps, LLC, 131 Continental Dr, Suite 305, Newark, DE 19713, USA