

Privacy Policy | HOMs Web App

Effective Date: July 21, 2026

Helper of Mothers LLC (“HOMs,” “we,” “our,” or “us”) values your privacy. This Privacy Policy explains how HOMs collects, uses, stores, and shares information when you use the HOMs Web App, HOMs Premium, the HOMs Box, related websites, communications, and support services (collectively, the “Services”).

1. Scope

This Policy applies to account holders, parents and guardians, authorized household users, prospective customers, contributors, enrichment partners, outreach representatives, and other people who interact with the Services.

The Services are parent-directed. The person creating a HOMs account must be at least 18 years old. Children may use educational resources only through and under the supervision of a parent or legal guardian.

2. Information We Collect

Depending on how you interact with HOMs, we may collect:

- **Account and Contact Information:** Name, email address, phone number, mailing address, login credentials, household information, and account preferences.
- **Billing and Subscription Information:** Subscription plan, billing status, transaction history, promo or referral codes, and limited payment-related information. Complete payment card information is processed by Stripe and is not stored by HOMs.
- **Family and Child Information:** Information voluntarily entered by a parent or guardian, such as a child’s name, age or grade, subjects, academic logs, homeschool records, portfolio materials, photographs, writing samples, learning goals, schedules, Social Emotional Learning (“SEL”) information, ABC incident data, rewards data, and related notes.
- **App and HOMs Box Activity:** Searches, filters, selected subjects and grades, favorites, downloads, resource interactions, account activity, scheduling activity, and feature usage.
- **Communications and Support Information:** Emails, messages, customer-support requests, survey responses, feedback, and records of communications with HOMs.

Privacy Policy | HOMs Web App

- **Contributor and Partner Information:** A contributor's or partner's name, business name, contact information, website, social-media links, logo, professional information, submitted educational content, ownership and licensing representations, signed agreements, and approved promotional information.
- **Device and Usage Information:** Browser type, device type, operating system, IP address, approximate location derived from IP address, cookies, session identifiers, sign-in status, diagnostic information, and basic usage data.
- **Information You Choose to Provide:** Any other information you voluntarily submit through the Services, forms, events, promotions, or communications.

Some information, including personal data concerning children, SEL or ABC information, and voluntarily provided faith-related preferences, may be considered sensitive under applicable law. HOMs processes this information only as reasonably necessary to provide or maintain the Services requested by the account holder, to protect the Services, or as otherwise permitted by law.

3. How We Collect Information

We collect information:

- directly from you when you create an account, enter records, purchase a subscription, communicate with HOMs, submit content, sign an agreement, or participate in an event or promotion;
- automatically when you use the Services, through cookies, session technology, logs, and similar tools; and
- from service providers or business partners when necessary to process payments, deliver communications, verify referrals, provide technical support, or operate the Services.

4. How We Use Information

HOMs may use information to:

- create, maintain, authenticate, and secure accounts;
- provide academic logging, portfolio, planning, scheduling, SEL, ABC data, rewards, and other requested features;
- provide, organize, personalize, and improve the HOMs Box and other educational resources;

Privacy Policy | HOMs Web App

- remember favorites, preferences, searches, and sign-in choices;
- process subscriptions, payments, renewals, cancellations, promotions, and referral credits;
- respond to questions, provide customer support, and communicate about the Services;
- review, categorize, format, publish, credit, promote, suspend, or remove Contributor Content under the applicable contributor agreement;
- operate enrichment-partner and outreach programs;
- maintain security, prevent fraud, troubleshoot problems, enforce agreements, and protect users, contributors, HOMs, and the public;
- analyze how the Services are used and improve functionality and user experience;
- comply with legal obligations and respond to lawful requests; and
- send marketing communications when permitted. You may opt out of marketing emails at any time, although HOMs may still send transactional, security, billing, or service-related messages.

5. How We Share Information

HOMs does not sell personal information for money. We may share information only as reasonably necessary in the following circumstances:

- **Service Providers:** With vendors that perform services on our behalf, including Stripe for payment processing, Amazon Web Services (“AWS”) for hosting and infrastructure, MongoDB Atlas for database services and storage, and Twilio for communications. These providers receive information only for the services they perform and are subject to their own legal and contractual obligations.
- **At Your Direction:** With tutors, caregivers, helpers, observers, family members, or other users whom you authorize to access information through available account features.
- **Contributor and Partner Promotion:** HOMs may publicly display promotional information that a contributor or partner approves for publication, such as a name, business name, logo, biography, website, social-media link, or creator credit.
- **Legal and Safety Reasons:** When reasonably necessary to comply with law, legal process, or a lawful government request; protect rights, safety, or property; investigate fraud or misuse; or enforce HOMs agreements and policies.

Privacy Policy | HOMs Web App

- **Business Transactions:** In connection with a merger, financing, acquisition, reorganization, sale of assets, or similar business transaction, subject to appropriate confidentiality and legal protections.
- **Aggregated or De-identified Information:** HOMs may use or share information that cannot reasonably be linked to an identifiable person for analytics, planning, reporting, or service improvement.

HOMs does not provide a contributor with children's records, family academic logs, subscriber contact information, or the identities of people who download the contributor's materials merely because that contributor's content appears in the HOMs Box. Any future contributor reporting feature will be limited to aggregated or de-identified information unless the affected user gives permission or another lawful basis applies.

6. Contributor Content and Public Promotional Information

Contributors may submit educational materials, curriculum, logos, business information, and promotional links under a separate Content License and Promotional Exchange Agreement or other written agreement.

Contributor Content may be made available to HOMs Premium subscribers. Approved creator credits and promotional information may be displayed inside the HOMs Box, on a resource, in a contributor profile, or in HOMs marketing.

Contributors should not place personal information about children, customers, students, or other individuals inside Submitted Content unless they have all legally required permissions. Information intentionally approved for public display may be viewed, copied, or shared by others outside HOMs, and HOMs cannot control how third parties use information after it has been made public.

7. Cookies, Session Technology, and "Keep Me Signed In"

HOMs may use cookies, local storage, session identifiers, and similar technology to keep users signed in, remember preferences, maintain security, understand usage, and improve the Services.

You may be able to limit cookies through your browser settings. Disabling certain cookies or storage may prevent sign-in, saved preferences, or other features from working correctly.

Privacy Policy | HOMs Web App

8. Data Retention

HOMs retains personal information only for as long as reasonably necessary for the purposes described in this Policy, including while an account or agreement remains active, as needed to provide the Services, maintain records, resolve disputes, prevent fraud, enforce agreements, and comply with legal, tax, accounting, or security obligations.

Retention periods may differ based on the type of information. When information is no longer reasonably necessary, HOMs may delete, anonymize, or de-identify it. Account deletion may not immediately remove information from backup systems, legal records, completed transaction records, or materials that HOMs must retain by law or agreement.

A contributor's public credit may be removed when the applicable content or relationship ends, subject to the contributor agreement and reasonable processing time. HOMs cannot retrieve copies of materials or promotional information that users or third parties lawfully downloaded or copied before removal.

9. Security

HOMs uses reasonable administrative, technical, and organizational safeguards designed to protect personal information. Payment card information is handled by Stripe. HOMs uses service providers for hosting, storage, database, and communication functions.

No internet service, database, or transmission method is completely secure. HOMs cannot guarantee absolute security. You are responsible for using a strong password, protecting login credentials, and notifying HOMs promptly if you suspect unauthorized account activity.

10. Children's Privacy and Parent-Directed Accounts

HOMs is designed for adults who manage homeschooling and family educational records. HOMs does not knowingly permit a child under 13 to create an account or submit personal information directly without verifiable parental consent where required by law.

Parents and legal guardians may voluntarily provide information about their children to use parent-directed features. The parent or guardian is responsible for deciding what child information to enter, maintaining the accuracy of that information, and ensuring that authorized users handle it appropriately.

A parent or guardian may contact HOMs to request access to, correction of, or deletion of a child's information. If HOMs learns that personal information was collected directly from a child under 13 in a manner not permitted by law, HOMs will take reasonable steps to delete it.

Privacy Policy | HOMs Web App

11. Your Choices and Privacy Rights

You may:

- review and update certain account information through available account settings;
- request access to or a copy of personal information HOMs maintains about you;
- request correction of inaccurate personal information;
- request deletion of personal information, subject to legal and operational exceptions;
- opt out of marketing communications by using the unsubscribe method provided or contacting HOMs;
- request information about how HOMs uses or shares your personal information; and
- withdraw consent where processing is based on consent, subject to legal and service limitations.

Maryland residents may have additional rights under the Maryland Online Data Privacy Act when that law applies to HOMs, including rights to confirm processing, access data, correct inaccuracies, delete data, obtain a portable copy, limit certain uses or disclosures, opt out of the sale of personal data or certain targeted advertising or profiling, and receive equal service without unlawful discrimination for exercising privacy rights.

To submit a privacy request, email helperofmoms@gmail.com with the subject line “Privacy Request.” HOMs may take reasonable steps to verify your identity and authority before completing a request. If a request is denied and applicable law provides a right to appeal, email the same address with the subject line “Privacy Appeal” and explain why you believe the decision should be reconsidered.

HOMs will respond within the time required by applicable law. Certain information may be retained or a request may be limited where necessary to provide a requested service, complete a transaction, protect security, prevent fraud, comply with law, establish or defend legal claims, or satisfy another lawful exception.

12. Third-Party Services and Links

The Services may contain links to contributor websites, partner websites, social-media pages, payment processors, or other third-party services. Those parties operate independently and

Privacy Policy | HOMs Web App

their privacy practices are governed by their own policies. HOMs is not responsible for the privacy, security, content, or practices of third-party services.

13. Changes to This Privacy Policy

HOMs may update this Privacy Policy as the Services, technology, laws, or business practices change. The updated Policy will state a new effective date.

When required by law or when a change is material, HOMs may provide notice through the app, by email, or by another reasonable method. Continued use of the Services after the updated Policy takes effect means that the updated Policy applies, except where applicable law requires additional notice or consent.

14. Contact Us

For privacy questions, requests, or concerns, please contact:

Helper of Mothers LLC

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Email: helperofmoms@gmail.com | Phone: (313) 461-5447