

PRIVACY POLICY

1. Data We Collect.

- a. Information You Give Us. Love Unmasked (referred to herein as "Company" and sometimes as "we," "us," or "our") is pleased to make the LoveUnmasked.com website ("Website") and dating service (collectively with the Website, the "Service" or "Services") available to you. When you create an account with LoveUnmasked.com, you provide us with your login credentials, as well as some basic details necessary for the Service to work, such as your gender and date of birth. When you complete your profile, you can share with us additional information, such as details on your personality, lifestyle, interests and other details about you, as well as content such as photos and videos. Some of the information you choose to provide us may be considered "special" or "sensitive" in certain jurisdictions, for example your racial or ethnic origins, sexual orientation and religious beliefs. By choosing to provide this information, you consent to our using or processing of that information. You may also provide us or our payment service provider with information, such as your debit or credit card number or other financial information. When you participate in surveys or focus groups, you give us your insights into our products and Services, responses to our questions and testimonials. When you choose to participate in our promotions, events or contests, we collect the information that you use to register or enter. If you contact our customer care team, we collect the information you give us during the interaction. We also process your chats with other users as well as the content you publish, as part of the operation of the Services.
- b. Information We Receive From Others. We receive information about you from others, including other users, social media, and other partners.
- c. Information Collected When You Use Our Services. When you use our Services, we collect information about which features you've used, how you've used them, and the devices you use to access our Services. See below for more details:
 - i. *Usage Information.* We collect information about your activity on our Services (e.g., date and time you logged in, features you've been using, searches, clicks and pages which have been shown to you, etc.) and how you interact with other users (e.g., users you connect and interact with, time and date of your exchanges, number of messages you send and receive; etc.).
 - ii. *Device information.* We collect information from and about the device(s) you use to access our Services, including: hardware and software information such as IP address, device ID and type, device-specific and apps settings and characteristics, app crashes, advertising IDs (such as Google's AAID and Apple's IDFA), browser type, version and language, operating system, time zones, identifiers associated with cookies or other technologies that may uniquely identify your device or browser (e.g., IMEI/UDID and MAC address); information on your wireless and mobile network connection, like your service provider and signal strength.
 - iii. *Other information with your consent.* If you give us permission, we can collect your precise geolocation (latitude and longitude) through various means, depending on the service and device you're using, including GPS, Bluetooth or Wi-Fi connections. The collection of your geolocation may occur in the background even when you aren't using the Services if the permission you gave us expressly permits such collection. If you decline permission for us to collect your geolocation, we will not collect it.

2. **Cookies and Similar Data Collection Technologies.** We use and may allow others to use cookies and similar technologies (e.g., web beacons, pixels) to recognize you and/or your device(s). Some mobile and web browsers transmit "do-not-track" signals. Because of differences in how web browsers incorporate and activate this feature, it is not always clear whether users intend for these signals to be transmitted, or whether they even are aware of them. We currently do not take action in response to these signals.

3. **How We Use Data We Collect.** We use personal data collected from or about you to:

- a. Manage your account;
- b. Provide you with our Services, including customer Services;

- c. Maintain and improve our Services;
 - d. Contact you, including sending marketing, advertising, information and updates relating to our Services, responses to questions or requests and/or for the provision of customer Services;
 - e. Use data analytics to improve user relationships and experiences; and
 - f. Monitor the use of our Services and prevent blocked users from accessing the Services or the information of other users.
4. **Who We Share Data With.** We share the data we collect described above as follows:
- a. Service Providers. We may share your information with third-party service providers for business purposes, including those that provide business, professional, or technical support functions that make products and our Services available to you.
 - b. Third Parties. We do not share personal data with third-parties for their direct marketing purposes without your permission. If you access third-party Services through our Services, these third-party Services may be able to collect information about you, including information about your activity on the Services, and they may notify your connections on the third-party Services about your use of the Services, in accordance with their own privacy policies.
 - c. Legal Matters; Safety. We may access and disclose your information to respond to subpoenas, judicial processes, or government requests and investigations, or regarding an investigation on matters related to public safety, as permitted by law, or otherwise as required by law. We may disclose your information to protect the security of our Service including our servers, network systems, and databases. We also may disclose your information as necessary, if we believe that there has been a violation of our Agreement, any other legal document or contract related to our Service, or the rights of any third party.
 - d. Transfer of Business or Assets. We may transfer assets in connection with a corporate transaction such as a merger or bankruptcy. If another entity acquires us or any of our assets, the information we have collected about you may be transferred to such entity. In addition, if any bankruptcy or reorganization proceeding is brought by or against us, such information may be considered an asset of ours and may be transferred to third parties.
 - e. Marketing Statistics and Analytics. We may share aggregate data, anonymous, or de-identified data with third parties for their marketing or analytics uses.
 - f. Our Affiliates. We may share information with our affiliated websites, subject to the limitations set forth in our Terms of Service Agreement or on those websites.
5. **Commitment to Data Security.** To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. We regularly monitor our systems for possible attacks and vulnerabilities, **but we cannot and no not warrant the security of the data you send us even with the safeguards we have put in place.** We maintain (and requires our subcontractors and service providers to maintain) appropriate organizational and technical measures designed to protect the security and confidentiality of any information we process. However, no organizational or technical measures are 100% secure so you should take care when disclosing information online and act reasonably to protect yourself online.
6. **Your Choices.** You have the following choices regarding your personal data. To protect your privacy and security, we may take reasonable steps to verify your identity before any request for access or alteration of your personal data.
- a. Correct Your Information. You can access a variety of your personal data that we collect online and maintain it either online, or by contacting our customer service representatives via the e-mail address in the Contact Us section below. We use this procedure to better safeguard your information. You can correct factual errors in your personal data by sending us a request that credibly shows the error.
 - b. Disable Your Account. You can disable your account at any time using the "disable account" feature on the settings page, or ask us to disable your account by contacting our support page.

When you disable your account or ask us to disable your account, your account will be removed from our Service and it will no longer be viewable by other users or the public.

7. **Data Retention.** We retain your personal information for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws, and your consent to such purpose(s) remains valid after termination of your relationship with us.
8. **Cross-Border Data Transfers.** For users in the European Economic Area ("EEA"), personal data collected in the EEA may be transferred, stored, and processed by us and our service providers in the United States and other countries whose data protection laws may be different than the laws of your country. These transfers are required to provide our Services and to perform the agreement with you. Please contact us at the e-mail address in the Contact Us section if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.
9. **California Privacy Rights.** If you are a California resident, you can request a notice disclosing the categories of personal information about you that we have shared with third parties for their direct marketing purposes during the preceding calendar year. To request this notice, please contact us at the e-mail address in the Contact Us section of the website. Please allow 30 days for a response. For your protection and the protection of all of our users, we may ask you to provide proof of identity before we can answer such a request.