PRIVACY POLICY

What information Project Underdogs collects, how we use and protect it, and the privacy rights available to you under state law.

TYPE: POLICY REVIEWED: NOVEMBER 2026 TIME: 12 MINUTES LEVEL: EVERYONE

IN SHORT

- We collect only what we need to run the Library and the program, and to stay in touch with you.
- We **do not sell** your personal information, and we do not share it for targeted advertising.
- What you type into a downloaded worksheet **stays on your device** unless you choose to send it to us.
- You can ask to see, correct or delete your information at **support@projectunderdogs.com**.
- **Effective date: November 15, 2026.**

1. Who we are and what this policy covers

This Privacy Policy explains how Project Underdogs LLC, a Michigan limited liability company based in Dearborn, Michigan ("Project Underdogs," "we," "us" or "our"), collects, uses, shares and protects personal information. It applies to:

- Our website, projectunderdogs.com, and related pages (the "Site")
- The Project Underdogs Founder Library (the "Library")
- The Readiness Quiz and the program application
- Emails and other communications with us

"Personal information" means information that identifies, relates to or can reasonably be linked to you or your household.

2. Information we collect

Category	Examples	Where it comes from
Identifiers and contact details	Name, email address, phone number, city and state, country	You
Program application information	Age confirmation, business name and description, industry, business stage, registration status, sales and customer ranges, funding history, goals, weekly hours, language and access needs, documents you upload	You
Readiness Quiz answers	Your answers and result	You
Communications	Messages, feedback and correction requests you send us	You

Category	Examples	Where it comes from
Device and usage information	IP address, browser and device type, pages viewed, documents downloaded, referring website, approximate location based on IP address, dates and times of visits	Automatically, through cookies and similar technologies
Inferences	Your readiness result and which guides may be most useful to you	Created by us from information you provide

Information we do not ask for. We do not ask for Social Security numbers, bank or card numbers, or government ID numbers through the Site or Library. We do not ask for sensitive personal information such as health information, religious beliefs, sexual orientation, citizenship or immigration status, precise geolocation, or biometric data. Please do not include sensitive information in messages or uploads unless it is needed for a purpose you have discussed with us.

Worksheets. Library worksheets and calculators run on your own device. We do not receive what you type into a downloaded worksheet unless you choose to send the file to us.

3. How we use information

We use personal information to:

- Provide, operate and improve the Site, the Library and the Readiness Quiz
- Review, process and respond to program applications
- Communicate with you, answer questions, and send updates you request
- Send program and Library news, which you can unsubscribe from at any time
- Understand which content is most useful and improve our guides
- Provide accessibility and language support you request
- Protect the security and integrity of the Site and prevent fraud and misuse
- Comply with law and enforce our Terms of Use (LIB-03)

We do not use your information to make decisions that produce legal or similarly significant effects about you based solely on automated processing. Every program application is reviewed by a person. The Readiness Quiz result is a self-check and does not decide acceptance.

4. Cookies and similar technologies

We and our service providers use cookies, pixels and similar technologies to keep the Site working, remember your preferences, and measure how the Site and Library are used.

- **Essential cookies** are needed for the Site to function.
- **Analytics cookies** help us understand visits and downloads in aggregate.

We do not use cookies for cross-context behavioral advertising or targeted advertising. You can control cookies through your browser settings. Blocking some cookies may affect how the Site works.

Opt-out preference signals. We honor recognized browser opt-out signals, such as Global Privacy Control, as a request to opt out of any sale, sharing or targeted advertising for that browser or device. **Do Not Track.** Because there is no common standard for "Do Not Track" signals, we respond to Global Privacy Control as described above rather than to Do Not Track signals.

5. How we share information

We do not sell personal information, and we do not share it for cross-context behavioral advertising or targeted advertising. We share personal information only as follows:

- **Service providers** that help us operate, such as website hosting, email delivery, form and file storage, and analytics providers. They may use the information only to provide services to us and must protect it.
- **Program reviewers and mentors** working with Project Underdogs, who are bound by confidentiality, when needed to review an application or support a founder in the program.
- **Investors in our network**, only for founders in the program and only with the founder's permission, in connection with introductions.
- **Legal and safety reasons**, when required by law, subpoena or court order, or when needed to protect the rights, property or safety of Project Underdogs, our users or others.
- **Business transfers**, in connection with a merger, acquisition, financing or sale of assets, subject to this policy's protections.
- **With your consent** or at your direction.

We may share information that has been aggregated or de-identified so that it cannot reasonably be linked to you. We will not try to re-identify de-identified information.

6. How long we keep information

We keep personal information only as long as reasonably needed for the purposes described in this policy, including to meet legal, tax and record-keeping requirements. In general:

Information	How long we keep it
Email sign-up information	Until you unsubscribe or ask us to delete it
Program applications from applicants not accepted	Up to 2 years, so you can reapply and we can review your progress
Program participant records	For the duration of participation, and as long as needed for legal, tax and investment records
Communications	Up to 3 years
Website usage data	Up to 26 months

When information is no longer needed, we delete it or de-identify it.

7. How we protect information

We use reasonable administrative, technical and physical safeguards designed to protect personal information, including access controls, encryption in transit, and limiting access to people who need it. No method of transmission or storage is completely secure. If a security breach affects your personal information, we will notify you and any regulators as required by applicable state and federal law.

8. Children and young founders

The Site and Library are not directed to children under 13, and we do not knowingly collect personal information from children under 13. If we learn that we have collected personal information from a child under 13 without verified parental consent, we will delete it promptly. If you believe a child under 13 has given us information, contact support@projectunderdogs.com.

Young founders aged 13 to 17 may use the Library and may apply to the program. Applicants under 18 must have a parent or guardian involved, and a parent or guardian must agree to any program or investment agreement. We do not sell the personal information of anyone under 18 or use it for targeted advertising. A parent or guardian may contact us to review or delete information about their child.

9. Your privacy rights

Depending on the state where you live, you may have some or all of these rights:

- **Know and access**: confirm whether we process your personal information and get a copy of it
- **Correct**: fix inaccurate personal information
- **Delete**: ask us to delete personal information we hold about you
- **Portability**: get your information in a usable format
- **Opt out**: opt out of the sale of personal information, targeted advertising, and profiling that produces legal or similarly significant effects (we do not engage in these activities)
- **Limit**: limit the use of sensitive personal information (we do not seek or use sensitive personal information for purposes that require this right)
- **Know about disclosures**: get a list of the categories of third parties, or where required the specific third parties, to which we have disclosed personal information
- **Appeal**: appeal our decision on your request
- **Non-discrimination**: exercise your rights without being treated differently

These rights apply under the comprehensive consumer privacy laws of states including California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah and Virginia, and of any other state that adopts similar laws. Wherever you live in the United States, we will honor reasonable requests to access, correct or delete your personal information, whether or not your state's law requires it.

10. How to make a request

Email **support@projectunderdogs.com** with "Privacy Request" in the subject line and tell us what you are asking for.

- **Verification.** To protect your information, we will verify your identity, usually by confirming information we already have, such as your email address. We may ask for more information if needed. We will use it only to verify your request.
- **Authorized agents.** You may use an authorized agent to make a request. We may ask for written permission signed by you and may ask you to verify your identity directly.
- **Timing.** We will confirm receipt within 10 business days and respond within 45 days. If we need more time, up to an additional 45 days where the law allows, we will tell you why.
- **No fee.** We do not charge for requests unless they are clearly unfounded, excessive or repetitive, where the law allows a reasonable fee.
- **Appeals.** If we deny your request, you may appeal by replying to our decision with "Privacy Appeal" in the subject line. We will respond within 60 days, or the time your state's law requires, and explain our decision. If you are not satisfied, you may contact your state attorney general.

11. Additional state notices

California. This policy serves as our notice at collection under the California Consumer Privacy Act. Section 2 lists the categories of personal information we collect and their sources; Section 3 lists our purposes; Section 5 lists the categories of recipients; and Section 6 explains how long we keep information. In the past 12 months, we

have not sold or shared personal information, including that of consumers under 16. Under California's "Shine the Light" law, California residents may ask whether we disclosed personal information to third parties for their own direct marketing; we do not.

Nevada. We do not sell covered information as defined by Nevada law. Nevada residents may still submit an opt-out request to support@projectunderdogs.com.

Consumer health data. We do not collect consumer health data as defined by Washington's My Health My Data Act, Nevada law or similar state laws.

12. Emails and texts

You can unsubscribe from marketing emails at any time with the link in any email. We will still send messages about your application or program participation. We send text messages only if you have agreed to receive them, and you can reply STOP to opt out.

13. Links to other websites

The Site and Library may link to websites run by others. Their privacy practices are governed by their own policies, not this one.

14. Where information is stored

We are based in the United States, and personal information is stored and processed in the United States. If you access the Site from outside the United States, your information will be transferred to and processed in the United States, where privacy laws may differ from those in your country.

15. Changes to this policy

We may update this Privacy Policy from time to time. When we do, we will change the effective date at the top of this page. If we make material changes, we will provide notice on the Site or by email before the changes take effect, and where required by law, we will ask for your consent.

16. Accessibility

This policy is available in accessible formats on request. See LIB-05 Accessibility and Language Support.

17. Contact us

Project Underdogs LLC · Dearborn, Michigan · projectunderdogs.com · support@projectunderdogs.com

We aim to respond to privacy questions within 48 business hours.