

Positive Development Privacy Policy

Effective as of 03/06/2026

This “**Privacy Policy**” describes the privacy practices of Positive Development, Inc. and our subsidiaries and affiliates (collectively, “**Positive Development**”, “we”, “us”, or “our”) in connection with the Positive Development App www.positivedevelopment.app (the “**App**”), www.positivedevelopment.com website (“**Website**”), and Positive Development Clinicians Portal (“**Portal**”), and the services made available through the App and Portal (collectively, the “**Service**”), and the rights and choices available to individuals with respect to their information.

This Privacy Policy also applies to any clinician’s office, business, organization, or practice that has subscribed to our Portal pursuant to a separate terms of use and, as applicable, has entered into a separate Business Associate Agreement (“**BAA**”) with us (“**Subscribers**”). In addition to the uses described in this Privacy Policy, we will use and process Personal Data collected from Subscribers in accordance with any additional rights and obligations set forth in that separate terms of use agreement and/or BAA entered into between the Subscriber and Positive Development. In the event of a conflict between the terms of use agreement, the BAA, and this Privacy Policy, with respect to Subscribers only, the conflict will be resolved in the following order of precedence: (1) the BAA; (2) terms of use agreement; then (3) Privacy Policy. As used herein, the term “you” refers to the individual end user of the App or the Subscriber who has signed a BAA or other separate terms of use agreement.

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Personal Information We Collect

Information you provide to us. Personal information you provide to us through the Service or otherwise includes:

- **Personal contact information**, such as your first and last name, telephone number, email, and mailing addresses.
- **Profile information**, such as your username and password that you may set to establish an online account with us.
- **Registration information**, such as information that may be related to a service or an account.
- **Feedback or correspondence**, such as information you provide when you contact us with questions, feedback, or otherwise correspond with us online.

- **Usage information**, such as information about how you use the Service or view content, as well as other products and services of Positive Development (including any Positive Development devices), how you interact with us, and information you provide when you use any interactive features of the Service.
- **Other information** that we may collect which is not specifically listed here, but which we will use in accordance with this Privacy Policy or as otherwise disclosed at the time of collection.

Information we obtain from other third parties. We may receive personal information about you from third-party sources. For example, we may collect information from your developmental client coaches, speech therapists, occupational therapists, physical therapists, therapists and related therapy providers (collectively, “**Clinicians**”) who are Subscribers. Such information may include your diagnosis and onset data. We only use this data to allow your Clinicians to provide its services to you through the Services. Personal Information may include Protected Health Information (“**PHI**”), which we may collect, process, and store, on behalf of our Subscribers.

Clinicians may record therapy sessions with you (or your child) using means outside of our Services, and in such event Clinicians, rather than Positive Development, are responsible for securing any necessary consents from you and storing such recordings. Positive Development will maintain such recorded sessions that our uploaded by Clinicians through the Services only for as long as the Clinician and patient maintain a relationship; provided, however, you may opt-in to additional sharing as described below in “Your Choices”.

Cookies and Other Information Collected by Automated Means

We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and activity occurring on or through the Service. The information that may be collected automatically includes your computer or mobile device operating system type and version number, manufacturer and model, device identifier (such as the Google Advertising ID or Apple ID for Advertising), browser type, screen resolution, IP address, general location information such as city, state or geographic area; and information about your use of and actions on the Service, such as pages or screens you viewed, how long you spent on a page or screen, navigation paths between pages or screens, information about your activity on a page or screen, access times, and length of access. Our service providers and business partners may collect this type of information over time and across third-party websites and mobile applications.

In our mobile application, we may collect this information directly or through our use of third-party software development kits (“**SDKs**”). SDKs may enable third parties to collect information directly from our App.

See our [Cookie Policy](#) for more information.

Referrals

Users of the Service may have the opportunity to refer contacts to us. If you are an existing user, you may only submit a referral if you have permission to provide the referral’s contact information to us so that we may contact them.

How We Use Your Personal Information

We use your personal information for the following purposes and as otherwise described in this Privacy Policy or at the time of collection:

To operate the Service. We use your personal information to:

- Provide, operate and improve the Service
- Provide information about our products and services
- Establish and maintain your user profile on the Service
- Enable security features of the Service, such as by sending you security codes via email or SMS, and remembering devices from which you have previously logged in

- Communicate with you about the Service, including by sending you announcements, updates, security alerts, and support and administrative messages
- Understand your needs and interests, and personalize your experience with the Service and our communications
- Provide support and maintenance for the Service
- Respond to your requests, questions and feedback

For research and development. We analyze use of the Service to analyze and improve the Service and to develop new products and services, including by studying user demographics and use of the Service.

To send you marketing and promotional communications. We may send you Positive Development related marketing communications as permitted by law. You will have the ability to opt-out of our marketing and promotional communications as described in the [opt out of marketing](#) section below.

To comply with law. We use your personal information as we believe necessary or appropriate to comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.

For compliance, fraud prevention, and safety. We may use your personal information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims); (b) enforce the terms and conditions that govern the Service; and (c) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity.

With your consent. In some cases, we may specifically ask for your consent to collect, use or share your personal information, such as when required by law.

To create anonymous, aggregated or de-identified data. We may create anonymous, aggregated or de-identified data from your personal information and other individuals whose personal information we collect. We make personal information into anonymous, aggregated or de-identified data by removing information that makes the data personally identifiable to you. We may use this anonymous, aggregated or de-identified data and share it with third parties for our lawful business purposes, including to analyze and improve the Service and promote our business.

How We Share your Personal Information

We do not share your personal information with third parties without your consent, except in the following circumstances or as described in this Privacy Policy:

Clinicians. We may share your personal information with Clinicians who are Subscribers and who have invited to you to join the Services.

Affiliates. We may share your personal information with our corporate parent, subsidiaries, and affiliates, for purposes consistent with this Privacy Policy.

Service providers. We may share your personal information with third party companies and individuals that provide services on our behalf or help us operate the Service (such as customer support, coaches, hosting, analytics, email delivery, marketing, and database management services). These third parties may use your personal information only as directed or authorized by us and in a manner consistent with this Privacy Policy and are prohibited from using or disclosing your information for any other purpose.

Professional advisors. We may disclose your personal information to professional advisors, such as lawyers, bankers, auditors and insurers, where necessary in the course of the professional services that they render to us.

For compliance, fraud prevention and safety. We may share your personal information for the compliance, fraud prevention and safety purposes [described above](#).

Business transfers. We may sell, transfer or otherwise share some or all of our business or assets, including your personal information, in connection with a business transaction (or potential business transaction) such as a corporate divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution.

We do not share any mobile information including telephone numbers with third parties for marketing purposes, unless such sharing is limited solely to services provided by Positive Development or its affiliated healthcare providers and such sharing complies with applicable law including the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

Your Choices

Access or Update Your Information. If you have registered for an account with us, you may review and update certain personal information in your account profile by logging into the account.

Revocation/opt out of marketing communications. You may opt out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email, or by contacting us at privacy@positivedevelopment.com. You may continue to receive service-related and other non-marketing emails. If you receive marketing text messages from us, you may opt out of receiving further marketing text messages from us by replying STOP to our marketing message.

Opt-In to Continued Use of Videotaped Sessions: By default, Positive Development will only use the recorded therapy sessions between patients and Clinicians that are uploaded by Clinicians to the App or Website solely to provide the Services to the applicable patient and Clinician during the period that the Clinician and patient maintain a relationship. However, as a patient, you have the opportunity to opt-in to allow us to continue to use the videotaped session beyond the termination of any such relationship between the patient and Clinician to provide and improve our Services. Once you have opted into additional sharing, you may revoke such opt-in consent at any time by contacting us at privacy@positivedevelopment.com.

Cookies & Browser Web Storage. We may allow service providers and other third parties to use cookies and similar technologies to track your browsing activity over time and across the Service and third-party websites. For more details, see our [Cookie Policy](#).

Choosing not to share your personal information. Where we are required by law to collect your personal information, or where we need your personal information in order to provide the Service to you, if you do not provide this information when requested (or you later ask to delete it), we may not be able to provide you with our services. We will tell you what information you must provide to receive the Service by designating it as required at the time of collection or through other appropriate means.

Other sites, mobile applications and services

The Service may contain links to other websites, mobile applications, and other online services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. In addition, our content may be included on web pages or in mobile applications or online services that are not associated with us. We do not control third party websites, mobile applications or online services, and we are not responsible for their actions. Other websites and services follow different rules regarding the collection, use and sharing of your personal information. We encourage you to read the privacy policies of the other websites and mobile applications and online services you use.

Security practices

The security of your personal information is important to us. We employ a number of organizational, technical and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information.

Children

As a general rule, children are not allowed to use the Service, and we do not collect personal information from them. We define "children" as anyone under the age of 13. If we learn that we have collected personal information

of a child without the consent of the child's parent or guardian, we will delete it. We encourage parents with concerns to [contact us](#).

Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service. We may, and if required by law will, also provide notification of changes in another way that we believe is reasonably likely to reach you, such as via e-mail (if you have an account where we have your contact information) or another manner through the Service.

Any modifications to this Privacy Policy will be effective upon our posting the new terms and/or upon implementation of the new changes on the Service (or as otherwise indicated at the time of posting). In all cases, your continued use of the Service after the posting of any modified Privacy Policy indicates your acceptance of the terms of the modified Privacy Policy.

How to Contact Us

Please direct any questions or comments about this Policy or privacy practices to privacy@positivedevelopment.com. You may also write to us via postal mail at:

Positive Development, Inc.
Attn: Legal – Privacy

7918 Jones Branch Drive.
4th Floor #242
McLean, VA 22102

Cookie Policy

This Cookie Policy explains how we and our Affiliates, Service Providers, or Business Partners use cookies and similar technologies in connection with the Website, App, and Portal to:

Facilitate access and account management, including remembering preferences and user authentication.

Analyze Website usage for performance and improvement (via Google Analytics or similar).

Deliver personalized content and advertisements.

Measure the effectiveness of our marketing campaigns.

If you would prefer not to accept cookies, you can use our cookie consent management tool (where available). Moreover, most browsers will allow you to change the setting of cookies by adjusting the settings on your browser to: (i) notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies. Be aware that disabling cookies may negatively affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling certain functionalities and features of the Services.

Depending on your device and operating system, you may not be able to delete or block all cookies. In addition, if you want to reject cookies across all your browsers and devices, you will need to do so on each browser on each device you actively use. These settings will typically be found in the "options" or "preferences" menu of your browser. In order to understand these settings, the following links may be helpful, otherwise you should use the "Help" option in your browser for more details.

[Cookie settings in Edge \(Link is external\)](#)

[Cookie settings in Firefox \(Link is external\)](#)

[Cookie settings in Chrome \(Link is external\)](#)

[Cookies settings in Safari web \(Link is external\)](#)

You may also set your email options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our email and performed certain functions with it.

If you would like to find out more about cookies and other similar technologies, please visit www.allaboutcookies.org.

Supplemental Notice for Individuals in Certain States

This Supplemental Notice is for residents of states that have adopted comprehensive privacy legislation and others that may come into effect from time to time, including, but not limited to, California, Montana, Texas Connecticut, Colorado, Utah and Virginia (collectively, “**Applicable State Laws**”). For purposes of this section, the term “Personal Data” has the meaning given in the Applicable State Laws but does not include information or entities exempted from the scope of the Applicable State Laws, such as those subject to HIPAA. Please note that we may claim legal exemptions for certain types of personal information from all or certain parts of the Applicable State Laws. As a resident of the states listed above you may have the rights listed below. However, these rights are not absolute, and in certain cases we may decline your request as permitted by law.

The following table describes the categories of personal information Positive Development has collected and whether Positive Development disclosed that personal information for a business purpose (e.g., to a service provider) in the preceding 12 months.

Category of Personal Information Collected by Positive Development	Category of Third Parties Personal Information is Disclosed to for a Business Purpose
Identifiers A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, or other similar identifiers.	• Service providers • Business partners • Affiliates • Other third parties (including governmental entities) as required by law • Operating systems and platforms
Personal information categories A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Personal Information does not include publicly available information that is lawfully made available to the general public from federal, state, or local government records. Note: Some personal information included in this category may overlap with other categories.	• Service providers • Business partners • Affiliates • Other third parties (including governmental entities) as required by law • Operating systems and platforms
Protected classification characteristics under California or federal law Age (40 years or older), race, color, ancestry, national origin, citizenship,	• Service providers • Business partners • Affiliates

Category of Personal Information Collected by Positive Development	Category of Third Parties Personal Information is Disclosed to for a Business Purpose
religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	• Other third parties (including governmental entities) as required by law • Operating systems and platforms
Commercial information Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	• Service providers • Business partners • Affiliates • Other third parties (including governmental entities) as required by law • Operating systems and platforms
Internet or other electronic network activity Browsing history, search history, information on a consumer's interaction with an internet website, application, or advertisement.	• Service providers • Business partners • Affiliates • Other third parties (including governmental entities) as required by law • Operating systems and platforms
Geolocation data Physical location or movements.	• Service providers • Business partners • Affiliates • Other third parties (including governmental entities) as required by law • Operating systems and platforms
Inferences drawn from other personal information to create a profile about a consumer Profile reflecting a consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	• Service providers • Business partners • Affiliates • Other third parties (including governmental entities) as required by law • Operating systems and platforms

You may request a copy of the Personal Information that you have provided to us by contacting us pursuant to the Questions Section below. You may also have the right, under certain circumstances, to request that we delete the personal information you have provided to us

Sensitive Personal Data. Some of the personal information that we may collect may be considered sensitive personal information under certain state privacy laws. We will not process your sensitive personal data without your consent.

Non-discrimination. You have the right to be free from discrimination related to your exercise of any of your privacy rights.

Appeal. If we decline to take action on any request that you submit in connection with the rights described above, you may ask that we reconsider our response by submitting a written request to us using the contact information provided below. We will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. If the appeal is denied, we will also provide you with an online mechanism, if available, or other method through which you may contact your state attorney general's office to submit a complaint.

Authentication. In order to protect your Personal Data from unauthorized access or deletion, we may require you to verify your credentials before you can submit a rights request. If you do not have an account with us, or if we suspect that your account has been accessed without your authorization, we may ask you to provide additional personal information for verification.

California Residents

This section applies only to California residents. It describes how we collect, use, and share Personal Information of California residents in our capacity as a "business" under the California Consumer Privacy Act ("CCPA") and your rights with respect to that Personal Information. For purposes of this section, the term "Personal Information" has the meaning given in the CCPA but does not include information exempted from the scope of the CCPA. Please note that we may claim legal exemptions for certain types of personal information from all or certain parts of the CCPA, such as information subject to the [Health Insurance Portability and Accountability Act of 1996](#) (HIPAA) and other data protection laws. In some cases, we may provide a different privacy notice to certain categories of California residents, such as employees and job applicants, in which case that notice will apply instead of this section.

Your California privacy rights. As a California resident, you have the rights listed below. However, these rights are not absolute, and in certain cases we may decline your request as permitted by law.

Access. You may request that we provide the following information about how we have collected and used your Personal Information during the past 12 months:

- the categories of Personal Information we have collected about you,
- the sources from which that information was collected,
- the business or commercial purpose for collecting, selling, and/or sharing your Personal Information,
- the categories of personal information we shared or sold about you,
- the categories of third parties to whom we shared or sold personal information about you,
- the categories of personal information we disclosed for a business purpose, and
- the categories of third parties to whom we disclosed personal information about you for a business purpose.

You may request a copy of the Personal Information we have collected by contacting us as set forth in the **Questions** Sections below.

Changes

Information about the cookies we use may be updated from time to time, so please check back on a regular basis for any changes.

Questions

If you have any questions about this Cookie Policy, please contact us by email at privacy@positivedevelopment.com.

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