

Product Guide

Sona

Connected Bracelet
for Mind & Body

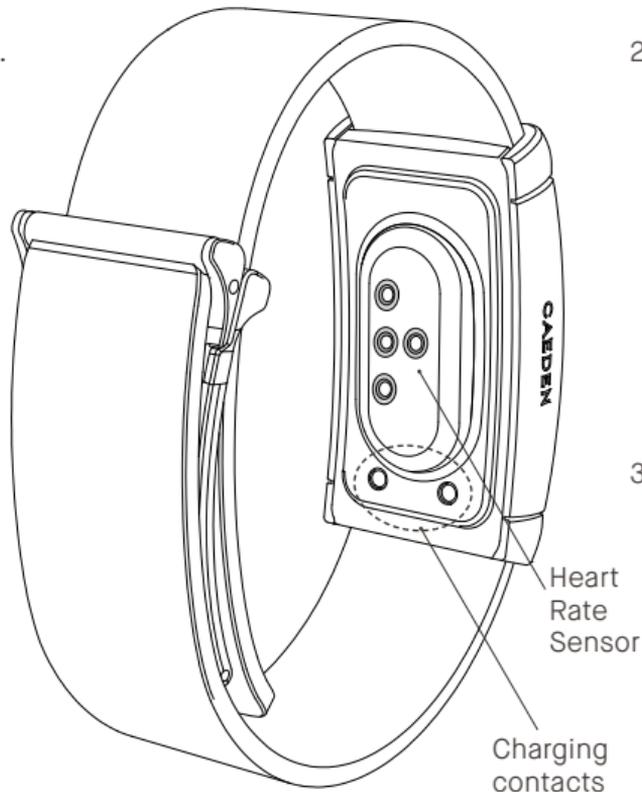
Welcome to your
Sona Connected Bracelet,
the first wearable
for Mind and Body.

CAEDEN

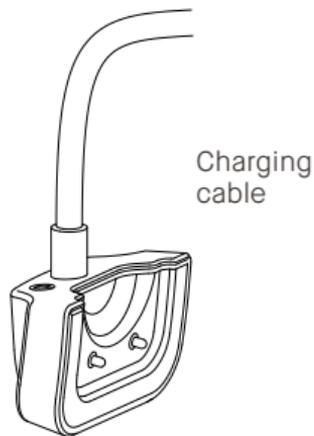
Designed in New York City

Getting Started with Sona

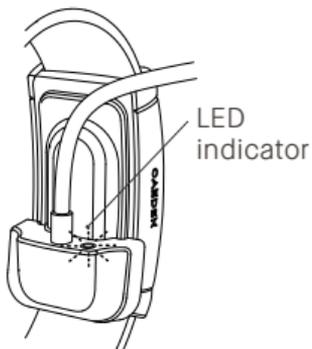
1.



2.



3.



Charging your Sona

1. The charging contacts are located on the back of your Sona.
2. The charging cable has magnetized prongs that snap onto your Sona's charging contacts. Plug the USB end of the cable into a standard USB port or power adapter.
3. Charge your Sona for at least one hour before attempting to pair with your phone. An estimated three hour charge time will give you a fully charged Sona battery that can last up to four days.

LED Indicator

 =  Solid orange while Sona is charging

 =  Solid white when fully charged

The indicator light will shut off 30 minutes after Sona is fully charged.

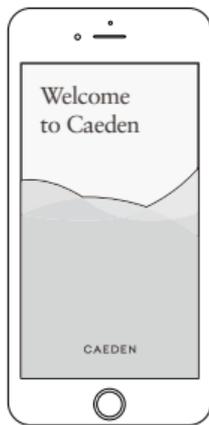
Installing the Caeden App

1. Download the Caeden App from the App Store.



2. Launch the app and follow the initial onboarding sequence to pair your device, set goals, and personalize your data.

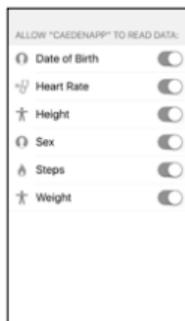
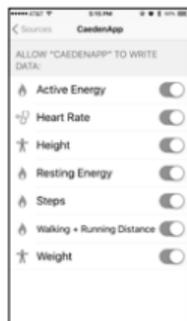
In-App Onboarding



Pairing Sequence



Personal Data Setup



The Caeden App stores your data securely in Apple HealthKit. When prompted, please grant access to all of the metrics listed.

Pairing your Sona for the first time

1. During the onboarding process you will be prompted to access the pairing button. Push the band up to reveal the top surface of the device.
2. Press and release the pairing button and allow up to 60 seconds for the Caeden App to locate your Sona's Bluetooth® signal.



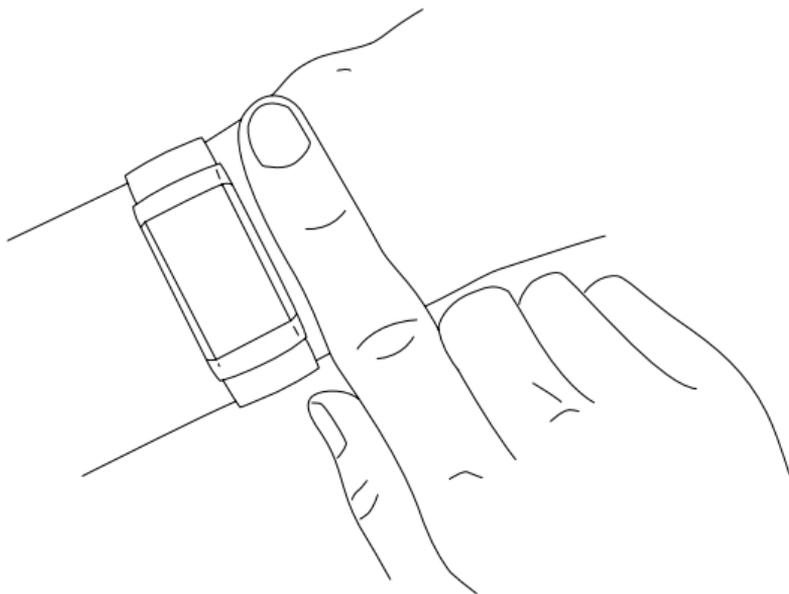
Bluetooth Troubleshooting

- Is the battery full charged? If not, charge your Sona for 1 hour and try again.
- Did you feel a click when pressing the pairing button on Sona?
- Has this Sona been used or paired to another phone? If so, it may need to be reset before attempting to pair again (see p11).

After the initial pairing, you will be able to pair your Sona through the Caeden App Settings menu. If your issue remains unresolved, please contact us at sonasupport@caeden.com

Wearing your Sona

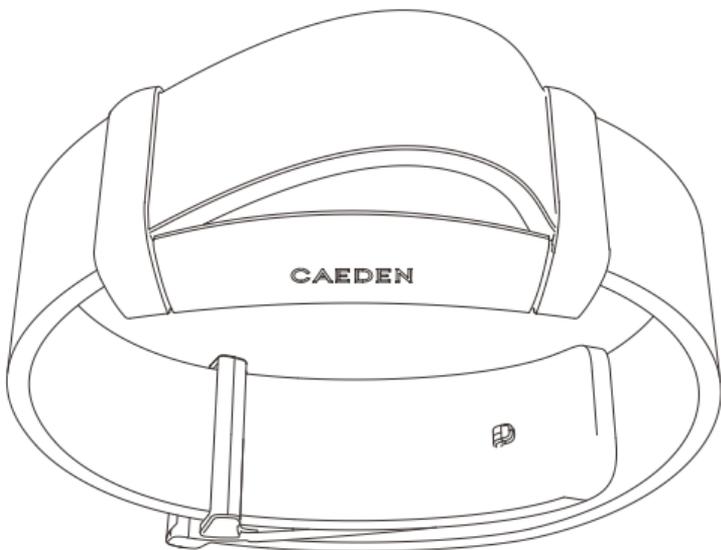
For optimal sensor performance place Sona one finger above your wrist bone for a tight, but breathable fit.



Note: wearing your Sona over tattoos and scars may affect your readings.

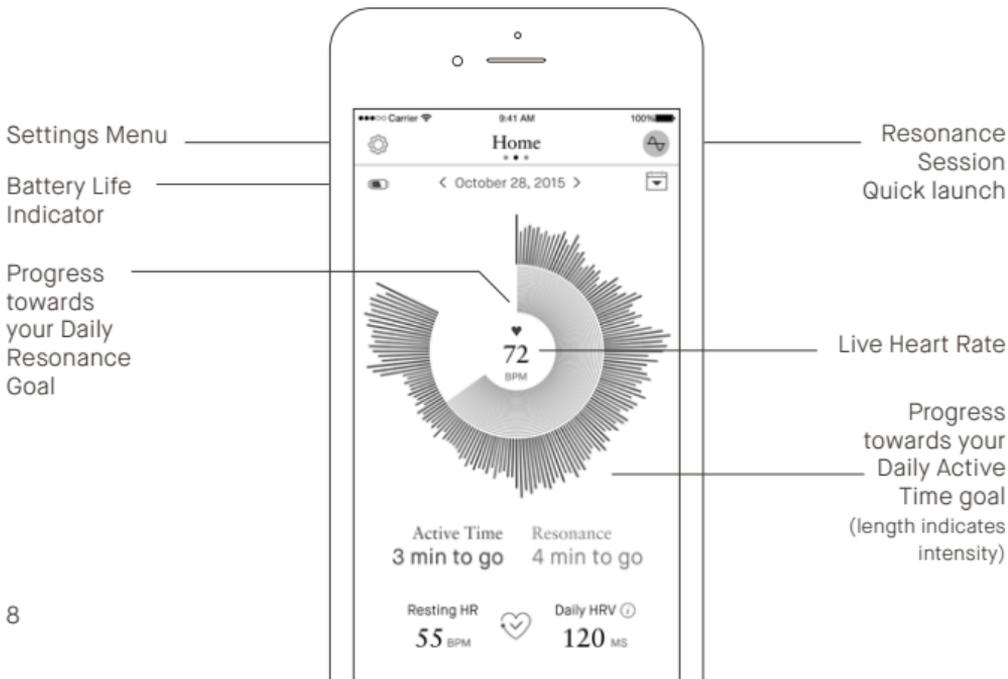
Changing your bands

The Sona Connected Bracelet allows you to easily switch between bands. To take off a band, remove the clasp on one side and slide the end out of the metal housing (you do not need to remove the clasp on silicone bands).



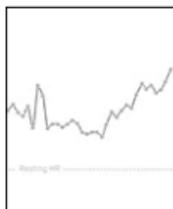
Using the Caeden App

Once you have successfully paired your Sona, you will be taken to the Caeden App home screen where you can track your goals for mind and body. For additional information or answers to frequently asked questions, please visit caeden.com/support

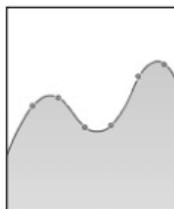


Daily Active Time

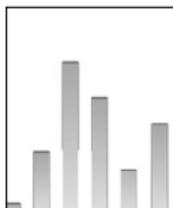
Track your daily activity with Active Time, a more meaningful metric based on your personal heart rate zones. Sona also tracks:



Heart Rate



Calories



Distance



Steps

Resonance Meditation

Resonance breathing meditation can improve your resilience to stress over time. Learn more inside the Caeden App.

The Caeden App includes 5 free guided Resonance sessions



Rise

Prepare yourself for a successful day



Relax

Find a moment of calm in your day



Boost

Recharge your focus and energy



Rest

Relax your body and mind for deep rest



Breathe

Improve your technique and accuracy



Free

Meditate on your own without audio guidance

We recommend starting with 30 minutes of Active Time and 10 minutes of Resonance per day.

Settings Menu

The settings menu allows quick access to your profile information, as well as options to sync, pair, and reset Sona and toggle notifications.

'Paired' Settings Menu

Make changes to your name, birthdate, height, weight, and sex

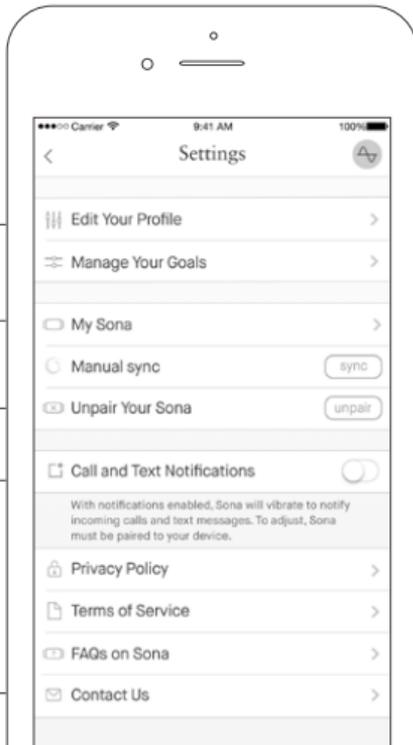
Your Sona's serial number and technical overview

Unpairing instructions (see p12)

Toggle call and text notifications

Contact Caeden support for assistance

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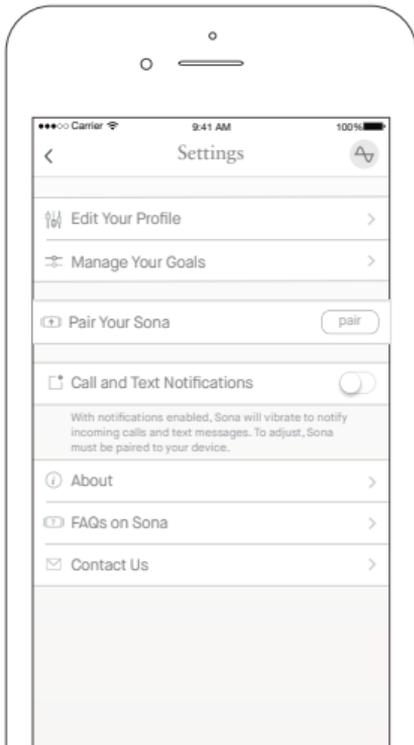
Set and adjust your daily goals for Active Time and Resonance

Sona syncs your data automatically every time the Caeden App is launched. You can manually sync your data here

An up-to-date FAQ that addresses the latest version of the Caeden App

If your Sona is not paired, the Settings menu will display the option to Pair.

'UnPaired' Settings Menu

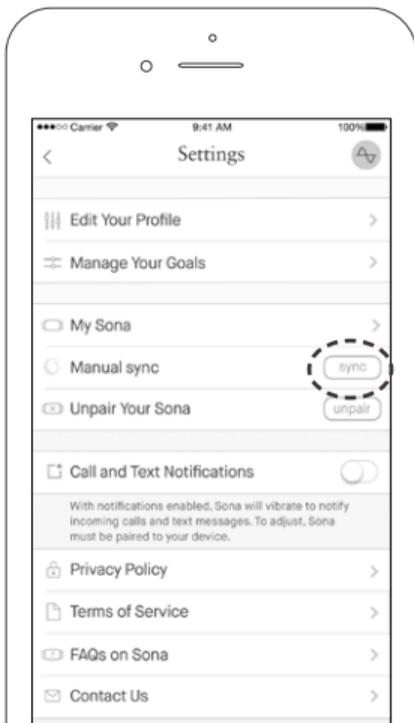


If your Sona becomes unpaired, use this button to launch the pairing sequence

Unpairing your Sona

If you wish to unpair your Sona from the Caeden App, please be sure to sync your data beforehand. Otherwise, it may be erased.

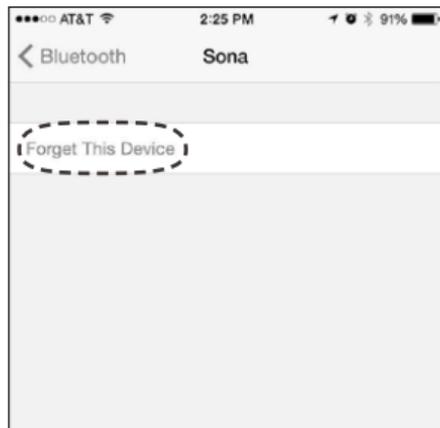
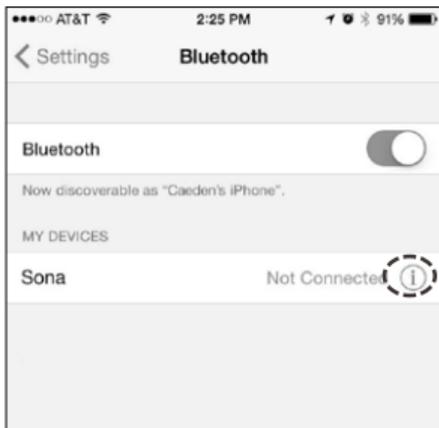
To unpair your Sona, press the “unpair” button in the Settings menu.



Resetting your Sona

After unpairing, make sure to reset your Sona so it can be used again in the future.

1. Connect your Sona to the charging device.
2. Locate the pairing button underneath your Sona's strap and hold it down for 10 seconds.
3. After releasing the button your Sona will vibrate to confirm it has been successfully reset. It is now safe to disconnect from power.
4. Forget Sona from your device's Bluetooth menu:



Caeden Privacy Policy

Caeden, Inc. ("Caeden", "we", "us" or "our") understands that privacy is important to you. This Privacy Policy sets out how we will collect and use the personal information that you provide to us through our website located at www.caeden.com (the "Website"), our mobile application (the "Caeden App"), and our connected jewelry (the "Caeden Device"). This Privacy Policy applies solely to the Website, the Caeden App, and the Caeden Device (collectively, the "Caeden Service"), and does not apply to any other site, product or service of Caeden, its affiliates or customers.

As discussed further below, the Caeden App is designed to work with the Apple HealthKit. Therefore, your fitness information may be synched with the Apple HealthKit if select that option.

By accessing or using the Caeden Service, you are deemed to accept the terms of this Privacy Policy. If you do not agree to this Privacy Policy, you may not access or otherwise use the Caeden Service. We reserve the right, at our discretion, to change, modify, add or remove portions of this Privacy Policy from time to time. Such changes shall be posted on the Website and may be made known to you via email or through the Caeden App. We encourage you to periodically review the Website for the latest information on our privacy practices.

The Caeden Service, together with all its content, is owned or controlled by Caeden, Inc., a company registered in New York, USA with its registered office at 584 Broadway, Suite 603, New York, NY 10012.

Personally Identifiable Information That We Collect: To provide the Caeden Service, we may hold and process certain personal information that you voluntarily submit to us, such as through our contact pages, by e-mail, through social media, by seeking employment with us, by making purchases on the Website, or by some other means. The personally

identifiable information that you may provide to us could include your name, address, date of birth, email addresses and/or mobile phone numbers, and financial information such as credit/debit card numbers.

Non-Personally Identifying or Aggregate Information That We Collect: When you use the Caeden Service, we may automatically collect certain non-identifying information about you, such as the type of browser or device operating system you use, the domain name of the website from which you linked to us, the amount of time you spend on the Caeden Service, the pages on the Caeden Service that you view, and the local time on your mobile device. We may also aggregate information collected from our users (such as the number of users in a particular region or having particular characteristics).

Non-Personally Identifying Fitness Information That We Collect: When you use the Caeden Device in conjunction with the Caeden App, we may collect certain non-identifying fitness information about you, such as your age, weight, gender, height, motion, calories burned, steps taken, distance traveled, heart rate, and heart rate variability.

Information Usage: This information will be stored with any additional information you may provide to us, and will be used to provide you with the Caeden Service and any other associated services. We may contact you with offers that may interest you and/or to inform you of other products and services.

We will only use your personally identifiable information as described below, unless you specifically consent to another type of use, either at the time such personally identifiable information is collected from you, or through some other form of consent from you or notification to you:

- We will use personally identifiable information to operate the Caeden Service, including providing you with any specific services that you have requested, and offering you the chance to participate in contests, sweepstakes, and promotions.

- We may use your personally identifiable information to respond to your direct inquires.
- We will use your personally identifiable information to add you to our mailing lists and to send you emails and newsletters from time to time.
- We may permit our vendors and subcontractors to access your personally identifiable information solely in connection with performing services for us. These vendors and subcontractors are not authorized by us to use your personally identifiable information for their own benefit. Authorized uses include processing your credit card information in connection with a purchase you make on the Website, or performing analytics to help us understand our user base and target similar audiences.
- We may use your personally identifiable information to match it with other data sources in order to enhance our records, such as appending addition information to your profile. We also may work with other providers, such as social media platforms, who also possess your personally identifiable information in order to separately or jointly target messaging to you on and off of the Caeden Service.
- We may disclose personally identifiable information as required by law or legal process.
- We may disclose personally identifiable information to investigate suspected fraud, harassment or other violations of any law, rule or regulation, or the policies for the Caeden Service.
- We may transfer your personally identifiable information in connection with an expansion, or a reduction of our business, including the sale, merger, or transfer of control of Caeden or certain divisions to other parties or in connection with a bankruptcy proceeding.

Non-personally identifying or aggregate information may be shared with any number of parties, provided that such information shall not specifically identify you.

Non-personally identifying fitness information is gathered from you, and/or made available to you, through the Caeden Device and Caeden App in order to help you optimize your mind and body performance. As described below, the Caeden Device connects to the Caeden App over Bluetooth® to track your Resonance, Active Time, and heart fitness.

- **Resonance:** The Caeden Service provides options for five guided meditation sessions, while tracking your daily goals and progress. This paced breathing meditation program was designed to work with your natural heart rate patterns and train your resilience to mental and physical stress.
- **Active Time:** The Caeden Service tracks your daily physical activity, such as your calories burned, steps taken, and distance traveled, in order to determine how you personally respond to a range of physical activities.
- **Heart Fitness:** The Caeden Service tracks your resting heart rate, heart rate variability, and real time heart rate to provide a well-rounded view of overall fitness and stress across your cardiovascular and nervous systems.

The Caeden App is compatible with the Apple HealthKit, so you can transfer your fitness information to a location designed to be centralized and secure that enables you to control the sharing and use of your fitness information. The Caeden App will provide you with the option to authorize data porting to the Apple HealthKit. Once your fitness information is synched with the Apple HealthKit, Caeden does not control any uses Apple may make of your fitness information. For more information on the Apple HealthKit, please see <http://www.apple.com/ios/health/>.

Interest Based Advertising: Please note that we may ourselves or through a third party vendor use non-personally identifiable information in connection with our own or vendor information to display or deliver targeted advertising to you on our Website and to manage our advertising on other websites. Cookies, clickstream data, web beacons, retargeting pixels and other similar technologies may be used to collect information in order to provide personalized advertising. For example, if you are searching for information

on a particular product, we or our vendor may cause an advertisement to appear on other websites you view with information on that product. This form of advertising, sometimes called "interest based advertising," utilizes anonymous information and not personally identifiable information. As a result, we and our vendor know your interests, but do not personally identify you in connection with the delivery of that specific ad. We believe that such advertising is helpful because you will see advertisements that are relevant to your interests. However, if you would like to opt-out of these interest-based advertisements, please see the below section entitled "Opt-Out Process."

Cookies: We may store information on your device as a "cookie" or similar type of file (such as clear gifs, web beacons, tags, pixels, etc.) for the purpose of facilitating and enhancing your communication and interaction with the Website. Many websites use cookies for these purposes and to collect general usage and volume statistical information. We use this information internally to help us maintain and enhance the efficiency and usefulness of the Website. We may also use and place cookies on your device from our third party service providers, such as from an analytics provider to help us manage and analyze usage of the Website. We also use persistent cookies, which will remain active on your device unless you clear your cache. We set persistent cookies to enable us to track and target the interests of our users in order to enhance the services we provide. Cookies and similar items are not used by us to automatically retrieve personally identifiable information from your device without your knowledge. If you do not wish to receive cookies or want to restrict them or flush them from your device, you may do so by changing the settings on your device or browser accordingly, in which case you may still use our Website, although some functionality may be impaired.

Clickstream Data: As you use the Internet, a trail of electronic information is left at each website you visit. This information, which is sometimes referred to as "clickstream data," can be collected and stored by a website's server. Clickstream data can tell us the type of device and browsing software you use and the address of the website from which you linked to the Website. We may collect and use clickstream data to anonymously determine how much time visitors spend on websites, how visitors navigate through

websites, and how we may tailor our Website to better meet consumer needs. This information will be used to improve our Website and the Caeden Service. Any collection or use of clickstream data will be anonymous and will not intentionally contain any personally identifiable data.

Security and Data Retention: We have undertaken and will continue to undertake commercially reasonable efforts designed to prevent unauthorized access to user information retained in our servers, however, due to the inherent open nature of the Internet, we cannot ensure or warrant the security of any information provided online. Fitness information collected by the Caeden Device is encrypted during transmission to the Caeden App and then stored locally on your mobile device to minimize the risk of interception by third parties. We retain information collected through the Caeden Service for our records and as needed to provide you with services, comply with our legal obligations, resolve disputes, and enforce our agreements. Please note that we will not be liable for disclosures of your data due to errors or unauthorized acts of third parties.

Other Sites: As a convenience to you, we may provide links to third party websites from within the Website. We are not responsible for the privacy practices or content of these third party websites, and we are not endorsing or promoting such third party websites by providing a link. When you link away from the Website, you do so at your own risk. We encourage you to read the policies and terms of every website you visit.

Social Networking Services: The Caeden Service may integrate with social networking services. This may include the presence of tags from social media providers on our Website that collect information from you and send it directly to such providers, such as if their registered users are also using the Caeden Service. You understand that we do not control such social networking services and are not liable for the manner in which they operate. While we may provide you with the opportunity to use such social networking services in connection with the Caeden Service, we are doing so merely as an accommodation and, like you, are relying upon those third party social networking services to operate properly and fairly.

You should be aware that any personally identifiable information that you voluntarily include and transmit online in a publicly accessible blog, social network or otherwise may be viewed and used by others. We are unable to control such uses of your personally identifiable information, and by using such services, you assume the risk that any personally identifiable information you provide may be viewed and used by third parties.

Information Relating to Children: The Caeden Service is designed for those 13 years of age and older. We do not knowingly collect information from anyone under the age of 13. If we are made aware that we have received such information, or any information in violation of our policy, we will use reasonable efforts to locate and remove that information from our records.

Communications with Caeden: By providing your email address to us, you expressly consent to receive emails from us. We may use email to communicate with you, to send information that you have requested, or to send you information about other services that we provide. We will not provide your email address to another party to promote their products or services directly to you without your consent or as otherwise set forth in this Privacy Policy.

Opt-Out Process: If you receive promotional emails from us, you may unsubscribe through the link typically provided at the bottom of the promotional e-mail.

You may opt-out of or restrict the placement of cookies on your device or remove them from your browser by adjusting your preferences. Please note that cookie-based opt-outs are not effective on many mobile devices, although users of mobile applications can often opt-out of certain mobile ads via their device settings.

In order to use the Caeden App, you must opt-in to the collection of your fitness information and its transmission from the Caeden Device to the Caeden App.

Interest Based Advertising Opt-Out: We may, and may work with third parties to, use non-personally identifiable information to deliver targeted advertisements to you based on your online activities and other information. The online advertising industry provides a service through which you may opt-out of receiving targeted ads from certain data partners and other advertising partners that participate in self-regulatory programs. You can opt-out of targeted advertising from certain providers at www.aboutads.info/choices.

Please note that by opting out, you will continue to see generic advertising that is not tailored to your specific interests and activities. In addition, all cookie-based opt-outs must be performed on each device and browser that you wish to have opted-out. For example, if you have opted out on your computer browser, that opt-out will not be effective for your mobile device. You must separately opt-out on each device.

Do Not Track Signals: Please note that we do not respond to or honor "do not track" (a/k/a/ DNT) signals or similar mechanisms transmitted by web browsers.

United States of America: The Caeden Service is maintained in the United States of America. By using the Caeden Service, you freely and specifically grant us your consent to export your personally identifiable information to the USA and to store and use it in the USA as specified in this Privacy Policy. You understand that data stored in the USA may be subject to lawful requests by the courts or law enforcement authorities in the USA.

Questions: If you have any queries about this Privacy Policy, please contact us at support@caeden.com.

Last updated on June 13, 2016

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YOUR ACCESS AND USE OF THE CAEDEN SERVICE IS SUBJECT TO (1) THESE TERMS OF SERVICE, (2) YOUR AGREEMENTS WITH THIRD PARTIES, SUCH AS YOUR APP STORE/PLATFORM OR DEVICE PROVIDER, AND (3) ALL APPLICABLE LAWS, RULES AND REGULATIONS. YOU MUST BE AT LEAST 18 YEARS OF AGE, OR THE AGE OF MAJORITY IN YOUR PLACE OF RESIDENCE, TO USE THE CAEDEN SERVICE. BY ACCESSING OR USING ANY PART OF THE CAEDEN SERVICE, YOU ACKNOWLEDGE THAT YOU ACCEPT THESE TERMS OF SERVICE. IF YOU DO NOT AGREE WITH ALL OF THESE TERMS, YOU MAY NOT USE ANY PORTION OF THE CAEDEN SERVICE.

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Privacy: Please see our privacy policy at www.caeden.com/legal/#privacy ("Privacy Policy") for additional details with respect to how we maintain and respect the privacy of your personal information. You agree to our collection, use and sharing of your information as set forth in our Privacy Policy.

Limited Warranty for Caeden Products: Caeden provides a limited warranty to you (if you are the original end purchaser of an applicable Caeden product) that the product is free from defects in workmanship and materials under normal use for a period of one (1) year from the original purchase date, subject to the limitations and terms of the warranty disclosure. You should read Caeden's full warranty disclosure here www.caeden.com/legal/#warranty.

Caeden License: Caeden hereby grants you a limited, non-exclusive, revocable and non-transferable license to utilize and access the Caeden Service pursuant to the requirements and restrictions of these Terms of Service.

Use of the Caeden Service: By accessing and using the Caeden Service, you represent and warrant that (a) all information that you submit is truthful and accurate; (b) you will maintain the accuracy of such information; (c) your use of the Caeden Service does not violate any applicable laws or regulations and will, at all times, be compliant with all additional terms and conditions as provided by us; (d) you will not interfere with, disrupt, or create an undue burden on the Caeden Service or the networks or services connected to the Caeden Service; and (e) you will use the Caeden Service solely for your personal purposes.

Caeden App: In order to use the Caeden Device, you will need to download and install the Caeden App. You represent and warrant that you have the right to install and operate the Caeden App on any mobile device you use in conjunction with the Caeden Device. You may uninstall the Caeden App at any time by deleting it from your mobile device in the same manner that you delete similar apps.

Changes to the Caeden Service: Caeden may suspend, terminate, change, update or otherwise modify the Caeden Service or the software on the Caeden Device or Caeden App at any time. If we do so, you may have to download a patch or new version in order to continue using certain features of the Caeden Service, or such updates may be automatically installed. In addition, these Terms of Service may be changed at any time without prior notice. We will make such changes by posting them on the Caeden site located at www.caeden.com/legal/#terms or by otherwise informing you of such changes. You should check for such changes frequently. Your continued access of the Caeden Service after such changes have taken effect conclusively demonstrates your acceptance of such changes.

Termination of Access: In addition to any right or remedy that may be available to us under these Terms of Service or applicable law, we may suspend, limit or terminate your access to the Caeden Service at any time, with or without notice, in our sole discretion, in the event that (1) you have breached these Terms of Service or applicable law, or (2) such action is necessary to prevent harm to any party or liability to Caeden.

Communications with Caeden: Any communication or material you transmit to us by electronic mail, social media or otherwise, including any data, questions, comments, suggestions, or the like is, and will be treated as, nonconfidential and nonproprietary. Except to the extent expressly covered by our Privacy Policy, anything you transmit or post may be used by us for any purpose, including, but not limited to, reproduction, disclosure, transmission, publication, broadcast, posting and/or ranking. Furthermore, you expressly agree that we are free to use any ideas, concepts, know-how, or techniques contained in any communication you send to us without compensation and for any purpose whatsoever, including, but not limited to, developing, manufacturing and marketing products and services using such information.

User Content: The Caeden Service may provide you with forums to share user-generated content that you create. When using such forums, you agree that (i) you have the right to post all information and materials, (ii) all opinions expressed are genuinely held based upon your belief and consideration, (iii) you will not post any information or materials that is libelous, defamatory or invades any privacy or publicity rights of any third party; or is abusive, vulgar, hateful, obscene, scandalous, inflammatory or otherwise objectionable; or infringes any copyright, trademark, service mark, patent, trade secret or confidentiality obligation, or constitutes any other activity that we deem prohibited, in our sole discretion. You hereby grant us an irrevocable, perpetual, world-wide license to use, redact, edit, republish, sub-license, copy, and distribute the information and materials contained in any such postings in any medium now known or hereinafter developed without payment or compensation to you. We are under no obligation to screen or monitor such postings, but we may review them from time to time and make determinations as to what content is appropriate in our sole discretion. We may edit or remove any content at any time without notice. We disclaim all responsibility for any postings you may make and all liability arising therefrom. You agree to be solely liable for your postings and any information and materials that they contain.

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CAEDEN DISCLAIMS ALL LIABILITY FOR, OR WARRANTIES FROM, THIRD PARTY SERVICES OR PRODUCTS USED IN CONNECTION WITH THE CAEDEN SERVICE, SUCH AS YOUR APP STORE/ PLATFORM PROVIDER OR DEVICE MANUFACTURER.

IN NO EVENT WILL WE BE LIABLE UNDER ANY THEORY OF TORT, CONTRACT, STRICT LIABILITY OR OTHER LEGAL OR EQUITABLE THEORY FOR ANY INDIRECT, SPECIAL, INCIDENTAL, EXEMPLARY, PUNITIVE, OR OTHER CONSEQUENTIAL DAMAGES, LOST PROFITS, LOST DATA, LOST OPPORTUNITIES, COSTS OF COVER, OR PERSONAL INJURY/WRONGFUL DEATH, EACH OF WHICH IS HEREBY EXCLUDED BY AGREEMENT OF THE PARTIES, REGARDLESS OF WHETHER OR NOT WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL WE BE LIABLE TO YOU FOR ANY DIRECT DAMAGES, REGARDLESS OF THE FORM OF THE ACTION, EXCEEDING THE GREATER OF (1) THE AMOUNT PAID BY YOU TO PURCHASE A CAEDEN PRODUCT FROM AN AUTHORIZED RETAILER, OR (2) FIFTY DOLLARS (\$50).

Some states prohibit the limitation of warranties as set forth herein. If any part of these warranty disclaimers is found to be invalid or unenforceable for any reason, or if we are otherwise found to be liable to you, then our liability in such cases will be limited to the greatest extent permitted by law.

In the event of any breach of warranty or these Terms of Service, your sole remedy, and Caeden's sole obligation, shall be as set forth in the section entitled "Limited Warranty for Caeden Products"; for you to stop using the Caeden Service; and/or for the dollar limitation set forth above.

Indemnification: You agree to indemnify, defend and hold Caeden, its subsidiaries, affiliates, officers, agents, representatives, and other partners and employees, harmless from and against any and all third party claims, demands, liabilities, costs or expenses, including attorneys' fees and costs, arising from, or related to (1) any breach by you of these Terms of Service, (2) your use of the Caeden Service, or (3) a violation by you of any applicable law, agreement or obligation to a third party.

Links: The Caeden Service may provide you with links or access to other websites, services, products or content of third parties. You acknowledge and agree that you access such third party websites, services, products or content at your own risk and are wholly responsible for making your own independent judgments regarding your use or interaction with the same. Caeden has no control over, nor does Caeden endorse, these third party websites, services, products or content.

Purchases: All online purchases of Caeden products are also governed by the terms and conditions of the applicable merchant provider. Please review the merchant provider's user agreement and privacy policy before entering into any transaction with the merchant provider. All orders are subject to additional review and possible cancellation prior to shipment. The information in the Caeden Service may contain typographical errors or other errors or inaccuracies and may not be complete or current. Caeden therefore reserves the right to correct any errors, inaccuracies or omissions and to change or update information on the Caeden Service at any time without prior notice, although Caeden shall be under no obligation to do so. Caeden further reserves the right, with or without

prior notice, solely in accordance with applicable law, to refuse to fill any orders based on information on the Caeden Service that may contain errors or inaccuracies, including, without limitation, regarding pricing, shipping, payment terms, or return policies; to limit the available quantity of or discontinue any product or service; to impose conditions on the honoring of any coupon, coupon code, promotional code, or other similar promotion; to bar any user from making any or all transactions; and/or to refuse to provide any user with any product or service.

Governing Law: The laws of the State of New York shall govern these Terms of Service, without regard to its conflict of laws principles. SUBJECT TO THE ARBITRATION SECTION BELOW, YOU HEREBY EXPRESSLY CONSENT TO EXCLUSIVE JURISDICTION AND VENUE IN THE COURTS LOCATED IN NEW YORK COUNTY, NEW YORK FOR ALL MATTERS ARISING IN CONNECTION WITH THESE TERMS OF SERVICE OR YOUR ACCESS OR USE OF THE CAEDEN SERVICE. Any claims asserted by you in connection with the Caeden Service must be asserted in writing to Caeden within one (1) year of the date such claim first arose, or such claim is forever waived by you. You agree that monetary damages may not provide a sufficient remedy to Caeden for violation of these Terms of Service, and you therefore agree that Caeden may seek an injunction in a court of competent jurisdiction to prevent any harm to any party or liability to Caeden.

Arbitration: You hereby submit to the exclusive jurisdiction of the American Arbitration Association ("AAA") in connection with any dispute relating to, concerning, or arising out of these Terms of Service. The arbitration will be conducted before a single arbitrator. Payment of all filing, administration, and arbitrator fees will be governed by the AAA's rules, unless otherwise stated in this paragraph. In the event you are able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Caeden will pay as much of your filing, administrative, and arbitrator fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. The arbitration before the AAA shall proceed solely on an individual basis without the right for any claims to be arbitrated on a class action basis or on bases involving claims brought in a purported representative capacity on behalf of others. The arbitrator's authority to resolve and make written awards is limited to claims between

you and us alone. Claims may not be joined or consolidated unless agreed to in a writing by all parties. No arbitration award or decision will have any preclusive effect as to issues or claims in any dispute with anyone who is not a named party to the arbitration. If you initiate a litigation or any other proceeding against Caeden in violation of this paragraph, you agree to pay Caeden's reasonable costs and attorneys' fees incurred in connection with its enforcement of this paragraph.

Site Operation: Caeden controls the Caeden Service from New York, New York, United States of America. Caeden makes no representation that the Caeden Service is appropriate for use in other locations. If you use the Caeden Service from other locations you are responsible for ensuring compliance with all applicable laws in that jurisdiction.

Export: You may not use, export, or re-export the Caeden Service in violation of any applicable laws or regulations, including, but not limited to, any United States export laws and regulations. By using the Caeden Service, you represent and warrant that you are not located in a country that is subject to a U.S. Government embargo, or that has been designated by the U.S. Government as a "terrorist supporting" country; and you are not listed on any U.S. Government list of prohibited or restricted parties.

Apple: Apple Inc. is not a party to these Terms of Service. Apple has no obligation whatsoever to furnish any maintenance and support services with respect to the Caeden App. To the maximum extent permitted by applicable law, Apple will have no other warranty obligation whatsoever with respect to the Caeden App. You acknowledge that Apple is not responsible for addressing any claims relating to the Caeden App or your possession and/or use of the Caeden App, including, but not limited to: (i) product liability claims; (ii) any claim that the Caeden App fails to conform to any applicable legal or regulatory requirement; and (iii) claims arising under consumer protection or similar legislation. We, not Apple, will be solely responsible for the investigation, defense, settlement and discharge of any such intellectual property infringement claim. Apple, and Apple's subsidiaries, are third party beneficiaries of these Terms of Service, and Apple will have the right (and will be deemed to have accepted the right) to enforce these Terms of Service against you as a third party beneficiary thereof.

IMPORTANT SAFETY AND PRODUCT INFORMATION

Please read the CAEDEN DEVICE Product Guide, Safety Information and Manufacturer Declarations carefully and completely before using the CAEDEN DEVICE. Include the product guide when passing the CAEDEN DEVICE on to third parties.

CAUTION: The CAEDEN DEVICE is not a medical device and is not intended to diagnose, treat, mitigate, cure or prevent any disease.

CAUTION: Consult your doctor before beginning or modifying any exercise regimen AND before using the CAEDEN DEVICE if you have any preexisting conditions that might be affected by your use of the CAEDEN DEVICE.

CONSULT YOUR DOCTOR PRIOR TO USE IF YOU:

- HAVE A MEDICAL OR HEART CONDITION.
- ARE TAKING ANY PHOTSENSITIVE MEDICINE.
- HAVE EPILEPSY OR ARE SENSITIVE TO FLASHING LIGHTS.
- HAVE REDUCED CIRCULATION OR BRUISE EASILY.

CAUTION: THE CAEDEN DEVICE contains small parts that can be a choking hazard. Keep out of the reach of children and pets to prevent accidents.

CAUTION: THE CAEDEN DEVICE contains magnets that generate a magnetic field and may cause interference with electronic equipment. If using a medical device, including but not limited to a cardiac pacemaker and implanted defibrillator, please consult a physician and the manufacturer of your medical device before wearing and handling THE CAEDEN DEVICE.

To reduce the risk of fire or electric shock, do not charge the CAEDEN DEVICE near water or expose it to rain or moisture. Prolonged exposure to salt water or chemically treated water will result in loss of water resistance.

If battery is swallowed, immediately seek medical help as serious injury may occur. Do not use an obviously defective product.

CAUTION: THE DEVICE MAY CAUSE SKIN IRRITATION.

PROLONGED CONTACT MAY CONTRIBUTE TO SKIN IRRITATION OR ALLERGIES IN SOME USERS. IF YOU NOTICE ANY SIGNS OF SKIN REDNESS, SWELLING, ITCHINESS OR OTHER SKIN IRRITATION, PLEASE DISCONTINUE USE OR WEAR THE PRODUCT CLIPPED OVER A PIECE OF CLOTHING. CONTINUED USE, EVEN AFTER SYMPTOMS SUBSIDE, MAY RESULT IN RENEWED OR INCREASED IRRITATION. IF SYMPTOMS PERSIST, CONSULT YOUR DOCTOR.

PLEASE FOLLOW THESE CARE AND WEARING TIPS:

- CLEAN AND DRY YOUR SONA DEVICE REGULARLY, PARTICULARLY IN AREAS IN CONTACT WITH THE SKIN. USE A CLEAN, DAMP CLOTH. DO NOT WASH PRODUCT UNDER THE FAUCET.
- WEAR YOUR SONA PRODUCT LOOSELY ENOUGH TO ALLOW AIR CIRCULATION. REVIEW THE SIZING GUIDE AT CAEDEN.COM FOR MORE INFORMATION.
- TAKE THE PRODUCT OFF FROM TIME TO TIME TO CLEAN IT AND ALLOW FOR YOUR SKIN TO BE UNCOVERED.
- THE DEVICE CONTAINS ELECTRICAL EQUIPMENT THAT COULD CAUSE INJURY IF NOT HANDLED PROPERLY.
- DO NOT OPEN THE ENCLOSURE OR DISASSEMBLE YOUR SONA DEVICE.
- DO NOT USE YOUR SONA DEVICE IF THE DISPLAY IS CRACKED.

- SUBSTANCES IN THIS PRODUCT AND ITS BATTERY MAY HARM THE ENVIRONMENT OR CAUSE INJURY IF HANDLED AND DISPOSED OF IMPROPERLY.
- DO NOT PLACE YOUR SONA DEVICE IN A DISHWASHER, WASHING MACHINE OR DRYER.
- DO NOT EXPOSE YOUR SONA DEVICE TO EXTREMELY HIGH OR LOW TEMPERATURES.
- DO NOT USE YOUR SONA DEVICE IN A SAUNA OR STEAM ROOM.
- DO NOT LEAVE YOUR SONA DEVICE IN DIRECT SUNLIGHT FOR AN EXTENDED PERIOD OF TIME.
- DO NOT DISPOSE OF YOUR SONA DEVICE IN A FIRE. THE BATTERY COULD EXPLODE.
- DO NOT USE ABRASIVE CLEANERS TO CLEAN YOUR SONA DEVICE.
- CHARGE THE BATTERY IN ACCORDANCE WITH THE INSTRUCTIONS PROVIDED DURING SETUP.
- CHARGE YOUR SONA DEVICE USING A COMPUTER, POWERED HUB OR POWER SUPPLY THAT IS CERTIFIED BY A RECOGNIZED TESTING LABORATORY.*
- YOUR SONA DEVICE FEATURES A BUILT-IN BATTERY, WHICH IS NOT USER REPLACEABLE. TAMPERING WITH YOUR PRODUCT, OR ATTEMPT TO OPEN IT WILL VOID WARRANTY AND CAN RESULT IN A SAFETY HAZARD.*
- USE ONLY AN AUTHORIZED SONA CHARGING CABLE TO CHARGE THE BATTERY.
- DO NOT CHARGE YOUR SONA DEVICE WHILE IT IS WET.
- REMOVE YOUR SONA DEVICE IF IT FEELS WARM OR HOT.

BEFORE GETTING YOUR SONA DEVICE WET, PLEASE REFER TO CAEDEN.COM FOR SPECIFIC INFORMATION REGARDING WATER RESISTANCE.

WARNING: THIS PRODUCT CONTAINS BPA, A CHEMICAL KNOWN TO THE STATE OF CALIFORNIA TO CAUSE BIRTH DEFECTS OR OTHER REPRODUCTIVE HARM.

THE HEART RATE TRACKING FEATURE WORKS BEST WHEN THE PRODUCT IS WORN SNUGLY.

- WEARING THE DEVICE SNUGLY CAN LEAD TO SKIN IRRITATION DUE TO RUBBING AND FRICTION. REMOVE THE DEVICE PERIODICALLY TO ALLOW YOUR SKIN TO DRY AND BREATHE.
- THE RUBBER STRAP THAT COMES WITH YOUR SONA DEVICE CONTAINS SILICONE, DO NOT USE IF YOU HAVE SILICONE ALLERGIES.
- IF YOU HAVE TENDONITIS, CARPAL TUNNEL SYNDROME, OR OTHER MUSCULOSKELETAL DISORDERS, CONSULT YOUR DOCTOR PRIOR TO USE. IF YOU FEEL SORENESS, TINGLING, NUMBNESS, BURNING OR STIFFNESS IN YOUR HANDS OR WRISTS WHILE OR AFTER WEARING THE PRODUCT, PLEASE DISCONTINUE USE.

FEDERAL COMMUNICATIONS COMMISSION (FCC) STATEMENT

THIS DEVICE COMPLIES WITH FCC PART 15 FCC RULES. OPERATION IS SUBJECT TO THE FOLLOWING TWO CONDITIONS:

- THIS DEVICE MAY NOT CAUSE HARMFUL INTERFERENCE, AND
- THIS DEVICE MUST ACCEPT ANY INTERFERENCE, INCLUDING INTERFERENCE THAT MAY CAUSE UNDESIRE OPERATION OF THE DEVICE.

FCC WARNING

CHANGES OR MODIFICATIONS NOT EXPRESSLY APPROVED BY SONA, INC. COULD VOID THE USER'S AUTHORITY TO OPERATE THE EQUIPMENT. NOTE: THIS EQUIPMENT HAS BEEN TESTED AND FOUND TO COMPLY WITH THE LIMITS FOR A CLASS B DIGITAL DEVICE, PURSUANT TO PART 15 OF THE FCC RULES. THESE LIMITS ARE DESIGNED TO PROVIDE REASONABLE PROTECTION AGAINST HARMFUL INTERFERENCE IN A RESIDENTIAL INSTALLATION. THIS EQUIPMENT GENERATES, USES AND CAN RADIATE RADIO FREQUENCY ENERGY AND, IF NOT INSTALLED AND USED IN ACCORDANCE WITH THE INSTRUCTIONS, MAY CAUSE HARMFUL INTERFERENCE TO RADIO COMMUNICATIONS. HOWEVER, THERE IS NO GUARANTEE THAT INTERFERENCE WILL NOT OCCUR IN A PARTICULAR INSTALLATION. IF THIS EQUIPMENT

DOES CAUSE HARMFUL INTERFERENCE TO RADIO OR TELEVISION RECEPTION, WHICH CAN BE DETERMINED BY TURNING THE EQUIPMENT OFF AND ON, THE USER IS ENCOURAGED TO TRY TO CORRECT THE INTERFERENCE BY ONE OR MORE OF THE FOLLOWING MEASURES:

- REORIENT OR RELOCATE THE RECEIVING ANTENNA.
- INCREASE THE SEPARATION BETWEEN THE EQUIPMENT AND RECEIVER.
- CONNECT THE EQUIPMENT INTO AN OUTLET ON A CIRCUIT DIFFERENT FROM THAT TO WHICH THE RECEIVER IS CONNECTED.
- CONSULT THE DEALER OR AN EXPERIENCED RADIO/TV TECHNICIAN FOR HELP.
- THIS DEVICE MEETS THE FCC AND IC REQUIREMENTS FOR RF EXPOSURE IN PUBLIC OR UNCONTROLLED ENVIRONMENTS.

INDUSTRY CANADA (IC) STATEMENT

This device complies with Industry Canada licence-exempt RSS standard(s).

Operation is subject to the following two conditions: (1) This device may not cause interference, and (2) This device must accept any interference, including interference that may cause undesired operation of the device.

Le présent appareil est conforme aux CNR d'Industrie Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes:

- (1) l'appareil ne doit pas produire de brouillage, et*
- (2) l'utilisateur de l'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement*

DECLARATION OF CONFORMITY WITH REGARD TO THE EU DIRECTIVE 1999/5/EC.

CAEDEN INC. IS AUTHORIZED TO APPLY THE CE MARK ON ITS PRODUCT, THEREBY DECLARING CONFORMITY TO THE ESSENTIAL REQUIREMENTS AND OTHER RELEVANT PROVISIONS OF DIRECTIVE 1999/5/EC AND OTHER APPLICABLE DIRECTIVES.



DISPOSAL AND RECYCLING INFORMATION.

THE SYMBOL ON THE PRODUCT OR ITS PACKAGING SIGNIFIES THAT THIS PRODUCT HAS TO BE DISPOSED SEPARATELY FROM ORDINARY HOUSEHOLD WASTES AT ITS END OF LIFE. PLEASE KINDLY BE AWARE THAT IT IS YOUR RESPONSIBILITY TO DISPOSE ELECTRONIC EQUIPMENT AT RECYCLING CENTERS SO AS TO HELP CONSERVE NATURAL RESOURCES. EACH COUNTRY IN THE EUROPEAN UNION SHOULD HAVE ITS COLLECTION CENTERS FOR ELECTRICAL AND ELECTRONIC EQUIPMENT RECYCLING. FOR INFORMATION ABOUT YOUR RECYCLING DROP OFF POINT, PLEASE CONTACT YOUR LOCAL RELATED ELECTRICAL AND ELECTRONIC EQUIPMENT WASTE MANAGEMENT AUTHORITY OR THE RETAILER WHERE YOU BOUGHT THE PRODUCT.

- DO NOT DISPOSE OF YOUR SONA PRODUCT WITH HOUSEHOLD WASTE
- DISPOSAL OF THE PACKAGING AND YOUR SONA PRODUCT SHOULD BE DONE IN ACCORDANCE WITH LOCAL REGULATIONS.
- BATTERIES ARE NOT TO BE DISPOSED OF IN MUNICIPAL WASTE STREAM AND REQUIRE SEPARATE COLLECTION.

PLEASE RECYCLE!

Miscellaneous: Our failure to exercise or enforce any right or provision of these Terms of Service shall not operate as a waiver of such right or provision. If any part of these Terms of Service is determined to be invalid or unenforceable pursuant to applicable law including, but not limited to, the warranty disclaimers set forth above, then the invalid or unenforceable provision will be deemed superseded by a valid, enforceable provision that most closely matches the intent of the original provision and the remainder of these Terms of Service shall continue in effect. These Terms of Service, together with any additional terms and conditions or policies referred to and incorporated herein, constitute the entire understanding between you and us. Please contact us at: support@caeden.com with any questions regarding these Terms of Service.

These Terms of Service are effective and were last updated on July 5, 2016.

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Lithium-Polymer Battery Safety



WARNING

In extreme cases, abuse or misuse of the Lithium-Polymer battery pack can lead to:

- explosion
- heat generation
- fire
- smoke or gas

Dispose of products with built-in rechargeable batteries at special collection points or return them to your electronics dealer.

Charge products with built-in rechargeable batteries at ambient temperatures between 10°C and 40°C (+/-5°C)/50°F and 104°F (+/-41°F).

When not using the product for extended periods of time, charge its built-in rechargeable batteries regularly (about every 3 months).

Do not heat above 70°C/158°F, e.g. do not expose to sunlight or throw into fire.

Preventing Damage & Malfunctions

Do not expose your device to extreme temperatures lower than - 0°C and higher than + 40°C.

Use only attachments/accessories/spare parts supplied or recommended by Caeden.

Clean the product only with a soft, dry cloth.

Only use the product in environments where Bluetooth® wireless transmission is permitted.

Use the product with care and store it in a clean, dust-free environment.

Do not operate the product near heat sources.

Manufacturer Declarations

Intended Use & Liability

The Sona is designed for use with iOS devices that support wireless communication via Bluetooth® wireless technology.

It is considered improper use when this product is used for any application not named in the associated instruction manuals and product guides.

Caeden does not accept liability for damage arising from abuse or misuse of this product and its attachments/accessories.



Disposal & Collection of Old Equipment

Electrical and electronic equipment, parts and batteries marked with the Waste Electrical and Electronic Equipment (WEEE) wheeled bin must not be disposed of with normal household waste. All Electrical and electronic equipment and batteries by use of the collection systems available in your country, you protect the environment from contamination. Your Caeden retailer will advise you of the correct way of disposal in your country. If a product is too small to be marked with the symbol, it will appear in the product documentation.

CE 0700

Regulatory Conformance Hereby, Caeden declares that this device is in compliance with the essential requirements and other relevant provisions of Directive 1999/5/EC.

Limited warranty for your Caeden device

What does this warranty cover?

Caeden, Inc. ("Caeden") warrants that a Caeden product ("Product") will be free from defects in workmanship and materials under normal use when used in compliance with the Product Guide included with your device.

Who is covered under this warranty?

This limited warranty is non-transferable and covers only the original end purchaser. An original or copy of a sales receipt from an original Caeden authorized retailer is required for warranty service. This warranty does not cover products purchased through online auction websites. Online auction sales confirmations are NOT accepted for warranty verification.

How long does the coverage last?

The warranty coverage lasts for a period of one year from the original purchase date ("Limited Warranty Period"). The Limited Warranty Period will terminate if the original end purchaser transfers the Product. If the Product is replaced pursuant to this warranty, then the warranty period for the replacement Product will be for the remainder of the original Limited Warranty Period.

What does this warranty not cover?

This warranty does not cover defects to the Product caused by normal wear and tear, misuse, lack of care, mishandling, accident, abuse, blown speakers, cut cords, bent audio jacks, scratches, stains, loss, theft, or other abnormal use of the Product other than for its intended purpose. This warranty is void if defects are caused by improper or incorrectly performed repair or maintenance; if the Product has been modified, altered, or customized; or if defects arise from causes beyond the materials or workmanship of the Product. This warranty does not cover any third party products or services used in connection with the Product.

What will Caeden do in the event of a warranty claim?

If Caeden confirms that a Product is covered by the limited warranty, Caeden at its option will either: (1) repair the Product at no charge using new or reconditioned parts; (2) exchange the Product with a functional equivalent Product that is new or reconditioned; or (3) refund the original purchase price. Caeden will fulfill its warranty obligations as set forth above within 30 days of confirming that a Product is covered by the warranty.

The remedy set forth above represents your sole and exclusive remedy for a breach of this limited warranty, as well as Caeden's sole and entire liability. Repair or replacement (including parts, labor, and shipping costs) will be made at Caeden's expense. Caeden reserves the right to send you a replacement Product that is the same or of a similar style, or a functional equivalent that may not be of like kind (depending on availability). Replacement Products will be furnished only on an exchange basis.

How to make a warranty claim?

Warranty claims can be made directly to Caeden by contacting Caeden Customer Service at support@caeden.com. Proof of purchase is required to verify eligibility of your claim.

Once Caeden receives your returned Product, Caeden will evaluate your claim (typically within 7-10 business days) to determine whether the returned Product is eligible for service under this warranty. If Caeden determines that your returned Product is not defective or is not eligible for warranty service, Caeden will ship your Product back to you at Caeden's expense. If Caeden determines that there is a defect with the Product that is covered under this warranty, Caeden will remedy the defect as set forth in this limited warranty.

Caeden is not liable for Products that are damaged or lost in transit to Caeden. We recommend that you ship your returned products to Caeden via a shipment method that offers tracking. To the extent applicable, you are responsible for any customs fees, including, but not limited to, taxes, duties and brokerage.

All Products returned to Caeden will be subject to review for authenticity. Products determined to be counterfeit will be confiscated and turned over to Caeden's legal department for appropriate action. Counterfeit products will not be returned, and consumers should seek restitution from their original place of purchase.

Limitation of Liability

IN NO EVENT SHALL CAEDEN OR ITS SUPPLIERS BE LIABLE TO YOU OR ANY THIRD PARTY FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES ARISING OUT OF THE USE OF THE PRODUCT, INCLUDING, WITHOUT LIMITATION, PROPERTY DAMAGE, LOSS OF VALUE OF THE PRODUCT OR ANY THIRD PARTY PRODUCTS THAT ARE USED IN OR WITH THE PRODUCT, OR LOSS OF USE OF THE PRODUCT OR ANY THIRD PARTY PRODUCTS THAT ARE USED IN OR WITH THE PRODUCT, EVEN IF CAEDEN HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. CAEDEN HAS NO LIABILITY FOR ANY DAMAGE OR DESTRUCTION TO CONSUMER ELECTRONICS DEVICES OR OTHER PERSONAL PROPERTY THAT ARE USED IN CONJUNCTION WITH THE PRODUCTS, INCLUDING, WITHOUT LIMITATION, LAPTOPS, CELL PHONES, MP3 PLAYERS, DVD PLAYERS OR HANDHELD DEVICES, OR ANY LOSS OF DATA CONTAINED IN ANY OF THE FOREGOING DEVICES OR ANY SIMILAR DEVICES. NOTWITHSTANDING ANY DAMAGES THAT YOU MIGHT INCUR FOR ANY REASON WHATSOEVER (INCLUDING, WITHOUT LIMITATION, ALL DAMAGES REFERENCED HEREIN AND ALL DIRECT OR GENERAL DAMAGES IN CONTRACT, TORT (INCLUDING NEGLIGENCE), OR OTHERWISE), THE ENTIRE LIABILITY OF CAEDEN AND ANY OF ITS SUPPLIERS SHALL BE LIMITED TO THE AMOUNT ACTUALLY PAID BY YOU FOR THE PRODUCT. SOME STATES AND/OR JURISDICTIONS DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.

This warranty gives you specific legal rights, and you may also have other rights which vary from state to state and/or jurisdiction to jurisdiction. This document is subject to, and incorporated by reference into, the Caeden Terms of Service available at: caeden.com/termsofservice

For additional questions, contact support@caeden.com.

Specifications

Materials

Premium ion-plated, stainless steel hardware with splash proof ultra-sonic welded enclosure

Interchangeable band options:

- Genuine full grain leather band
- Silicone Active band

Sensors & Components

Next generation photoplethysmography (PPG) heart rate sensor

3-axis accelerometer

Vibrating motor

Memory

Stores 10 days of continuous data

Charging & Battery

Battery life: up to 4 days of active use

Charge time: one to two hours

Magnetic charging cable included (optional charging dock)

Syncing

Sona connects to the Caeden App available for iOS via Integrated Bluetooth 4.1LE

Fit & Size

Bands available in 2 sizes:

- Small/medium: fits wrists 5–7.5" circumference
- Medium/large: fits wrists 7.5–10" circumference

Caeden App

Available for iOS

Resonance

5 Guided Resonance Meditation Sessions

Activity Tracking

Daily Active Time minutes

Heart Rate

Calories

Steps

Distance

Heart Health Tracking

Resting Heart Rate

Heart Rate Variability

Real Time Heart Rate

Product Firmware

Version C_B_1_0_0_R1



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