HATCH LABS HOLDINGS LLC
PRIVACY POLICY

Effective Date: March 6, 2026
Last Updated: March 6, 2026

INTRODUCTION

Hatch Labs Holdings LLC ("**Hatch Labs**," "**we**," "**us**," or "**our**") operates AmandasList, a verified membership network for high-achieving professionals. We are committed to protecting your privacy and being transparent about how we collect, use, and share your information.

This Privacy Policy explains how we handle your personal information when you use our services at amandaslist.com and any related applications, services, or platforms (collectively, the "**Services**").

Key Information:
• **Company:** Hatch Labs Holdings LLC (Delaware LLC, EIN 39-2892314)
• **Address:** 701 Tillery Street, Suite 12, Austin TX 78702
• **Contact:** amanda@hatchlabs.com
• **CEO:** Amanda Bradford

By using our Services, you agree to the collection and use of information as described in this Privacy Policy.

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1. INFORMATION WE COLLECT

1.1 Information You Provide Directly

Account Registration Information:
• Full legal name
• Email address
• Phone number
• Date of birth
• Gender identity
• Location (city, state)
• Profile photos

Professional Information:
• Educational background and degrees
• Current employer and job title
• Industry and work experience
• Professional achievements
• Career aspirations

Identity and Income Verification (Required):
Through our integration with Plaid, we collect the following information as a condition of joining our platform:

Identity Verification Data:
• Full legal name verification
• Date of birth verification
• Address verification
• Government-issued ID validation
• Social Security Number verification (as required by Plaid)

Financial Account Information:
• Bank account information and balances
• Income verification data
• Employment verification
• Asset verification data
• Transaction history (limited to verification purposes)

Note: All financial data collection is processed through Plaid, Inc., a trusted financial services partner. For information about how Plaid handles your data, please review Plaid's End User Privacy Policy at https://plaid.com/legal/end-user-privacy-policy/.

Profile and Preference Information:
• Personal interests and hobbies
• Dating preferences and relationship goals
• Lifestyle preferences
• Communication preferences
• Privacy settings

1.2 Information Collected Automatically

Usage Information:
• App usage patterns and feature interactions
• Time spent on different sections
• Profile views and connection activities
• Search queries and filters used
• Device information (type, operating system, browser)

Technical Information:
• IP address and location data
• Device identifiers
• Log files and error reports
• Cookies and similar tracking technologies
• Session information

Communication Data:
• Messages sent through the platform
• Response rates and timing
• Communication preferences
• Feedback and support interactions

1.3 Information from Third Parties

Social Media Integration (Optional):
• Profile information from connected social media accounts
• Professional information from LinkedIn (if authorized)
• Public social media activity (if relevant to verification)

Professional Verification:
• Employment verification from third-party services
• Educational verification from institutions
• Professional licensing verification (where applicable)

Background Information:
• Publicly available information for verification purposes
• Professional directory listings
• News articles or media mentions (if relevant)

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2. HOW WE USE YOUR INFORMATION

2.1 Primary Service Functions

Membership Verification and Approval:
• Verify your identity and professional status
• Confirm income and asset information for membership eligibility
• Maintain platform quality and exclusivity
• Prevent fraud and ensure community safety

Platform Operation and Matching:

• Create and maintain your profile
• Provide matching and connection services
• Facilitate communication between members
• Personalize your experience and recommendations

Account Management:
• Process your registration and maintain your account
• Provide customer support and respond to inquiries
• Send important account notifications and updates
• Manage your preferences and privacy settings

2.2 Communication and Engagement

Service Communications:
• Send verification confirmations and status updates
• Provide match notifications and activity alerts
• Share platform updates and new features
• Deliver customer support responses

Optional Marketing Communications (with consent):
• Send newsletters and community updates
• Share relevant content and resources
• Notify you about events and networking opportunities
• Provide tips for platform success

2.3 Safety and Security

Platform Security:
• Monitor for suspicious activity and fraud prevention
• Investigate violations of terms of service
• Maintain platform safety and community standards
• Respond to legal requests and law enforcement inquiries

Data Security:
• Protect against unauthorized access and data breaches
• Maintain data integrity and system reliability
• Implement security measures and monitor threats
• Conduct security audits and vulnerability assessments

2.4 Business Operations

Analytics and Improvement:
• Analyze platform usage and performance metrics
• Improve our services and develop new features

• Conduct research and data analysis (in aggregated, non-identifiable form)
• Measure the effectiveness of our verification processes

Legal and Compliance:
• Comply with applicable laws and regulations
• Respond to legal process and government requests
• Enforce our terms of service and community guidelines
• Maintain records as required by law

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3. PLAID INTEGRATION AND FINANCIAL DATA

3.1 Plaid Partnership

AmandasList uses Plaid, Inc. to verify your identity and financial information as a requirement for membership. Plaid is a trusted financial technology company that enables secure connections to your financial institutions.

What Plaid Collects:
• Account information (account numbers, routing numbers, balances)
• Identity information (name, address, phone number, email)
• Transaction data (limited to verification purposes)
• Income and employment information

How Plaid Protects Your Data:
• Bank-level security with 256-bit encryption
• Multi-factor authentication required
• SOC 2 Type II compliance
• Regular security audits and monitoring

3.2 Your Rights Regarding Plaid Data

Access and Control:
You can view and manage your Plaid data connections through your account settings. You have the right to:
• Revoke Plaid's access to your financial accounts at any time
• Request information about what data has been collected
• Update or correct your financial information
• Delete your financial data (subject to legal retention requirements)

Plaid's Privacy Policy:

For complete information about how Plaid handles your financial data, please review Plaid's End User Privacy Policy at https://plaid.com/legal/end-user-privacy-policy/. Plaid's privacy policy governs their collection, use, and protection of your financial information.

3.3 Financial Data Retention

We retain financial verification data only as long as necessary for:
• Maintaining your membership status
• Complying with financial service regulations
• Preventing fraud and ensuring platform security
• Meeting legal retention requirements

When you delete your account, we will securely delete your financial data within 30 days, except where longer retention is required by law.

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4. HOW WE SHARE YOUR INFORMATION

4.1 We Do Not Sell Your Information

We do not sell, rent, or trade your personal information to third parties for their marketing purposes. Your data is valuable to us because it helps us provide better services to you, not because we profit from sharing it with others.

4.2 Service Providers and Business Partners

We share information with trusted service providers who help us operate our platform:

Infrastructure and Technical Services:
• **Supabase:** Database hosting and management (SOC 2 compliant)
• **Plaid:** Identity and financial verification services
• **Cloudflare:** Content delivery and security services
• **GitHub:** Code repository and deployment services

Professional Services:
• Legal counsel for compliance and regulatory matters
• Accounting and financial services
• Security consultants and auditing services
• Customer support service providers

Service Provider Requirements:
All service providers are required to:
• Sign data processing agreements with strict confidentiality requirements

• Implement appropriate security measures to protect your data
• Use your information only for the specific services they provide to us
• Return or securely delete your data when services are terminated

4.3 Legal Requirements and Safety

We may disclose your information when required by law or to protect safety:

Legal Obligations:
• Comply with court orders, subpoenas, or legal process
• Respond to government agency requests
• Meet regulatory reporting requirements
• Cooperate with law enforcement investigations

Safety and Security:
• Protect against fraud, abuse, or security threats
• Investigate violations of our terms of service
• Protect the rights, property, or safety of our users
• Prevent illegal activities or harm to others

4.4 Business Transfers

In the event of a merger, acquisition, or sale of all or part of our business, your information may be transferred to the acquiring company. We will notify you of any such transfer and any changes to this privacy policy.

4.5 With Your Consent

We may share your information with third parties when you give us explicit consent to do so, such as:
• Integration with other professional networking platforms
• Participation in third-party research studies
• Sharing contact information with specific connections

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5. DATA RETENTION AND DELETION

5.1 Retention Periods

Active Account Data:
We retain your personal information for as long as your account is active and you continue to use our services.

Financial Verification Data:
We retain financial verification data for a minimum period required by financial service regulations, typically:
• Identity verification records: 5 years after account closure
• Income verification records: 3 years after account closure
• Anti-fraud data: 7 years after account closure

Communication Data:
• Direct messages: Retained until account deletion or user request
• Platform interactions: Retained for service improvement (anonymized after 2 years)
• Support communications: 3 years for quality assurance

Legal Compliance Data:
Some data may be retained longer when required by:
• Financial service regulations
• Anti-money laundering laws
• Tax reporting requirements
• Litigation holds or legal proceedings

5.2 Account Deletion

User-Initiated Deletion:
You can delete your account at any time through your account settings or by contacting us at amanda@hatchlabs.com. Upon account deletion:

• Profile information deleted within 30 days
• Financial verification data deleted within 30 days (subject to legal requirements)
• Messages and communications deleted within 30 days
• Anonymous usage analytics may be retained

Automatic Deletion:
Accounts inactive for more than 2 years will be automatically scheduled for deletion with 30 days advance notice.

5.3 Data Minimization

We regularly review the data we collect and retain, implementing data minimization practices:
• Delete unnecessary data automatically
• Anonymize data where possible while maintaining service quality
• Limit data collection to what is necessary for service provision
• Update retention policies based on changing legal requirements

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6. YOUR PRIVACY RIGHTS

6.1 Access and Portability

Right to Access:
You have the right to request information about what personal data we have collected about you, including:
• Categories of information collected
• Sources of the information
• Purposes for collection and use
• Third parties with whom we share information

Data Portability:
You can request a copy of your personal data in a portable format, allowing you to transfer your information to another service.

6.2 Correction and Updates

Right to Correction:
You can update most of your personal information directly through your account settings. For information you cannot update yourself, you can contact us to:
• Correct inaccurate personal information
• Complete incomplete personal information
• Update outdated information

6.3 Deletion and Opt-Out

Right to Deletion:
You can request deletion of your personal information, subject to certain legal limitations. We will delete your information unless we need to retain it for:
• Legal compliance requirements
• Fraud prevention and security
• Legitimate business purposes
• Legal claims or litigation

Marketing Opt-Out:
You can opt out of marketing communications at any time by:
• Using the unsubscribe link in emails
• Updating your communication preferences in account settings
• Contacting us directly at amanda@hatchlabs.com

6.4 California Consumer Privacy Act (CCPA) Rights

If you are a California resident, you have additional rights under the CCPA:

Right to Know:
Request specific information about how we collect, use, and share your personal information in the past 12 months.

Right to Delete:
Request deletion of your personal information, subject to certain exceptions.

Right to Opt-Out:
Opt out of the sale of your personal information (Note: We do not sell personal information).

Right to Non-Discrimination:
We will not discriminate against you for exercising your CCPA rights.

Authorized Agents:
You may designate an authorized agent to make requests on your behalf.

6.5 How to Exercise Your Rights

To exercise any of these rights, contact us at:
• **Email:** amanda@hatchlabs.com
• **Subject Line:** "Privacy Rights Request"
• **Required Information:** Your full name, email address, and specific request

We will respond to your request within 30 days and may need to verify your identity before processing your request.

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7. SECURITY MEASURES

7.1 Technical Safeguards

Data Encryption:
• All data encrypted at rest using AES-256 encryption via Supabase
• All data in transit protected with TLS 1.2 or higher encryption
• Database-level row security to limit data access
• Encryption key management through secure cloud infrastructure

Access Controls:
• Multi-factor authentication required for all critical system access
• Role-based access control with principle of least privilege
• Regular access reviews and immediate deactivation upon termination
• Administrative access logging and monitoring

Infrastructure Security:
• SOC 2 compliant hosting environment (Supabase)
• DDoS protection and web application firewall (Cloudflare)
• Automated security monitoring and threat detection
• Regular security assessments and vulnerability testing

7.2 Operational Safeguards

Security Policies:
• Comprehensive information security policy
• Employee security training and awareness programs
• Incident response procedures and breach notification protocols
• Regular security audits and compliance assessments

Vendor Management:
• Security due diligence for all service providers
• Contractual data protection requirements
• Regular monitoring of vendor security practices
• Incident response coordination with vendors

Business Continuity:
• Automated backup procedures with point-in-time recovery
• Disaster recovery testing and procedures
• Incident response team and escalation procedures
• Business continuity planning and testing

7.3 Privacy by Design

Data Minimization:
• Collect only the minimum data necessary for service provision
• Regular review and deletion of unnecessary data
• Anonymous analytics where possible
• Purpose limitation and use restrictions

Transparency and Control:
• Clear privacy policy and data collection notices
• User control over data sharing and privacy settings
• Easy-to-use privacy management tools
• Regular privacy policy updates and notifications

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8. CHILDREN'S PRIVACY

Our Services are not intended for individuals under the age of 18. We do not knowingly collect personal information from children under 18. The membership verification process, including income verification, is only available to adults.

If we learn that we have collected personal information from a child under 18, we will delete that information immediately. If you believe a child under 18 has provided us with personal information, please contact us at amanda@hatchlabs.com.

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9. COOKIES AND TRACKING TECHNOLOGIES

9.1 Types of Cookies We Use

Essential Cookies:
Required for basic platform functionality, including:
• Session management and user authentication
• Security features and fraud prevention
• Service delivery and platform operation
• Privacy preference management

Analytics Cookies:
Help us understand how users interact with our platform:
• Usage patterns and feature popularity
• Performance monitoring and error tracking
• Platform improvement and optimization
• Aggregated usage statistics (anonymized)

Preference Cookies:
Remember your choices and settings:
• Language and display preferences
• Privacy and communication settings
• User interface customizations
• Feature preferences

9.2 Cookie Management

Browser Controls:
You can manage cookies through your browser settings:
• Block all cookies (may affect platform functionality)
• Allow only essential cookies
• Delete existing cookies
• Set cookie preferences for specific sites

Platform Controls:
You can manage tracking preferences through your account settings:
• Opt out of analytics tracking
• Adjust privacy preferences
• Control marketing communications
• Manage data sharing settings

9.3 Third-Party Tracking

We may use third-party analytics services to understand platform usage:
• **Google Analytics:** Platform usage and performance (anonymized)
• **Error Tracking:** Technical issue identification and resolution
• **Security Monitoring:** Fraud prevention and security threat detection

You can opt out of Google Analytics using the Google Analytics Opt-out Browser Add-on.

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10. INTERNATIONAL DATA TRANSFERS

10.1 Data Location and Processing

Your personal information is primarily stored and processed in the United States:
• **Primary Database:** Supabase (cloud-hosted in the US)
• **Backup Storage:** Cloud infrastructure with US-based data centers
• **Service Providers:** Primarily US-based with appropriate safeguards

10.2 International Users

If you are located outside the United States:
• Your information will be transferred to and processed in the United States
• We implement appropriate safeguards for international transfers
• We comply with applicable international data protection laws
• You may have additional rights under local privacy laws

10.3 Transfer Safeguards

For international data transfers, we implement:
• Standard Contractual Clauses (SCCs) with service providers
• Adequacy decisions where applicable
• Binding corporate rules for internal transfers
• Additional technical and organizational measures

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11. CHANGES TO THIS PRIVACY POLICY

11.1 Policy Updates

We may update this Privacy Policy to reflect:
• Changes in our services or business practices
• Updates to applicable laws and regulations
• Improvements to our privacy and security practices
• User feedback and privacy concerns

11.2 Notification of Changes

Material Changes:
For significant changes that affect how we collect, use, or share your information:
• Email notification to active users at least 30 days before changes take effect
• Prominent notice on our website and platform
• Clear explanation of what has changed and why
• Opportunity to review and accept new terms

Non-Material Changes:
For minor updates, clarifications, or administrative changes:
• Updated "Last Modified" date on this policy
• Notice in your account dashboard
• Continued use of the service constitutes acceptance

11.3 Version History

We maintain a record of policy changes:
• Previous versions available upon request
• Summary of changes made in each version
• Effective dates for all policy versions
• Rationale for significant changes

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12. CONTACT INFORMATION

12.1 Privacy Questions and Requests

For questions about this Privacy Policy or to exercise your privacy rights:

Primary Contact:
• **Email:** amanda@hatchlabs.com
• **Subject Line:** "Privacy Policy Inquiry" or "Privacy Rights Request"
• **Response Time:** We will respond within 5 business days

Mailing Address:
Hatch Labs Holdings LLC
Attn: Privacy Officer
701 Tillery Street, Suite 12
Austin, TX 78702

12.2 Data Protection Officer

For EU residents or complex privacy matters:
• **Email:** amanda@hatchlabs.com
• **Subject Line:** "Data Protection Officer - [Your Request]"

12.3 Legal and Compliance

For legal matters related to privacy or data protection:
• **Business Contact:** amanda@hatchlabs.com
• **Legal Entity:** Hatch Labs Holdings LLC (Delaware LLC)
• **EIN:** 39-2892314

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13. ADDITIONAL RESOURCES

13.1 Related Policies

• **Terms of Service:** Available at amandaslist.com/terms
• **Information Security Policy:** Available upon request
• **Community Guidelines:** Available at amandaslist.com/guidelines
• **Cookie Policy:** Integrated within this Privacy Policy

13.2 External Resources

• **Plaid Privacy Policy:** https://plaid.com/legal/end-user-privacy-policy/
• **Supabase Privacy Policy:** https://supabase.com/privacy
• **California Attorney General CCPA Resources:** https://oag.ca.gov/privacy/ccpa

13.3 Regulatory Information

• **CCPA Compliance:** This policy complies with the California Consumer Privacy Act
• **Financial Privacy:** We comply with applicable financial privacy regulations
• **Industry Standards:** We follow SOC 2 and industry best practices for data protection

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