

EXHIBIT B
SHO LABORATORIES, LLC
PRIVACY POLICY

Effective Date: October 19, 2026

1. Introduction

SHO Laboratories, LLC respects your interest in maintaining your privacy. As such, this Privacy Policy (the “Policy”) is intended to clearly explain: the information about Customers and Customer Content that we collect; the ways we utilize this information; and how we share it with third parties. We certainly recognize and acknowledge that you have the right to control the use of your information and Customer Content. As such, this Policy also details the choices you may make with respect to how we use your information and Customer Content. Please thoroughly read this Policy before submitting any of your Customer Content or “personal information,” as defined and explained below. If you have any questions regarding any of the information in this Policy, please feel free to contact our privacy representative at jason@sholaboratories.com.

For purposes of this Policy, “Services” means the websites, mobile applications, and software products and related services made available by SHO Laboratories, LLC; “Customer Content” means information or materials that a Customer or user submits to or processes through those Services. The information collected may vary by Service and by the Customer’s configuration.

By utilizing our Services, you are accepting and agreeing to the practices outlined in this Policy, subject to any additional consent required by applicable law. Note that the practices outlined in this Policy are subject to change at any time. If we do change any of these practices, an updated Policy will be posted on our website. So, we encourage you to review this Policy frequently in order to be aware of any such changes. You will be able to determine if the Policy has been revised by reference to the Effective Date at the top of this Policy.

2. The Information We Collect and Store, and Related Information about Cookies

SHO Laboratories, LLC collects and stores both: (i) personal information about you; and (ii) technical information associated with the manner and frequency with which users access our Services.

2(A). Personal Information About Customer Which We Collect and Store

For purposes of this Policy, the “personal information” about you which we collect and store includes, where applicable:

1. contact and personally identifiable information such as your name, e-mail address, your postal (i.e. mailing) address, your telephone number(s), and any other contact or personally identifiable information you may provide;
2. your billing and shipping information, including payment information that you provide to us or to our payment service providers, and any separate billing or shipping address(es) you provide to us;
3. the history of your use of our Services, including Customer Content and purchasing history;
4. any additional information you may provide in the course of using the Services or correspondence with us;
5. any information about you which we may receive from third party consultants or service providers, third party vendors, or other companies with which we have lawful Customer information sharing arrangements; and
6. information obtained through “cookies” (for more information, refer to Section 2(C), below).

2(B). The Technical Information We Collect and Store

As noted above, in addition to the Customer Content and personal information we collect and store, we also collect and store technical information which helps us evaluate, maintain, improve, and track the use of our Services and our marketing initiatives. Such information is collected using industry standard methods, such as webserver log files, our placement of “cookies” on your web browser, and/or via third party web analytic services which also

place “cookies” on your web browser (for more information regarding “cookies” and how you may disable them, see Section 2(C), immediately below). Technical information may include internet protocol (IP) addresses, browser or device type, operating system, access logs, and application error or diagnostic information, depending on the Service used.

We may utilize a third party web analytic service provider to track and provide us with detailed information and statistics regarding the App and/or the Services, our marketing initiatives and methods, and other technical information regarding use of our Services. Such third party analytic service providers are not intentionally provided with your specific Customer Content for analytics purposes.

2(C). Cookies

Similar to other online product providers, our website utilizes “cookies,” which are data files sent from our website and stored on your web browser while you are using our Services. These cookies are used to record information related to your use of our Services, so as to enhance your future use of the Services. For example, cookies: facilitate the collection of information referenced above in Sections 2(A) and 2(B); allow certain preferences and session information of yours to be stored and accessed so that you do not need to reenter it; increase the efficiency with which you navigate our Services; and assist us in personalizing your use of our Services, based on your prior use of the Services.

You may choose to have your web browser notify you when cookies are being placed in your browser, or you may choose to disable all cookies transmitted to you in the course of your use of our Services. Note, however, that if you do disable cookies entirely, you may not be able to use all functions of the Services. Similarly, certain other capabilities may not function properly, in whole or in part.

3. How We Use the Information We Collect

SHO Laboratories, LLC will only use your Personal Information and Customer Content in accordance with the terms described in this Policy, as of the Effective Date set forth above. As noted above, you should review this Policy frequently, and should specifically take note of the Effective Date in the course of any such review, so that you are aware of any changes in the ways we will utilize your information.

Subject to applicable law and the choices set forth in Section 5 of this Policy, we may utilize the information we obtain from you for the following purposes:

1. to facilitate fraud prevention techniques;
2. to provide you with confirmations of use of the Services;
3. to assist us in learning about your user preferences;
4. to send you promotional materials and advertisements;
5. to enhance your user experience by customizing the Services, advertisements, and promotional materials, based upon your prior use of the Services, including past purchases;
6. to track, compile and analyze Service usage trends, purchases, and the effectiveness of our product marketing and advertising initiatives and operations;
7. to track and address any problems with our Services and to improve our Services;
8. to maintain and improve the security of our Services; and
9. for all other purposes referenced in Sections 2(B) and 2(C).

4. How We Share the Information We Collect

Subject to applicable law and the choices set forth in Section 5, we may share your information with third parties, including third party marketing consultants or service providers, for purposes of increasing the effectiveness of our advertising, marketing, and promotions related initiatives and activities. We may also share information with service providers as necessary to operate, maintain, or support the Services. Additionally, we may share information requested by law enforcement, in conjunction with our fraud prevention efforts, and/or in the event of any investigation into potential fraud, or as otherwise required by law.

Note that we take measures intended to keep your personal information secure. Access is restricted to authorized employees and third parties assisting us under appropriate confidentiality or service agreements. We use reasonable technical and organizational safeguards, including encryption in transit where appropriate, to protect information. Specific security requirements, including any PCI compliance obligations or encryption standards, apply only to the extent expressly agreed to and supported by the systems and services involved.

5. The Choices You May Make With Respect to the Information We Collect, Store, and Share

You have several options at your disposal to control how we utilize your information:

1. We only want to communicate with you regarding products, promotions, and special offers if you would like us to do so. Accordingly, if you would prefer not to receive such correspondence, please send your request to jason@sholaboratories.com to unsubscribe;
2. If you prefer that we not retain any of your contact or identifying information, please send your request to jason@sholaboratories.com;
3. If you prefer that we not retain any of your billing and shipping information, including your credit and/or debit card information where applicable, please send your request to jason@sholaboratories.com;
4. If you prefer that we not share your information with any third party marketing consultant or service provider for marketing purposes, please send your request to jason@sholaboratories.com; and
5. If you prefer that we do not collect and/or share the information referenced in Sections 2(B) or 2(C), we note again that you have the option of setting your web browser to notify you when cookies are being placed in your browser, or you may choose to disable all cookies transmitted to you in the course of your use of our website. However, if you do disable cookies entirely, you may not be able to utilize all functions of the Services. Similarly, certain other capabilities may not function properly, in whole or in part.

We will respond to requests as required by applicable law and any governing Customer agreement. We may need to verify the requester's identity and retain information where required for legal, contractual, security, or recordkeeping purposes.

6. Mobile Applications, Customer Content, and Retention or Deletion

Our mobile applications may use account or sign-in information, device and diagnostic information, and content you choose to provide in order to deliver and maintain their features. Where an app offers camera, photos, files, notifications, or similar device features, the app may request the relevant device permission. Permissions can generally be managed through your device settings; disabling them may limit particular features. The information actually processed depends on the app and the options you use.

We retain personal information for as long as reasonably necessary to provide the Services, fulfill contractual obligations, maintain security, and comply with applicable law. You may request access to, correction of, or deletion of information that we control by contacting jason@sholaboratories.com. Where Customer Content or user accounts are managed by an employer, other Customer, or its identity provider, the Customer may be responsible for fulfilling those requests; we will refer or assist with requests as appropriate. Where an application permits users to create their own accounts, we will provide the account-deletion methods required by applicable app-store rules. Some information may be retained when legally or contractually necessary, including applicable backup retention periods.

Some Services are installed in systems or Microsoft Azure environments controlled by a Customer. In those cases the Customer generally controls access to, use of, and retention of its Customer Content, subject to its agreements and applicable law.

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