



# Cleo Baby & Kids: Frequently Asked Questions

**What is Cleo?** Cleo is a support system for working families. As an employee, you have access to Cleo from the time you are expecting until your baby's first birthday through Cleo Baby, and from age 1 up to your child's 12th birthday with Cleo Kids. At the onset of your experience, you will be matched with a Cleo Guide who will walk your journey with you and provide 1:1 personalized virtual support on a variety of topics. You will also have access to the Cleo App which hosts a comprehensive library of content to assist you as questions and new milestones arise.

**Who does Cleo Support?** Cleo supports all types of families. We support birthing parents, supportive partners, adoptive and surrogate parents, same-sex parents, foster parents, and solo parents. This is a family benefit and we strongly encourage both partners to participate when possible!

**How will Cleo support my family?** Cleo combines expert guidance and information to provide personalized support throughout various phases. Every family is provided with a dedicated Cleo Guide who will be your point person throughout your journey. In addition to a Guide, families can also access content via the Cleo app, receive 1:1 support through specialist sessions, and get questions answered on a wide range of topics through virtual community workshops.

**What is a Cleo Guide?** When you enroll in Cleo you are assigned a Cleo Guide (a real person!) who will be there to support you along the way. You are encouraged to message your Cleo Guide at any time with questions! Cleo Baby Guides range from doulas, lactation consultants, to nurse midwives, while Cleo Kids Guides include parent coaches and developmental psychologists. They all have extensive experience working with families like yours and are specialists in the issues and challenges you may face.

**Does Cleo replace an OB/GYN, midwife, or pediatrician?** Absolutely not. We know OB/GYNs, midwives, and pediatricians play a central role in your care. Cleo arms you with a holistic team that complements your medical care.

**What sorts of questions can Cleo address?** Really, anything! If you are expecting or recently welcomed a child, reach out with questions about preparing for birth, feeding troubles, questions about newborn care, or the transition to parental leave and the return to work. Similarly for Cleo Kids, Cleo will help answer questions around balancing work and life with a growing family, age appropriate activities, co-parenting, potty training, naptime, and other developmental milestones.

**What happens when I finish my support with Cleo Baby?** When you reach your baby's first birthday, you will have the option to graduate to Cleo Kids! At that time, you will be matched with a Cleo Kids Guide and gain access to content, workshops, and resources that are age appropriate for your toddler/preschooler.

Download the Cleo app and talk to  
your Guide today





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**Can my partner use Cleo?** Yes! Cleo supports both you and your partner. As an employee, you need to activate your account but will have the option to add your partner during enrollment.

**I've used Cleo Baby in the past, how does Cleo Kids differ?** The model of support is very similar with Cleo Kids, but focuses on continuing support from ages 1 up to 12 years old. Whereas with Cleo Baby you have a designated number of sessions with a specialist, with Cleo Kids you have the option to sign up for Guide check-in calls as needed, in addition to full access to the app and virtual workshops curated for kids.

**What information will Cleo share with my employer?** Cleo is committed to protecting your privacy and personal data. Any individual information you share is strictly confidential and will only be accessible to your Cleo Guide and Cleo business administrators. Cleo will only provide aggregated, anonymized data to your employer, such as overall usage and feedback.

**Is there a cost for me to sign up for Cleo?** There is no cost to you. The service is fully paid for by your employer as part of your employment benefits.

**How do you sign up for Cleo?** Easy! Download Cleo from the app store by searching for "Cleo for families" or scan the QR code at the bottom of this page. From there, you'll simply answer a short questionnaire and enroll with your work email to get started.

Download the Cleo app and talk to  
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