

Notice of Proposed Class Action Settlement

Strong v. LifeStance, No. 2:23-cv-00682 (D. Ariz.)

A court authorized this Notice. It is not a solicitation from a lawyer. You are not being sued.

- A proposed Settlement has been reached with LifeStance Health Group, Inc. (“Defendant”) over the alleged use of certain third-party tracking technologies (commonly referred to as pixels) on its public website to collect and to disclose its patients’ personally identifiable information to third parties.
- Your legal rights will be affected whether you act or do not act. You should read this entire Notice carefully.

YOUR LEGAL RIGHTS AND OPTIONS IN THIS SETTLEMENT:	
FILE A CLAIM FORM DEADLINE: SEPTEMBER 29, 2026	Submitting a Claim Form is the only way to be eligible to receive a pro rata cash payment from the Settlement Subclass 1 Fund or Settlement Subclass 2 Fund. <i>Refer to Questions 8 and 9 below to see what Settlement benefit(s) you are eligible to receive.</i>
EXCLUDE YOURSELF FROM THIS SETTLEMENT DEADLINE: AUGUST 31, 2026	This is the only option that allows you to sue, continue to sue, or be part of another lawsuit against the Defendant and Released Parties, for the claims this Settlement resolves. If you exclude yourself, you will give up the right to receive Settlement benefits.
OBJECT TO OR COMMENT ON THE SETTLEMENT DEADLINE: AUGUST 31, 2026	You may object to the Settlement by filing an objection with the Court and sending the same to Class Counsel and Defendant’s Counsel informing them why you do not think the Settlement should be approved (including all information in <i>Question 21</i>). If you exclude yourself from the Settlement, you cannot object to it. If you object, you may also file a Claim Form.
GO TO THE FINAL APPROVAL HEARING OCTOBER 16, 2026	You may attend the Final Approval Hearing where the Court may hear arguments concerning approval of the Settlement. If you wish to speak at the Final Approval Hearing, you must make a request to do so in your written objection or comment. You are <u>not</u> required to attend the Final Approval Hearing.
DO NOTHING	If you do nothing, you will not receive Settlement benefits and you will give up your rights to sue the Defendant and Released Parties for the claims this Settlement resolves.

- These rights and options—and the deadlines to exercise them—are explained in this Notice.

The Court in charge of this case still has to decide whether to approve the Settlement. No Settlement benefits will be issued unless the Court approves the Settlement, and it becomes final.

BASIC INFORMATION

1. Why is there a Notice?

The Court authorized this Notice because you have the right to know about the proposed Settlement of this class action lawsuit and about all of your rights and options before the Court decides whether to grant final approval of the Settlement. This Notice explains the lawsuit, the Settlement, your legal rights, what benefits are available, who is eligible for the benefits, and how to receive those benefits.

The case is known as *Strong v. LifeStance*, Case No. 2:23-cv-00682, pending in the United States District Court for the District of Arizona. The people who filed this lawsuit are called the “Plaintiffs” and the company they sued, LifeStance Health Group, Inc. (“LifeStance”), is called the “Defendant.”

2. What is this lawsuit about?

Plaintiffs allege that LifeStance used certain third-party tracking technologies (commonly referred to as pixels) on its public website to collect and to disclose its patients’ personally identifiable information to third parties, including, but not necessarily limited to, Meta Platforms, Inc. d/b/a Meta, formerly known as Facebook, and Google LLC without permission in violation of state and federal statutes.

3. Why is this a class action?

In a class action, one or more people called the “Plaintiffs” or “Class Representatives” sue on behalf of all people who have similar claims. Together, all of these people are called a “class” or “class members.” One court resolves the issues for all class members, except for those class members who exclude themselves from the class.

The Plaintiffs and Settlement Class Representatives in this case are Montana Strong and Debra Yick.

4. Why is there a Settlement?

The Plaintiffs and Defendant disagree over the legal claims made in this Action. Defendant has denied and continues to deny any wrongdoing whatsoever. The Action has not gone to trial, and the Court has not decided in favor of the Plaintiffs or the Defendant (collectively referred to as the “Parties”). Instead, the Parties have agreed to settle the Action and believe that the Settlement Agreement offers significant benefits to all Settlement Class Members and is fair, reasonable, adequate and in the best interest of the Plaintiffs and all Settlement Class Members.

WHO IS INCLUDED IN THE SETTLEMENT?

5. How do I know if I am part of the Settlement?

The Settlement Class includes all natural persons who are members of Settlement Subclass 1 or Settlement Subclass 2, as described below:

Settlement Subclass 1: All members of LifeStance’s total patient population who booked at least one session through LifeStance’s online booking tool, accessed through LifeStance’s public website lifestance.com, between March 1, 2020, and April 30, 2023.

Settlement Subclass 2: All other members of LifeStance’s total patient population between March 1, 2020, and April 30, 2023, not including those in Settlement Subclass 1.

6. Are there exceptions to individuals who are included in the Settlement Class?

Yes, the following individuals are excluded from the Settlement Class: (i) Defendant's officers and directors and any entity in which Defendant or its parents have a controlling interest; (ii) all Settlement Class Members who timely and validly request exclusion; and (iii) Defendant's Counsel and in-house counsel who advised Defendant on the Action. Also excluded from the Settlement Class are members of the judiciary to whom this case is assigned, their families, and members of their staff.

7. What if I am still not sure whether I am part of the Settlement?

If you are still not sure whether you are a Settlement Class Member, you may go to the Settlement Website at www.LifeStancePixelSettlement.com or call toll-free **1-866-764-4190**. You may also email the Settlement Administrator at info@LifeStancePixelSettlement.com.

THE SETTLEMENT CLASS MEMBER BENEFITS

8. What does the Settlement provide?

Under the Settlement, the Defendant agrees to fund a non-reversionary Settlement Fund in the amount of \$3,027,874.44. The Settlement Fund is the aggregate total of the Settlement Subclass 1 Fund (\$1,203,405.00) and the Settlement Subclass 2 Fund (\$1,824,469.44).

Settlement Class Members who timely submit Approved Claim Forms will receive a *pro rata* cash payment from their respective Settlement Subclass Fund, less any amount awarded by the Court to Class Counsel as reasonable Attorneys' Fees and Expenses, Service Awards, and Settlement Administration Expenses. The *pro rata* allocation is on a per claimant basis, not a per appointment or per website visit basis.

9. What are the Injunctive Relief Benefits?

Defendant has or will discontinue use of all third-party tracking pixels, to the extent any remain, other than tracking pixels compliant with the Health Insurance Portability and Accountability Act ("HIPAA"), for a period of five (5) years from the Effective Date of the Settlement.

10. What am I giving up in order to receive Settlement benefits or stay in the Class?

Unless you exclude yourself, you are choosing to remain in the Settlement Class. If the Settlement is approved and becomes final, all of the Court's orders will apply to you and legally bind you. You will not be able to sue, continue to sue, or be part of any other lawsuit against the Defendant about the legal issues in this Action, resolved by this Settlement, and released by the Settlement Agreement. The specific rights you are giving up are called Released Claims (*see* next question).

11. What are the Released Claims?

Released Claims include any and all actual, potential, filed, known or unknown, capable of being known, fixed or contingent, claimed or unclaimed, suspected or unsuspected, past, present, and future claims, counterclaims, lawsuits, set-offs, demands, liabilities, rights, charges, complaints, actions, suits, causes of action, debts, penalties, contracts or agreements, extra contractual claims, damages (including statutory, punitive, exemplary, or multiplied damages), disgorgement, pre-judgment interest, restitution, appointment of a receiver, injunctive, declaratory, equitable, or any other form of relief, expenses, costs, attorneys' fees and expenses, losses, and/or obligations, of any nature whatsoever (including "Unknown Claims" as defined below), whether in law or in equity, accrued or unaccrued, direct, indirect, or derivative, matured or not matured, individual or representative, of every nature and description whatsoever, whether based on state, federal, local, statutory, or common law or any other law, rule or regulation, against the Released Parties, or any of them, arising out of, based upon,

connected to, or relating in any way to any facts, transactions, events, matters, occurrences, acts, disclosures, statements, representations, omissions or failures to act regarding allegations, facts, or circumstances described in the Action, Defendant's use of the Meta Pixel, Google Analytics, and/or any other tracking, analytics, and/or advertising technologies (the "Tracking Technologies"), and the alleged disclosure, use, interception or transfer of information of or related to Plaintiffs through use of the Tracking Technologies (the "Tracking Technology Disclosure"), including without limitation all claims that were brought or could have been brought in the Action by or on behalf of any or all of the Releasing Parties relating to, concerning, or arising out of the use of the Tracking Technologies and/or the Tracking Technology Disclosure through the date of the Preliminary Approval Order.

For the avoidance of doubt, the Released Claims include any claims (known or unknown) that were or could have been raised in or that relate to the allegations or subject matter of the Action. The Released Claims shall not include any claims for personal injury or medical malpractice related to medical services provided by Defendant.

More information is provided in the Settlement Agreement, which is available at www.LifeStancePixelSettlement.com.

HOW TO GET A SETTLEMENT PAYMENT — SUBMITTING A CLAIM FORM

12. How do I make a claim for a Settlement payment?

Visit www.LifeStancePixelSettlement.com to submit your claim online or to download a full Claim Form to complete and return it by mail.

Claim Forms must be submitted online by **SEPTEMBER 29, 2026**. Claim Forms submitted by mail must be postmarked no later than **SEPTEMBER 29, 2026**. Settlement Class Members can also request a Claim Form by calling toll-free **1-866-764-4190** or by writing to the Settlement Administrator:

Mail: LifeStance Pixel Settlement, Attn: Claim Form Request, 1650 Arch St., Suite 2210, Philadelphia, PA 19103.
Email: info@LifeStancePixelSettlement.com

13. Where do I send my completed Claim Form?

Claim Forms can be submitted prior to the **SEPTEMBER 29, 2026** by either: a) completing the Claim Form on the Settlement Website, www.lifestancepixelsettlement.com; or b) mailing a copy of the Claim form to the Settlement Administrator at: LifeStance Pixel Settlement, Attn: Claim Form Submissions, 1650 Arch Street, Suite 2210, Philadelphia, PA 19103. Claim Forms submitted by mail must be postmarked no later than **SEPTEMBER 29, 2026**.

14. What happens if my contact information changes after I submit a claim?

If you need to update your contact information after you submit a Claim Form, you may notify the Settlement Administrator of any changes by writing to the Settlement Administrator via mail or email. Please include your Notice ID number with any written requests to assist the Settlement Administrator in identifying you.

Mail: LifeStance Pixel Settlement, Attn: Claim Form Request, 1650 Arch St., Suite 2210, Philadelphia, PA 19103.
Email: info@LifeStancePixelSettlement.com

15. When and how will I receive a Settlement payment?

Settlement payments will be issued by the Settlement Administrator after the Settlement is approved and becomes Final. Settlement payments will be issued via the payment selection made on the Claim Form. It is your

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responsibility to inform the Settlement Administrator of any updates to your payment information and contact information after the submission of your Claim Form.

The Settlement approval process may take time and there may be appeals that must be resolved before any Settlement benefits can be issued. Please be patient and check www.lifestancepixelsettlement.com for updates.

THE LAWYERS REPRESENTING YOU

16. Do I have a lawyer in this case?

The Court has appointed Zimmerman Reed LLP and Almeida Law Group LLC as Class Counsel to represent you and all Settlement Class Members. You may hire your own lawyer at your own cost and expense if you want someone other than Class Counsel to represent you in this Action.

17. How will Class Counsel be paid?

Class Counsel shall request the Court to approve an award of attorneys' fees up to 33% of the Settlement Fund plus reasonable costs and expenses. In addition, the Class Representatives may request up to \$2,500 each for their time, efforts, and risks undertaken on behalf of the Settlement Class. If approved, the Service Awards will be paid from the Settlement Fund. The Court may award less than these amounts.

EXCLUDING YOURSELF FROM THE SETTLEMENT

If you are a Settlement Class Member and want to keep any right you may have to sue or continue to sue the Defendant and/or the other Released Parties on your own based on the claims raised in this Action or released by the Released Claims, then you must take steps to get out of the Settlement. This is called excluding yourself from—or “opting out” of—the Settlement.

18. How do I get out of the Settlement?

A Settlement Class Member may request to be excluded from the Settlement Class by sending a written request to the Settlement Administrator that is received on or before **AUGUST 31, 2026**.

To exercise the right to be excluded, a Person in the Settlement Class must timely send a written request for exclusion to the Settlement Administrator at the address below and include: (i) his or her full name, current address, telephone number, and email address, (ii) signature (digital or handwritten), (iii) the name and/or docket number of the Action, and (iv) a statement that he or she unequivocally wishes to be excluded from the Settlement Class for purposes of this Settlement.

LifeStance Pixel Settlement
Attn: Exclusion Requests
P.O. Box 58220
Philadelphia, PA 19102

You cannot exclude yourself by telephone or by email.

A request to be excluded that does not include all of this information, that is sent to an address other than the address above, or that is not delivered within the time specified, shall be invalid, and the Settlement Class Member serving such a request shall be a member of the Settlement Class and shall be bound as a Settlement Class Member by this Agreement, if approved. Persons who properly and timely opt-out of the Settlement shall not: (i) be bound by any orders or the Final Judgment; (ii) be entitled to relief under this Settlement Agreement; (iii) gain any rights by virtue of this Agreement; (iv) shall retain all rights and claims that they may have and shall not be subject to the Release; or (v) be entitled to object to any aspect of this Agreement.

The request for exclusion must be personally signed by the Person requesting exclusion. So-called “mass” or “class” opt-outs shall not be allowed. Any requests for exclusion purporting to seek exclusion on behalf of more

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than one Settlement Class Member shall be deemed invalid by the Settlement Administrator. To be valid, a request for exclusion must be received by **AUGUST 31, 2026**. Defendant reserves its legal rights and defenses relating to any Opt-Outs including, but not limited to, any defenses relating to whether any Opt-Out is a Settlement Class Member or has standing to bring a claim against Defendant.

19. If I exclude myself, can I still receive a Settlement Payment?

No. If you exclude yourself, you are telling the Court that you do not want to be part of the Settlement. You are only eligible to receive Settlement benefits if you stay in the Settlement and submit a valid Claim Form.

20. If I do not exclude myself, can I sue the Defendant for the same thing later?

No. Unless you exclude yourself, you give up any right to sue the Defendant and the Released Parties for the claims that this Settlement resolves. You must exclude yourself from this Action to start or continue with your own lawsuit or be part of any other lawsuit against the Defendant or the Released Parties. If you have a pending lawsuit, speak to your lawyer in that case immediately.

OBJECT TO OR COMMENT ON THE SETTLEMENT

21. How do I tell the Court that I do not like the Settlement?

Settlement Class Members may write to the Court to object to the Settlement or terms of the Settlement.

An objection to the Settlement, and any papers submitted in support of said objection, shall be considered by the Court at the Final Approval Hearing only if, on or before the **AUGUST 31, 2026** Objection Deadline, the Person making the objection files notice of an intention to do so and at the same time (i) files copies of such papers he or she proposes to be submitted at the Final Approval Hearing with the Clerk of the Court, or alternatively, if the objection is from a Settlement Class Member represented by counsel, files any objection through the Court's electronic filing system, and (ii) sends copies of such papers by mail, hand, or overnight delivery service to Class Counsel and Defendant's Counsel at the addresses listed below:

Court	Defendant's Counsel
United States District Court for the District of Arizona, Clerk of Court 401 W. Washington St., Phoenix, AZ 85003	Edward R. McNicholas Andrew J. O'Connor Frances Faircloth Ropes & Gray LLP 2099 Pennsylvania Avenue, NW Washington, D.C. 20006
Class Counsel	Class Counsel
Hart L. Robinovitch Ryan J. Ellersick Zimmerman Reed LLP 14648 N. Scottsdale, Road, Suite 130 Scottsdale, AZ 85262	David S. Almeida Britany A. Wessan Almeida Law Group LLC 849 W. Webster Avenue Chicago, Illinois 60614

Any Settlement Class Member who intends to object to this Agreement must present the objection in writing, which must be personally signed by the objector, and **must include**:

- (i) the case name and number of the Action; (ii) the objector's full name, current address, telephone number, and email address; (iii) proof that the Settlement Class Member is a member of the Settlement

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Class (e.g., copy of settlement notice, proof of being a LifeStance patient during relevant time period, and/or proof of having booked an appointment through LifeStance’s online booking tool hosted at lifestance.com during the relevant period); (iv) an explanation of the basis upon which the objector claims to be a Settlement Class Member and all grounds for the objection, including all citations to legal authority and evidence supporting the objection; (v) the Settlement Class Member’s signature (digital or handwritten); (vi) if the Settlement Class Member is represented by counsel, the name, contact information (address, telephone number, and email address) and state bar(s) to which counsel is admitted, as well as associated state bar numbers, of any and all attorneys representing, advising, or in any way assisting the objector in connection with the preparation or submission of the objection or who may profit from the pursuit of the objection (the “Objecting Attorneys”); (vii) copies of any documents that the Settlement Class Member wishes to submit in support of his/her position; (viii) the signature (digital or handwritten) of the Settlement Class Member’s duly authorized attorney or other duly authorized representative, along with documentation setting forth such representation; (ix) whether the objection applies only to the Settlement Class Member, to a specific subset of the Settlement Class, or to the entire Settlement Class; (x) a list, including case name, court, and docket number of all other cases in which the objector and the objector’s counsel have filed an objection to any proposed class action settlement in the past five (5) years; and (xi) a statement indicating whether the objector intends to appear at the Final Approval Hearing, and if so, whether personally or through Objecting Attorneys who file an appearance with the Court in accordance with the Court’s Rules.

In addition to the foregoing requirements, if an objecting Settlement Class Member is represented by counsel and such counsel intends to speak at the Final Approval Hearing, the written objection must also include: (i) the identity of witnesses whom the objecting Settlement Class Member intends to call to testify at the Final Approval Hearing; and (ii) a description of any documents or evidence that the objecting Settlement Class Member intends to offer at the Final Approval Hearing.

An objecting Settlement Class Member has the right, but is not required, to attend the Final Approval Hearing. If an objecting Settlement Class Member intends to appear at the Final Approval Hearing, either with or without counsel, he or she must also file a notice of appearance with the Court (as well as serve the notice on Class Counsel and Defendant’s Counsel) by **AUGUST 31, 2026**, take all other actions or make any additional submissions as may be required in the Notice, this Settlement Agreement, or as otherwise ordered by the Court, and mail that notice and any other such pleadings to Class Counsel and Defendant’s Counsel as provided in the Notice.

Class Counsel and Defendant’s Counsel may, but need not, respond to the objections, if any, by means of a memorandum of law filed with the Court prior to the Final Approval Hearing.

Any Settlement Class Member who fails to timely file and serve an objection and notice, if applicable, prior to **AUGUST 31, 2026**, of his or her intent to appear at the Final Approval Hearing in person or through counsel pursuant to the requirements set forth in this Section, and otherwise as ordered by the Court, shall not be permitted to object to the approval of the Settlement at the Final Approval Hearing; shall not have their written objection and related documents considered by the Court; shall be foreclosed from seeking any review of the Settlement or the terms of the Agreement by appeal or other means, and shall be bound by all the terms of the Agreement and by all proceedings, orders, and judgments in the Action. The exclusive means for any challenge to the Agreement shall be through the provisions of this Section.

22. What is the difference between objecting and requesting exclusion?

Objecting is telling the Court you do not like something about the Settlement. You can object only if you stay in the Settlement Class (that is, do not exclude yourself). Requesting exclusion is telling the Court you do not want to be

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part of the Class or the Settlement. If you exclude yourself, you cannot object to the Settlement because it no longer affects you. If you exclude yourself from the Settlement Class, you also will not be subject to any release of claims.

THE FINAL APPROVAL HEARING

23. When and where will the Court decide whether to approve the Settlement?

The Court will hold a Final Approval Hearing on **OCTOBER 16, 2026, at 10:30 a.m. MST** at the United States District Court for the District of Arizona, located at 401 W. Washington St., Phoenix, AZ 85003. The date and time of the Final Approval Hearing is subject to change without further notice to the Settlement Class, so please check **www.LifeStancePixelSettlement.com** for updates.

At this hearing, the Court will consider whether the Settlement is fair, reasonable, and adequate and will decide whether to approve the Settlement, Class Counsel's application for Attorneys' Fees and Costs and Expenses, and the Service Awards for the Class Representatives. If there are objections, the Court will consider them. The Court will also listen to people who have asked to speak at the hearing.

24. Do I have to come to the Final Approval Hearing?

No. Class Counsel will answer any questions the Court may have. However, you are welcome to attend at your own expense. If you submit a timely and complete objection, the Court will consider it, and you do not have to come to Court to talk about it.

25. May I speak at the Final Approval Hearing?

Yes. If you wish to attend and speak at the Final Approval Hearing, you must indicate this in your written objection (*see* Question 21 for details and requirements).

IF YOU DO NOTHING

26. What happens if I do nothing at all?

If you are a Settlement Class Member and you do nothing, you will not receive a Settlement benefit. You will also give up certain rights, including your right to start a lawsuit, continue with a lawsuit, or be part of any other lawsuit against the Defendant or Released Parties about the legal issues in this Action and released by the Settlement.

GETTING MORE INFORMATION

27. How do I get more information?

This Notice summarizes the proposed Settlement. For the precise terms and conditions of the Settlement, please see the Settlement Agreement available at www.lifestancepixelsettlement.com. You may also contact the Settlement Administrator by mail or email:

Mail: LifeStance Pixel Settlement, 1650 Arch Street, Suite 2210, Philadelphia, PA 19103.

Email: info@LifeStancePixelSettlement.com

**PLEASE DO NOT CONTACT THE COURT OR THE CLERK'S OFFICE
TO INQUIRE ABOUT THIS SETTLEMENT OR THE CLAIM PROCESS.**

Questions? Visit www.LifeStancePixelSettlement.com or call toll-free 1-866-764-4190.