

DIG DEEP, INC. (D/B/A PATHOS) PRIVACY POLICY

Last updated: January 23, 2026

Dig Deep, Inc. (d/b/a Pathos) (“**Pathos**”, “**we**” or “**us**”) is committed to the privacy of our customers, website visitors, and users of our products and services. This privacy policy (“**Privacy Policy**”) discloses what information is gathered about visitors to our website (“**Site**”) or mobile application (“**App**,” together with the Site, the “**Services**”).

This Privacy Policy explains how we collect, use, store and share your Personal Information in connection with your use of the Services.

WE MAY MODIFY THIS PRIVACY POLICY AT ANY TIME, SO CHECK BACK REGULARLY FOR UPDATES. ALL CHANGES WILL BE EFFECTIVE IMMEDIATELY UPON POSTING TO THE SERVICES. WE WILL ATTEMPT TO NOTIFY YOU OF ANY MATERIAL CHANGES VIA THE SERVICES.

1. WHAT IS PERSONAL INFORMATION?

For purposes of this Privacy Policy, “**Personal Information**” means information that alone or in combination identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household. Personal Information does not include De-Identified Data or Aggregated Data.

2. CATEGORIES OF PERSONAL INFORMATION WE COLLECT

We collect certain categories of Personal Information. The categories and a description of the types of data collected in each category are as follows:

Category	Personal Information Collected
Identifiers	Name, unique personal identifier, online identifier, Internet Protocol address, email address, and account information including your login information.
Chat and Interaction Data	We will collect the information you share during your AI therapy sessions. We will create transcripts of your AI therapy sessions. For more information, see our <u>Consumer Health Data Privacy Policy</u> .
Internet Activity	Browsing history and information about your interaction with our Services.

3. SOURCES OF PERSONAL INFORMATION

We obtain the categories of Personal Information listed above from the following categories of sources:

- **Directly from you.** For example, when you create an account or participate in an AI therapy session.
- **Other users.** Your contacts may share your Personal Information with us as part of a referral or promotion program.
- **Service Providers and Third-Party Partners.** Our service providers may collect your Personal Information on our behalf to provide services to us. A few ways in which our service providers may collect your Personal Information:
 - We may receive Personal Information about you from third parties that provide services to us through or in connection with the performance of our Services, including our web hosting providers.
 - We may receive Personal Information related to your use of our Services from third party analytics providers and targeted advertising partners.
 - Our Services are driven by Artificial Intelligence (“AI”) technology that facilitates access to scientific knowledge. We use third-party AI providers to assist in processing the information you share with us during AI therapy sessions.

4. HOW WE USE PERSONAL INFORMATION

The primary purposes for which we use Personal Information are:

- **Providing the Services**
 - **Account Management:** Creating, maintaining, and servicing online accounts.
 - **Service Delivery:** Providing and improving our Services.
- **Business Purposes**

We may use Personal Information for business purposes, including but not limited to:

- **Information Sharing:** Supplying information about our Services.
- **Analytics:** Conducting usage and performance analyses of the Services.
- **Research and Development:** Creating new services and enhancing our current Services.
- **Feedback:** Administering surveys and collecting user input.
- **Statistical Analysis:** Performing demographic and other statistical evaluations.
- **Marketing Effectiveness:** Assessing the success of our marketing and advertising campaigns.
- **Fraud Prevention:** Detecting, preventing, and addressing fraudulent activity.

- **Legal Compliance:** Pursuing other business purposes permitted under applicable law.
- **Contractual Obligations:** Carrying out our obligations and enforcing our rights under contracts, including those between you and Pathos.

- **Customer Service and Customer Communications**

We may use Personal Information for the following purposes:

- Responding to requests for information about Pathos and our Services.
- Providing customer support and technical assistance to help you access and use the Services.
- Communicating with you about updates, new features, or changes to the Services.
- Carrying out purposes you authorize or instruct us to perform with respect to your Personal Information.

- **Marketing Purposes**

We may use your Personal Information to advertise and market our Services. This may include:

- **Promotions and Offers:** Notifying you via email of special promotions, discounts, and exclusive opportunities available through Pathos.
- **Events and Programs:** Informing you about upcoming events, programs, or initiatives related to our Services.
- **Service Updates:** Sharing information with you about new features, enhancements, or changes to our Services.
- **Personalized Content:** Delivering marketing communications tailored to your interests and engagement with our Services.
- **Multi-Channel Communications:** Contacting you via e-mail, in-app notifications, push alerts, or other permitted means.
- **Targeted Advertising:** Providing personalized advertising content for our Services we believe may be of interest to you.
- **Campaign Effectiveness:** Measuring and analyzing the success of our marketing and advertising campaigns to improve future communications.

- **Legal and Regulatory Compliance**

We may use Personal Information to cooperate with law enforcement and for other legal purposes, including:

- **Compliance with laws and regulations:** Meeting applicable legal, regulatory, and reporting requirements.

- **Contractual obligations:** Fulfilling and enforcing obligations arising from contracts we have entered into, including agreements with you.
- **Legal defense:** Protecting our legal or business interests, defending, and responding to legal actions, claims, or disputes.

These uses and disclosures are intended to ensure that Pathos operates in compliance with applicable laws, safeguards public interests, and protects its rights and the rights of its users.

5. HOW WE MAY USE YOUR PERSONAL INFORMATION IN CONNECTION WITH OUR ARTIFICIAL INTELLIGENCE SERVICES

- **AI-Powered Services:** We use artificial intelligence systems to deliver certain features of the Services, including interactions during AI-powered therapy sessions. These AI-generated outputs are provided for informational purposes only and do not constitute professional or medical advice.
- **Data Processing:** Conversations and interactions with AI features may be logged and processed to improve performance.
- **Research:** We may create De-Identified Data and Aggregated Data from the information you share in your AI therapy sessions. Please see Section 11, below, for more information.

6. TO WHOM WE DISCLOSE YOUR INFORMATION

To provide our Services, we may disclose Personal Information with certain third parties business partners and service providers. The third parties that we may disclose Personal Information with include:

- **Service Providers.** We may share Personal Information with service providers. For example, we may share Personal Information with vendors to help us host and provide our Services; improve the content and functionality of the Services; perform data analysis and statistical analysis; troubleshoot problems with the Services; provide email services; provide data processing; and support or provide the security of the Services.
- **Parties to Business Transactions.** In the event of an anticipated or actual merger or acquisition, bankruptcy or other sale of all or a portion of our assets, we may transfer or allow third parties to use information owned or controlled by us, including Personal Information. We reserve the right, in connection with these types of transactions, to transfer, share, assign, or sell your Personal Information and other information we have collected to third parties or to authorize such third parties to use any such information including for due diligence as part of any of the transactions described in this paragraph. Any Personal Information you submit or that is collected after this type of transfer may be subject to a new privacy policy adopted by the successor entity.
- **Government and Law Enforcement.** We may share your Personal Information with individuals or private parties where necessary to enforce and comply with the law, to protect our property or legal rights, for the safety of the public or any person, to prevent harm, to protect the security and integrity of the Services and any equipment used to make the Services available.
- **Professional Advisors.** We may share Personal Information with our professional advisors, such as our attorneys, accountants, financial advisors, and business advisors, in their capacity as advisors to us.
- **Other.** We may share Personal Information with third parties and/or service providers when explicitly requested by or consented to by you, or for the purposes for which you disclosed the

Personal Information to us as indicated at the time and point of the disclosure (or as was obvious at the time and point of disclosure).

7. SITE ANALYTICS AND TARGETED ADVERTISING

We use analytics services and targeted advertising cookies in addition to location features that are connected to your use of the Services. We use cookies, web beacons, pixel tags, and other technologies (collectively, "Cookies") on our Services to automatically collect information that helps us improve the Services and advertise to you. A Cookie is a small text file that our Services save onto your computer or device when you visit a website.

A Cookie can either be a "session" cookie or a "persistent" Cookie. Session Cookies exist only for so long as you are visiting a website and are typically deleted when you exit your web browser. Each time you visit a website that has implemented a persistent Cookie, the Cookie is renewed, and it will remain active until its predetermined expiration date.

We use service providers and other third parties to serve you customized email and internet-based advertisements. Those ad networks use Cookies and other tracking technologies to serve ads based on your prior visits to our Site. These ad networks may place and store Cookies on the devices you use to access our Services and collect information, including your browsing behavior, referring websites, and your response to advertisements.

- **Meta:** We use the services of Meta, Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Meta") on our Site. We use the Meta Pixel, which collects your internet browsing information in order to display our advertisements to you on the Meta platform and help us gain insights on and improve our advertising. For more information about Meta's privacy practices, please refer to their [privacy policy](#). To control the ads you see on Meta's platforms, please visit [here](#).

8. YOUR CONSUMER PRIVACY CHOICES

- **Updating your Personal Information.** If you wish to update your Personal Information, you may send us an email at support@pathos.science
- **Delete Your Account.** If you no longer wish to use the Services or access your account or account information, you may send us an email at support@pathos.science
- **Opt-Out of Email Marketing.** You may opt out of receiving marketing communications at any time by following the unsubscribe instructions included in our messages or by sending us an email at support@pathos.science. Please allow up to ten (10) days for us to process your request. Please note that even if you opt out of marketing, we may still send you non-promotional communications, such as those related to your account, service updates, or legal notices.
- **De-Identified, Aggregated Data Creation Opt-Out Options.** If you prefer not to have your data included in aggregate analyses for marketing or sales purposes, you have the option to opt-out by sending us an email at support@pathos.science

9. LEAVING OUR SERVICES AND/OR LINKING TO THIRD PARTIES

Our Services may include links to third-party websites, social media plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do

not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

10. DE-IDENTIFIED / AGGREGATED DATA

We may create and utilize De-Identified Data derived from Personal Information for a variety of lawful purposes. “**De-Identified Data**” is individual-level derived from Personal Information that is stripped of personal identifiers, such as your name, contact information, or demographic information, but still retaining details about your interactions with the Services. De-Identified Data allows us to conduct broad research and analysis while protecting your privacy. We may combine De-Identified Data to create aggregated data, which is used for research, compiling statistics, and reporting trends, among other purposes (“**Aggregated Data**”).

- **Service Improvement:** De-Identified Data and Aggregated Data may be used to improve, enhance, and optimize our Services.
- **Analysis:** We analyze De-Identified Data and Aggregated Data to operate, maintain, manage, and strengthen our Services.
- **Data Sharing:** We may share De-Identified Data and Aggregated Data with affiliates and service providers for legitimate business purposes.
- **Statistical Reporting:** We may disclose Aggregated Data to describe our Services to customers, partners, and third parties.
- **Research:** De-Identified Data and Aggregated Data may be used for research purposes, including scientific publications, presentations, and reports.

Research

We may use De-Identified Data and Aggregated Data for research purposes. Our research efforts strictly use De-Identified Data and Aggregated Data so that research results do not identify individuals.

This means that we may analyze De-Identified Data and Aggregated Data to study trends, patterns, and user behavior for scientific publications, presentations, and reports. When we use data for these purposes, your information remains de-identified.

Data Usage for Marketing and Sales Purposes:

We take data privacy seriously and ensure that any data used for marketing and sales purposes is De-Identified Data or Aggregated Data. This means that individual identities are not disclosed or used in marketing materials or sales presentations. Our goal is to leverage De-Identified Data and Aggregated Data in a way that promotes transparency, privacy, and ethical data practices.

By using our Services, you acknowledge that De-Identified Data and Aggregated Data may be used for marketing and sales purposes as outlined above. We are committed to protecting your privacy and ensuring that data usage complies with relevant laws and regulations.

Below are the ways in which we may use De-Identified Data and Aggregated Data for marketing and sales purposes:

- **Marketing Materials:** De-Identified Data and Aggregated Data may be utilized to create marketing materials. This could include statistics, trends, or general insights derived from the collective data of our users.

These materials are intended to showcase the benefits and features of our product/services to potential customers, partners, or investors.

- **Sales Presentations:** Similarly, De-Identified Data and Aggregated Data may be incorporated into sales presentations. These presentations are designed to highlight the value proposition of our product/services to potential investors or business partners.

The use of Aggregated Data in sales presentations helps us demonstrate market trends, user demographics, and the overall success of our product/services.

- **Targeted Advertising:** Aggregated Data may also inform our targeted advertising efforts. By analyzing trends and patterns within the aggregated data, we can create more effective advertising campaigns that are relevant to specific audience segments.

However, it's important to note that while Aggregated Data may inform our advertising strategies, we do not use Personal Information for targeted advertising without your explicit consent.

Opt-Out Options: If you prefer not to have your data included in aggregate analyses for marketing or sales purposes, you have the option to opt-out. Simply email us at support@pathos.science, and we will respect your preferences regarding data usage.

11. INTERNATIONAL USERS

Our Services are operated in the United States and intended for users located in the United States. Like almost every website, our Site can be accessed by an international audience. If you are located outside of the United States, please be aware that information we collect, including Personal Information, will be transferred to, processed, stored and used in the United States. The data protection laws in the United States may differ from those of the country in which you are located, and your Personal Information may be subject to access requests from governments, courts, or law enforcement in the United States according to laws of the United States. In addition, such data may be stored on servers located outside your resident jurisdiction and in jurisdictions which may have less stringent privacy practices than your own.

12. CALIFORNIA'S SHINE THE LIGHT ACT

California Civil Code Section 1798.83 permits customers of a company who are California residents to request and obtain from us once a year, free of charge, information about the Personal Information (if any) we disclosed to third parties for the third parties' direct marketing purposes in the preceding calendar year. If applicable, this information would include a list of the categories of Personal Information that were shared and the names and addresses of all third parties with which we shared information in the immediately preceding twelve (12) calendar months. If you are a California resident and would like to make such a request, please submit your request in writing to: support@pathos.science

13. CHILDREN'S PRIVACY

We do not direct or target our Site or Services to anyone under the age of 18. If you are a parent or guardian of someone under the age of 18 and discover that your child has submitted Personal Information to us,

please contact us at support@pathos.science. We will make reasonable efforts to remove such information from our databases.

14. CONTACT INFORMATION

If you have any questions about the Privacy Policy or how we process Personal Information, please contact us at: support@pathos.science