

EverLink Privacy Policy

Effective Date: 9/22/25

EverLink (“we,” “our,” or “us”) respects your privacy and is committed to protecting the information you share with us. This Privacy Policy explains how we collect, use, and protect your information when you purchase, register, or use an EverLink Beacon or any related services (collectively, the “Services”).

By using our Services, you agree to the terms of this Privacy Policy.

1. Information We Collect We collect only the information necessary to provide and support the EverLink Beacon service. This may include:

a. Information You Provide - Name and contact information (for the purchaser or authorized user) - Details about the deceased (name, dates, obituary, photo, and other memorial content) - Funeral home or crematory contact information - Certificate of cremation or other verification documents (optional)

b. Automatically Collected Information When someone visits or scans a Beacon page, we may collect basic technical data such as: - Browser type and device information - General location (city or region) - Date and time of access This helps us improve the performance and reliability of the EverLink platform.

2. How We Use Information We use the information you provide to: - Create and maintain your EverLink Beacon and memorial page - Display submitted content as part of the memorial experience - Communicate with you about updates, support, or administrative issues - Ensure long-term data preservation through our perpetual care fund and secure backups

We do not sell, rent, or share personal information with advertisers or unrelated third parties.

3. Public Information Notice EverLink Beacons are designed to make certain memorial information publicly accessible. When you submit data for display, that information may be viewed by anyone who scans the Beacon's QR code. Please do not include private or sensitive details that you do not wish to share publicly.

4. Data Security and Storage We use encrypted, redundant cloud storage to help protect data and preserve it over time. Although we take reasonable precautions, no online system is completely secure. By using EverLink, you acknowledge this risk and consent to our storage practices.

EverLink retains memorial information indefinitely to fulfill its purpose of long-term remembrance. Administrative fees may apply for content changes after confirmation and publication.

5. Access and Updates You may request: - A copy of the information associated with your Beacon - Updates or corrections to published content - Removal of specific materials, subject to verification and applicable fees

6. Use by Funeral Homes and Partners Funeral homes or crematories providing information on behalf of families are responsible for ensuring they have proper authorization to share such information. EverLink acts solely as a digital service provider and does not verify or alter submitted data.

7. Changes to This Policy EverLink may update this Privacy Policy from time to time to reflect service improvements or regulatory requirements. Updates will be posted at everlink.life/privacy, and continued use of our Services indicates acceptance of any revised policy.

8. Contact Us If you have questions or concerns about this Privacy Policy, please contact us.

By submitting information or purchasing an EverLink Beacon, you acknowledge that you have read and agree to this Privacy Policy.