

PRIVACY POLICY FOR DNA ON DEMAND LLC

Effective Date: 3/5/2025

1. INTRODUCTION

At **DNA ON DEMAND LLC** ("Company," "we," "our," or "us"), we are committed to safeguarding your privacy and ensuring compliance with the **Texas Data Privacy and Security Act (TDPSA)**.

This Privacy Policy outlines how we collect, use, store, and protect your personal information when you use our services or visit our website (www.dnaondemand.live).

By accessing our Site or using our services, you acknowledge and agree to the collection, processing, and use of your personal data as described in this policy. If you do not agree, please discontinue use of our services.

2. INFORMATION WE COLLECT

We collect and process personal data necessary to provide our services while ensuring compliance with the Texas Data Privacy and Security Act (TDPSA). The types of information we collect include, but are not limited to:

- 1. Personal Information:** Your name, contact details, mailing address, date of birth, and payment information for appointment scheduling, billing, and customer support.
- 2. DNA Sample Information:** Collected exclusively for genetic testing, securely stored, and handled with strict confidentiality. We do not retain samples beyond the required testing period.
- 3. Technical Data:** IP address, device type, browser details, and usage patterns collected through cookies and analytics tools to improve website performance and security.
- 4. Communication Data:** Emails, inquiries, and feedback you provide when contacting us for support or information.
- 5. Legal Compliance Data:** Any necessary documentation to verify consent or identity as required by law.

We are committed to protecting your privacy and do not sell, rent, or share personal data with third parties for marketing purposes. All data is processed lawfully and securely to uphold the confidentiality and integrity of your information.

3. HOW WE USE YOUR INFORMATION

We process your personal data strictly for business purposes in accordance with applicable laws. Your information is used to:

- 1. Provide DNA Testing Services:** Collect and analyze DNA samples, generate reports, and securely deliver test results.
- 2. Schedule Appointments & Process Payments:** Manage bookings, confirm appointments, and handle transactions securely.
- 3. Enhance Customer Experience:** Improve service quality, respond to inquiries, and personalize interactions based on customer needs.
- 4. Ensure Legal & Regulatory Compliance:** Adhere to state and federal laws, including the Texas Data Privacy and Security Act (TDPSA), and respond to lawful requests from authorities.
- 5. Prevent Fraud & Ensure Security:** Protect against unauthorized access, fraudulent activity, and misuse of services.

We do not use your information for targeted advertising or unauthorized marketing. Your data is handled with the highest level of security and confidentiality.

4. CONSUMER RIGHTS (UNDER THE TDPSA)

As a Texas resident, you have specific rights under the Texas Data Privacy and Security Act (TDPSA) regarding your personal data. These include the right to:

- 1. Access Your Data:** Request details about the personal information we collect, use, and store.
- 2. Correct Inaccuracies:** Request corrections to any inaccurate or outdated personal data.
- 3. Opt Out of Marketing:** Decline promotional emails, messages, or other direct marketing communications.

4. **Request Data Deletion:** Ask for the deletion of certain personal data, subject to legal and operational requirements.
5. **Restrict Processing:** Limit how we process your data, including opting out of automated decision-making or profiling.

To exercise any of these rights, you can submit a request by emailing info@dnaondemand.live. We will respond within the time required by law and verify your identity before processing your request.

5. DATA SECURITY

We implement strict security measures to protect your personal data from unauthorized access, disclosure, alteration, or destruction. These include:

- All sensitive data, including DNA test results, is encrypted during transmission and storage.
- Only authorized personnel have access to personal information, and access is restricted based on job responsibilities.
- Transactions are processed through PCI-compliant payment gateways to ensure financial data security.
- We continuously monitor our systems and conduct security audits to detect and prevent potential threats.
- Personal data is retained only for as long as necessary to fulfill service obligations and comply with legal requirements.

While we take every precaution to safeguard your data, no system is entirely immune to security risks. If you suspect unauthorized access or a data breach, please contact info@dnaondemand.live immediately.

6. DATA RETENTION

DNA ON DEMAND LLC is committed to handling your personal and genetic data responsibly. We retain information only for as long as necessary to fulfill our services and comply with legal requirements.

- Personal and DNA-related data will be stored only for the duration required to complete the testing service and adhere to applicable laws.

- Once testing is complete, data will be securely archived or permanently deleted following industry standards.
- Financial records will be retained as required by tax and compliance regulations.
- Customers may request deletion of their personal data, subject to legal and regulatory limitations.

We ensure that all retained data is securely stored and handled with the utmost confidentiality.

7. SHARING DATA WITH THIRD PARTIES

At DNA ON DEMAND LLC, we respect your privacy and do not sell personal data. However, to ensure accurate testing and compliance with legal requirements, we may share your information under strict security measures.

1. **Accredited Testing Laboratories:** Your DNA samples are processed only by certified laboratories that adhere to industry standards for confidentiality and security.
2. **Regulatory and Legal Authorities:** If required by law, we may disclose personal information to comply with legal obligations, court orders, or government regulations.
3. **Service Providers:** In certain cases, we may engage third-party service providers for payment processing or operational support, all of whom are bound by strict data protection agreements.

All third parties receiving data from us are required to implement robust security measures to protect your information.

8. PROCESSING OF SENSITIVE DATA

DNA ON DEMAND LLC prioritizes transparency and compliance when handling sensitive personal information. Under the Texas Data Privacy and Security Act (TDPSA), we obtain explicit consent before processing the following:

1. **Precise Geolocation Data:** If required for mobile testing services, we will request your permission before collecting location data.
2. **Personal Data of Children Under 13:** We do not knowingly collect or process data from minors without verified parental or guardian consent.

- 3. Genetic Information:** DNA samples and test results are handled with strict confidentiality and used solely for the agreed-upon testing services.

Your privacy is our priority, and we take all necessary steps to ensure the secure handling of sensitive data.

9. COOKIES AND TRACKING TECHNOLOGIES

To enhance your experience, DNA ON DEMAND LLC may use cookies and similar tracking technologies on our website. These technologies help us:

- 1. Improve User Experience:** Customize content and streamline navigation.
- 2. Analyze Website Traffic:** Understand user behavior to enhance our services.
- 3. Store Preferences:** Remember your settings for a more personalized visit.
- 4. Enhance Security:** Detect and prevent fraudulent activities.
- 5. Optimize Performance:** Improve site speed and functionality for a seamless browsing experience.

You can manage or disable cookies through your browser settings; however, doing so may affect certain website functionalities.

10. CONSUMER REQUESTS & HOW TO CONTACT US

We are committed to upholding your data privacy rights under the TDPSA. If you wish to exercise any of your rights, such as accessing, correcting, or deleting your personal data, you may submit a request by contacting us at:

- **Email:** info@dnaondemand.live
- **Mailing Address:** 440 Benmar Dr. Ste 2390 Pmb65A,
Houston, TX 77060

For security reasons, we may require identity verification before processing your request. We strive to respond to all inquiries within a reasonable timeframe.

11. CHANGES TO THIS PRIVACY POLICY

DNA ON DEMAND LLC reserves the right to modify or update this Privacy Policy at any time to reflect changes in legal requirements, business practices, or technology. Any updates will be posted on our website along with the Effective Date.

By continuing to use our services after policy updates, you acknowledge and accept the revised terms. We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information. If you do not agree with any changes, you may discontinue using our services.

12. CONTACT INFORMATION

DNA ON DEMAND LLC

440 Benmar Dr. Ste 2390 Pmb65A,

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