

PRIVACY POLICY

Little Seed Match LLC

Effective Date: April 1, 2026

Last Updated: May 22, 2026

Little Seed Match LLC (“Little Seed Match,” “Company,” “we,” “our,” or “us”) respects your privacy and is committed to protecting the Personal Information of individuals who interact with our Website, Platform or Services.

This Privacy Policy describes how we collect, use, disclose, and safeguard Personal Information obtained through our Website and Platform, communications, onboarding processes, and all Services.

Company operates as a matching and coordination Platform providing Services connecting intended parents and surrogates. While we are not a healthcare provider, our Services may involve the collection and handling of sensitive personal and health-related information necessary to facilitate these relationships.

If you have questions regarding our Privacy Policy, you may contact us at:

Little Seed Match, LLC
1213 West Morehead Street
5th floor #2186
Charlotte, NC 28208

connect@littleseedmatch.com
(704) 290-2100

How We Collect Personal Information

Company may collect Personal Information:

Directly and Voluntarily – when you visit our Website; register for Membership on the Platform; utilize the Platform; complete intake applications, questionnaires, and forms; request information about our Services; enter into agreements with us; communicate with staff; participate in surveys or marketing communications; and attend events or informational sessions.

Automatically through Website and Platform Activity – when you interact with our Website or Platform, we automatically collect information and utilize tracking technologies to understand how users interact with our Services and to improve the functionality of our Website and Platform.

Google and Microsoft – when we use Google and Microsoft analytical tools and features to collect information regarding Website and Platform usage and user behavior. Google and Microsoft use cookies and similar technologies to analyze trends and report on activity. It is also used to improve our website, detect fraud, improve security, and for advertisement and marketing purposes.

Third-party Technologies – when we use third-party analytics or marketing tools that collect information about how Website visitors and Platform Members interact with our Website and Platform in order to improve our Services and marketing efforts.

Information from Third-Parties – where permitted by applicable law, we may also obtain information from third-parties including but not limited to: related business parties; fertility clinics; background screening providers; marketing service providers; and public records and other public sources.

What Personal Information We Collect

Company may collect various categories of Personal Information:

Personal Identifiers – names, email address, phone number, mailing address, username, Membership account information, and other. We use this information to confirm your identity, communicate with you, process transactions and payments, manage our relationship with you, and provide our Services.

Personal Information Protected Under California Law – identifiers above, as well as your signature and certain banking information, financial, or payment card information. We use this information to process payments, manage our business relationship with you, and deliver our products and Services.

Commercial and Account Information – Membership account details, login or authentication information, records of purchases, billing and shipping addresses, service requests, and your communications or interactions with us. We use this information to maintain business records, administer purchases and payments, manage customer relationships, monitor account activity, support collections efforts, and perform internal analytics and business planning.

Financial Information – billing details and credit card information processed through our payment providers in connection with a requested transaction. We use this information primarily to complete and document payment transactions.

Approximate Location Information – where permitted by law, our Website and Platform may collect general location data through GPS, IP address-derived location, or similar technologies in order to estimate the location of the device from which you access our Website or Platform. We use this information to better understand Website and Platform usage, improve delivery of our Services, and, where legally permitted and consented to, support marketing and lead management activities.

Audio, Visual, or Similar Sensory Information – in certain circumstances within the Website and Platform, we may collect photographs or similar media in connection with the Services we provide.

Inferences Derived from Personal Information – we may use information we collect to develop inferences about your interests, preferences, or likely service needs. This helps us better understand your needs and tailor our communications and service experience.

Sensitive Personal Information – we may collect sensitive personal information, including health-related information or inferences concerning your health status, where relevant to our Services and permitted by law. We use such information for lawful and legitimate business purposes, including to: (i) provide requested Services or Services reasonably expected in the context of our relationship with you; (ii) detect and respond to security incidents; (iii) protect against malicious, deceptive, fraudulent; or unlawful activity; (iv) help protect the safety of individuals; (v) support limited short-

term operational uses; (vi) conduct internal business operations; and (vii) verify or maintain the quality, safety, or effectiveness of our Services. To the extent permitted by law, we may also disclose sensitive Personal Information for targeted advertising purposes. We do not sell sensitive Personal Information for monetary compensation.

Internet and Electronic Network Activity Information – browsing history, search history, and information concerning your interaction with the Website and the Platform. Examples include device type, device settings, unique device identifiers, IP address, operating system, browser type, diagnostic data, browsing behavior, usage data, and session-level activity summaries.

Other – In addition to the categories listed above, you may voluntarily provide us with other Personal Information, such as when you create a Membership account, complete an online or offline form, submit an inquiry, make a complaint, or otherwise communicate with us. You are not required to provide all requested Personal Information; however, if you choose to not provide certain information, we may be unable to fulfill your request or provide some or all of our Services.

We may disclose all of the above information with third-parties as described in this Privacy Policy.

How We Use Personal Information

Depending on our relationship with you, we use your Personal Information to provide our Services by way of: creating Membership accounts on the Platform; registering and processing your purchases; providing you with your purchases; managing payment; managing our contractual relationship and history; complying with contractual obligations; providing customer support; managing requests; communicating online and offline; developing and improving our Services; improving the Website and the Platform; analyzing data for a better user experience; personalizing your Platform content; taking action against breach/violations; managing disputes; complying with our standards; facilitating company transactions; complying with legal and regulatory standards; and other.

Voice Calls, Texts, & SMS Messages

You may have the option to receive voice calls, text messages, or SMS communications from Company related to your Membership account and our Platform and Services, including updates. By providing your phone number and opting into such communications, you consent to receiving these messages, including automated messages.

Message frequency may vary. Standard message and data rates may apply.

You may opt out of receiving text messages at any time by following the opt-out instructions contained in the message. Opting out of marketing messages does not affect communications necessary to manage your Membership account as it relates to the Platform and your Services with Company.

How We Disclose Personal Information

We may disclose Personal Information to the following recipients for the purposes described in this Privacy Policy:

Service Providers – In order to fulfill your requests, enhance the Website and the Platform, provide our Services, respond to inquiries, and otherwise carry out the purposes described in this Privacy Policy, we may disclose your Personal Information to third-party service providers that perform certain services on our behalf. Such service providers are contractually restricted from using or disclosing your Personal Information except as necessary to perform the services for which they have been engaged or as required by law and are obligated to maintain the confidentiality and security of such information.

Corporate Divisions and Affiliates – We may use and disclose your Personal Information you provide to us as reasonably necessary to globally manage our business.

Business Transfers and Successors – We may disclose your Personal Information to any third party that acquires, or seeks to acquire, all or any portion of our business or assets, as well as to our attorneys, advisors, and consultants in connection with such transactions. In the event of any bankruptcy, insolvency, reorganization, or similar proceeding involving us, your Personal Information may be treated as an asset of the estate and, as such, may be sold, assigned, or otherwise transferred to third-parties in accordance with the law.

Law Enforcement/Courts/Regulators/Government/Other – We may transfer and disclose your Personal Information to third-parties: (i) to comply with applicable laws, regulations, legal processes, or enforceable governmental requests; (ii) where we, in good faith, believe such disclosure is required or permitted by law; (iii) in response to requests or investigations by governmental or regulatory authorities; (iv) to verify, enforce, or administer our policies, procedures, the Terms of Use, releases, authorizations, and other contractual rights and obligations, or to protect the rights, property, or safety of Company, our customers, vendors, business partners, or other third parties, including users of the Website and the Platform; (v) to respond to exigent circumstances or emergencies; (vi) where we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with the investigation or prevention of suspected or actual unlawful activity; or (vii) otherwise to safeguard the rights, property, safety, or security of third parties, users of our products or Services, visitors to the Website and the Platform, or the public.

Marketing Partners – We may disclose Personal Information to third-parties that assist us with marketing, advertising, and promotional activities related to our products and Services, including for the purpose of informing you of offerings that may be of interest to you. In certain circumstances, we may permit network advertising companies, publishers, and similar third-parties to collect Personal Information through the Website and the Platform.

Our business partners may access Personal Information about you that we have combined with data obtained from such partners. We may collaborate with these business partners to deliver joint or co-branded promotional communications to you based on the combined data sets. Further information regarding the marketing technologies we utilize is available in our cookie policy.

Non-Personal Information – We may use, disclose, and share non-personal information, such as aggregated user data, demographic information, and usage metrics with third-parties.

Other – We may share your Personal Information with other third-parties by obtaining your consent, and, when applicable, as permitted by law.

Browser Signals

Do Not Track – Some web browsers include ‘Do Not Track’ features. Our Website currently does not respond to these signals.

Global Privacy Control (“GPC”) – If we detect a valid GPC signal requesting opt-out of certain tracking activities, we will honor such requests where required by applicable law.

Links To Other Websites

Both the Website and the Platform may contain links to third-party websites, including social media platforms. Company is not responsible for the privacy practices of those third-parties. You are encouraged to review the privacy policies of those third-party websites.

How We Protect Personal Information

Given the sensitive nature of some of the information collected, we implement reasonable administrative, technical, and physical safeguards designed to protect Personal Information from unauthorized access, disclosure, or misuse. However, no data transmission or storage system can be guaranteed to be completely secure.

Retention Of Personal Information

We retain your Personal Information only as long as reasonably necessary to provide our Services; maintain our relationship with users; comply with legal obligations; resolve disputes; or enforce agreements.

After the pertinent above periods of time have expired, Personal Information will be deleted or securely archived.

International Transfers Of Personal Information

Company is headquartered in, and primarily operates within, the United States. If Personal Information is transferred internationally across borders, Company takes no steps, and makes no guarantees, to ensure safeguards are in place to protect such information.

Children’s Privacy

Our Services are intended for adults and are not directed towards individuals under the age of eighteen (18). We do not knowingly collect Personal Information from individuals under eighteen (18). If we learn that such information has been collected, we shall take steps to delete it and remedy any actions that have been taken.

Updates To Privacy Policy

We reserve the right to update this Privacy Policy from time to time. When updates occur, we will revise the “Last Updated” date at the top of the Privacy Policy. Changes become effective when posted to the Website. Where required by law, we will provide additional notice of material changes.

How To Contact Us

If you have questions about this Privacy Policy, or our data practices, please contact us at the phone number, email address, or mailing address listed above.

International Residents

Individuals located outside of the United States may have additional privacy rights depending on their jurisdiction. These rights may include: access to Personal Information; correction of inaccurate Personal Information; deletion of Personal Information; restriction of certain processing; portability of Personal Information; objection to certain data processing; withdrawal of consent where applicable; and other.

Please contact us at the email address and mailing address listed above if you have certain requests.

Additional State Law Disclosures

Certain states in the United States provide residents with additional privacy laws. Depending on your state, you may have the right to request access to Personal Information we maintain about you; request correction of inaccurate Personal Information; request deletion of Personal Information; opt out of targeted advertising or data sharing; request a copy of your data in a portable format; appeal a denial of a privacy request; and other.

We will not discriminate against individuals who exercise their privacy rights.

To submit a privacy request, please contact us at the email address or mailing address listed above. We may request additional information to verify your identity before fulfilling such a request.

Key Definitions

“Membership” – eligible individuals (the “Members”), whether it be intended parents, surrogates, or other, who have applied and were accepted to participate on the Platform and receive Company’s Services.

“Personal Information” – all information that identifies, relates to, or could reasonably be linked to an individual.

“Platform” – Company’s private membership-based online matching platform intended to provide Company’s Services, specifically to facilitate introductions and independent connections between eligible participants in the surrogacy journey.

“Services” – by and through the Platform, this includes facilitating introductions and potential matches between intended parents and surrogates, offering communication tools to support interactions among users, and assisting with coordination efforts involving independent third-party professionals.

“Website” – www.littleseedmatch.com.