

Exhibit C

From:
To:
Subject: Email Notice of Class Action Settlement

Class Member ID: <<RefNum>>

**IF YOU RECEIVED THIS NOTICE, YOU HAVE BEEN IDENTIFIED AS ONE OF THE
1,340,000 NATURAL PERSONS WHO USED DEFENDANTS' WEBSITES TO
PURCHASE TEST KITS AND OTHER PRODUCTS INCLUDED WITHIN THE "NON-
SENSITIVE TESTS."**

What Is This Litigation About? This Litigation is known as *Reedy, et al. v. Everlywell, Inc.*, Case No. 1:24-cv-02713, filed in the United States District Court for the Northern District of Illinois. The Persons who sued are called the "Plaintiffs" or "Settlement Class Representatives" and the companies they sued, Everly Well, Inc. and Baby Someday, Inc. d/b/a Natalist, are known as the "Defendants" in this case. The Litigation is based on allegations that Defendants disclosed information about Plaintiffs and Settlement Class Members (such information referred to herein collectively as "Private Information") to third parties, including, but not necessarily limited to, Meta Platforms, Inc. d/b/a Meta ("Facebook") and Google LLC ("Google") via tracking pixels (the "Meta Pixel" or "Pixel"), and other tracking technologies ("Tracking Tools") installed on Defendants' Websites (such alleged disclosure is defined below as the "Pixel Disclosure"). Plaintiffs claim that Defendants' implementation and usage of such Tracking Tools allegedly resulted in the invasion of Plaintiffs' and Non-Sensitive Test Subclass Members' (as that term is defined in Paragraph 12(t) of the Settlement Agreement) privacy and other alleged common law and statutory violations. Defendants deny any wrongdoing whatsoever.

Who Is A Non-Sensitive Test Subclass Member? You are a Non-Sensitive Test Subclass Member if you were identified as one of the 1,340,000 natural Persons who used Defendants' Websites to purchase "non-sensitive" test kits and other products not included within what would be classified as "sensitive" tests (e.g., tests for sexually transmitted infections). Excluded from the Settlement Class are: (i) the officers and directors of Defendants and their affiliates, parents, and subsidiaries; (ii) any judge, justice, or judicial officer presiding over the Litigation and the members of their immediate families and judicial staff; (iii) any individual who timely and validly excludes themselves from the Settlement, and (iv) the successors or assigns of any such excluded Persons.

What Are The Non-Sensitive Test Subclass Member Benefits? Defendants have agreed to pay \$2,360,000 into a Non-Sensitive Test Settlement Fund after the deduction of (i) 47.2% of the Notice and Settlement Administration Costs incurred in the administration of both the Sensitive Test and Non-Sensitive Test Settlement Funds, and (ii) 47.2% of any attorneys' fees and costs and expenses incurred by Class Counsel, and service awards, as approved by the Court. The Settlement Administrator will make *pro rata* settlement payments, which may increase or decrease the cash payment depending on the amount left in the Non-Sensitive Test Settlement Fund and the number of valid Claimants.

How To Make A Claim? You must file a Claim Form by mail postmarked by <<Claim Deadline>>, and mailed to the Settlement Administrator's address below, or online at www.website.com by <Claim Deadline>, to receive compensation from the Settlement.

What Are My Other Rights? If you do not want to be legally bound by the Settlement, you must exclude yourself by **Opt-Out Date**. If you do not exclude yourself, you will release any claims you may have against Defendants and the Related Parties, as more fully described in the Settlement Agreement, available at **WEBSITE**. If you do not exclude yourself, you may object to the Settlement by **Objection Deadline**. Visit **WEBSITE** for complete information on how to exclude yourself from or object to the Settlement.

Do I have a Lawyer? Yes, the Court has appointed the law firms of Siri & Glimstad LLP and Almeida Law Group LLC to represent you and the Settlement Class. Class Counsel will request an Attorneys' Fees and Expenses Award not to exceed one-third (1/3) of the Net Settlement Fund, plus reimbursement of reasonable Litigation Expenses, and a Service Award of \$2,500 for each of the named Settlement Class Representatives.

The Final Approval Hearing: The Court has scheduled a hearing for **DATE/TIME** in Courtroom **X**, located at **COURT ADDRESS**, to consider whether to approve the Settlement, Service Award, Attorneys' Fees and Expenses Award, as well as any Objections. You or your attorney may request to appear at the hearing, but you are not required to do so. The date or time of the hearing may change, so please check **WEBSITE** for updates.

For Additional Information or to Update Your Address & Contact Information:

Visit **WEBSITE** or contact the Settlement Administrator:

Mail: <<Settlement Administrator – Case ID>>, c/o Kroll Settlement Administration LLC, P.O. Box **XXXXX**, New York, NY 10150-**XXXX**

Toll-Free: **(XXX) XXX-XXXX**

THIS EMAIL NOTICE IS ONLY A SUMMARY.

Unsubscribe