SoloSpouse® Privacy Policy

Life Reconstruction Platform · Effective August 24, 2026

Last Updated: August 24, 2026

This Privacy Policy applies to solospouse.com and app.solospouse.com. SoloSpouse, Inc. is a Delaware corporation with principal operations in Virginia.

SoloSpouse®, Inc., a Delaware corporation ("SoloSpouse," "we," "us," or "our"), provides a life reconstruction platform for widowed women, offered directly and through partnerships with financial advisors and wealth management firms. This Privacy Policy describes how we collect, use, and protect information from users of our website (solospouse.com) and web application (app.solospouse.com), collectively the "Services."

We may update this Privacy Policy from time to time by posting a revised version on this page and updating the "Last Updated" date above. We encourage you to review this page periodically.

1 INFORMATION WE COLLECT

SoloSpouse is designed to collect only what we need to support you. The personal information we currently collect includes:

- Your name
- Your email address
- Your phone number, if you choose to add it for account verification or SMS notifications
- Your spouse's name
- The date you lost your spouse
- The date you found SoloSpouse

We do not currently collect financial account information, payment card details beyond what is necessary to process a subscription (handled by our payment processor, not stored by us directly), or any information from a financial advisor's internal systems. See the Financial Advisor Partnerships section below for how, and under what circumstances, information may be shared with a Partner.

We also automatically collect limited technical information when you use our Services, such as browser type, device information, IP address, and usage patterns (for example, which features you use and how often), through standard web and app analytics tools.

2 HOW WE USE YOUR INFORMATION

We use the information described above to:

- Create and maintain your account
- Verify your identity and phone number when you choose to enable SMS features
- Personalize your experience within our three pillars (Personal Wellness, Financial Confidence, and Solo Home Mastery)
- Send you account-related communications, including milestone notifications and, if you opt in, SMS reminders ("Gentle Nudges")
- Maintain the security and integrity of our Services
- Improve and develop our Services
- Comply with applicable law

3 AI AND ANALYTICS

We use, and may in the future use, artificial intelligence and machine learning technologies to personalize your experience and improve SoloSpouse.

Personalizing your experience

The information you share, including your questionnaire responses and any journaling, is used to personalize your SoloSpouse experience, including identifying which content and tools may be most relevant to you. This happens automatically as part of using the platform and does not require a separate consent step.

Improving SoloSpouse for our community

We use anonymized or de-identified activity data to train, test, and improve the AI models that power platform features, and to identify aggregate trends that help us improve the platform. We publicly commit to maintaining this information in de-identified form and will not attempt to re-identify it.

What we do not do

We will not use your identifiable personal data to train AI models that are sold or licensed to third parties. We may use your personal data, including your activity patterns, engagement history, and responses, to better understand your individual needs and deliver more relevant, contextual support and recommendations to you within the platform. Anonymized and de-identified data may additionally be used to train shared platform features and recommendation systems that benefit all members. We do not make automated decisions that have legal or similarly significant effects on you without human review. Any sharing of your information with financial advisor or wealth management Partners is governed exclusively by the Financial Advisor Partnerships section below.

Research and case studies

We may use aggregate, de-identified member data to produce research findings, case studies, and industry reports. Individual-level data will only appear in research outputs with your explicit, separate written consent.

4 AGGREGATED AND DE-IDENTIFIED INFORMATION

Because SoloSpouse collects a small, defined set of personal information, our use of aggregated or de-identified data is limited in practice. We may review overall usage patterns — for example, how many members engage with a particular pillar, or how members typically move through their journey — in a form that does not identify any individual member. We use this aggregated information to improve our platform and better understand member needs.

We publicly commit to maintaining any aggregated or de-identified information in that form, and we will not attempt to re-identify it. If we ever share aggregated or de-identified information with a third party, we will contractually require that party to honor this same commitment.

We do not sell your personal information. We do not use identifiable information about your grief journey, loss, or emotional wellbeing for third-party advertising.

5 SMS / TEXT MESSAGING

If you provide your mobile phone number and opt in, SoloSpouse may send you text messages, including one-time passcodes for phone verification and, if you separately opt in through your account Preferences, optional “Gentle Nudges” account reminders.

- Message frequency varies depending on your activity and preferences.
- Message and data rates may apply, according to your mobile carrier's plan.
- You may opt out of SMS reminders at any time by replying STOP, or by disabling SMS in your account Preferences.
- Reply HELP for assistance, or contact us at kelly.clair@solospouse.com.
- Your consent to receive text messages is not a condition of using SoloSpouse.

Mobile phone numbers collected for text messaging or account verification are used only to deliver those messages. We do not share or sell your mobile phone number to third parties, affiliates, or lead generators for their own marketing or promotional purposes.

6 HOW WE SHARE INFORMATION

We do not sell your personal information. We may share information in the following limited circumstances:

- With service providers who help us operate SoloSpouse, including cloud hosting and infrastructure providers, identity and authentication services, email delivery services, payment processors, analytics platforms, AI infrastructure providers, and customer support tools. Each provider is authorized to use your information only as needed to provide services to us and is contractually bound to that limitation.
- If SoloSpouse is involved in a merger, acquisition, or sale of assets, in which case information may be transferred as part of that transaction
- If required by law, or if we believe in good faith that disclosure is necessary to protect our rights, your safety, or the safety of others
- With your consent, or at your direction

7 FINANCIAL ADVISOR PARTNERSHIPS

SoloSpouse may be offered to you through a referral relationship with a financial advisor, wealth management firm, or other organization (a “Partner”). What a Partner may learn about you depends on what you have consented to:

Tier 1 — Referral confirmation

If you joined through a Partner's referral link or code, that Partner receives confirmation that their code was used. No other information is shared at this tier, and no consent is required.

Tier 2 — Aggregate data

Partners may receive de-identified, aggregate engagement data about their referred members as a group (for example, what percentage engaged with a particular pillar). This is reported for groups of 10 or more members. Data is provided to Partners through periodic reports prepared by SoloSpouse on a schedule agreed with each Partner. Partners whose referred group has not yet reached the 10-member threshold will receive a manually prepared summary report quarterly so that no Partner is without visibility into outcomes during early stages of a partnership.

Tier 3 — Individual data (not currently active)

We may in the future allow individual-level activity data to be shared with your specific referring Partner, so they can better support you. This is not active today. If we activate this for a Partner relevant to you, we will notify you directly, explain exactly what would be shared, and ask for your separate, explicit opt-in consent before any sharing begins. Declining has no effect on your access to SoloSpouse.

Regardless of tier, we never share the content of your journal entries, private messages, or community posts, your financial account information (meaning external banking, brokerage, investment, or credit account data), government ID, or medical records, or any data about members referred by a different Partner. Platform-generated financial wellness engagement data, such as your activity within the Financial Confidence pillar, is not financial account information and may be shared under Tier 3 with your consent.

8 DATA SECURITY

We use reasonable administrative, technical, and physical safeguards designed to protect your information. However, no method of transmission over the internet or method of electronic storage is completely secure, and we cannot guarantee absolute security.

9 YOUR CHOICES AND RIGHTS

You may access, update, or correct your account information at any time by logging into your SoloSpouse account. You may opt out of SMS messages as described in Section 5. To request deletion of your account or personal information, contact us at kelly.clair@solospouse.com, and we will respond within a reasonable time.

10 CHILDREN'S PRIVACY

SoloSpouse is intended for adults and is not directed to children. We do not knowingly collect personal information from anyone under 13 years of age (or the applicable minimum age in your jurisdiction). If we learn that we have collected personal information from a child without appropriate consent, we will delete that information.

11 DATA RETENTION

We retain your personal information for as long as your account is active. Following account closure or a valid deletion request, we retain personal information for up to 3 years to comply with legal obligations, resolve disputes, and enforce our agreements, after which it is permanently deleted or de-identified. De-identified or anonymized data derived from your account may be retained indefinitely, as it can no longer be linked to you. Where a legal hold or regulatory requirement mandates a different retention period, that requirement governs.

12 WHERE WE OPERATE

SoloSpouse is based in the United States, and your information is processed in the United States.

13 CONTACT US

If you have questions about this Privacy Policy, contact us at:

SoloSpouse, Inc. • 435 Merchant Walk Square, Suite 555, Charlottesville, VA 22902 • Email: kelly.clair@solospouse.com