Privacy Policy

OUR COMMITMENT TO YOU

At CarpeDM, your privacy is a top priority. Your privacy is at the core of the way we design and build the services and products you know and love, so that you can fully trust them and focus on building meaningful connections.

We appreciate that you put your trust in us when you provide us with your information and we do not take this lightly. This starts with making sure you understand the information we collect, why we collect it, how it is used and your choices regarding your information.

We do not compromise with your privacy. We design all of our products and services with your privacy in mind.

We strive to be transparent in the way we process your personal data. Because we use many of the same online services you do, we know that insufficient information and overly complicated language are common issues in privacy policies. We take the exact opposite approach: we have written our Privacy Policy and related documents in plain language. We actually want you to read our policies and understand our privacy practices!

PRIVACY POLICY

Welcome to CarpeDM’s Privacy Policy. Thank you for taking the time to read it.

This Policy describes our privacy practices in plain language, keeping legal and technical jargon to a minimum.

This Privacy Policy applies beginning January 22, 2021.

EFFECTIVE DATE: January 22, 2021

1. WHO WE ARE
2. WHERE THIS PRIVACY POLICY APPLIES
3. INFORMATION WE COLLECT
4. COOKIES AND OTHER SIMILAR DATA COLLECTION TECHNOLOGIES
5. HOW WE USE INFORMATION
6. HOW WE SHARE INFORMATION
7. CROSS-BORDER DATA TRANSFERS
8. YOUR RIGHTS
9. RESIDENTS OF CALIFORNIA
10. HOW WE PROTECT YOUR INFORMATION
11. HOW LONG WE RETAIN YOUR INFORMATION
12. CHILDREN’S PRIVACY
13. PRIVACY POLICY CHANGES

1. WHO WE ARE

The company responsible for your information is:

Carpe Diem Social LLC
4196 Merchants Plaza #517
Woodbridge, VA 22192
United States

2. WHERE THIS PRIVACY POLICY APPLIES

This Privacy Policy applies to websites, apps, events and other services operated by Carpe Diem Social LLC. For simplicity, we refer to all of these as our “Services” in this Privacy Policy. To make it extra clear, we’ve added links to this Privacy Policy on all applicable Services.

Some Services may require their own unique privacy policy. If a particular Service has its own privacy policy, then that policy – not this Privacy Policy – applies.

3. INFORMATION WE COLLECT

It goes without saying, we can’t help you develop meaningful connections without some personal information about you, such as basic profile details (your name, address, telephone number, etc.) and the types of people you’d like to meet. We also collect non-personal information generated as you use our Services. Non-personal information is information
that, by itself, does not identify who you specifically are, such as device information, general demographics, general behavioral data, geolocation in de-identified form, access logs, as well as information from third parties, like when you access our Services through a social media account. If you want additional info, we go into more detail below.

**Personal Information you give us**

You choose to give us certain personal information when using our Services. For instance:

- When you create an account, you provide us with at least your login credentials and mobile phone number, 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 personal information, such as details on your personality, lifestyle, interests and other details about you, as well as content such as photos and videos. To add certain content, like pictures or videos, you may allow us to access your camera or photo album. 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. You do not have to provide us with that information. By choosing to provide this type of information, you consent to our storage and processing of that information.
- When you subscribe to a paid Service or make a purchase directly from us (rather than through a platform such as iOS or Android), you 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 personal 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 personal information that you use to register or enter.
- If you contact our customer care team, we collect the personal information you give us during the interaction. Sometimes, we monitor or record these interactions for training purposes and to ensure a high quality of Service.
- If you ask us to communicate with or otherwise process information of other people (for example, if you ask us to send an email on your behalf to one of your friends), we collect the information about others that you give us in order to complete your request.
- Of course, we also process your chats with other users as well as the content you publish, as part of the operation of the Services.
- Similarly, if you consent, we may collect your personal photos and videos (for instance, if you want to publish a photo, video or streaming as part of the Services).

**Personal and Non-Personal Information we receive from others**

In addition to the information you provide us directly, we receive information about you from others, including:

**Other Users**

Other users may provide personal information about you as they use our Services. For instance, we may collect personal information about you from other users if they contact us about you.

**Social Media**

You may be able to use your social media login (such as Facebook Login) to create and log into your CarpeDM account. This saves you from having to remember yet another user name and password and allows you to share some information from your social media account with us.

**Other Partners**

We may receive personal and non-personal information about you from our partners, for instance where CarpeDM ads are published on a partner’s websites and platforms (in which case they may pass along details on a campaign’s success).

*Non-Personal Information collected when you use our Services*

When you use our Services, we also collect your non-personal information. We collect non-personal information about which Service features you’ve used, how you’ve used them and the devices you use to access our Services. See below for more details:

**Usage Information**

We collect non-personal information about your activity on our Services, for instance how you use them (e.g., date and time you logged in, features you’ve been using, searches, clicks and pages which have been shown to you, referring webpage address, advertising that you click on) 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).
Device Information
We collect non-personal 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, both of which are randomly generated numbers that you can reset by going into your device’ settings), 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;
- information on device sensors such as accelerometers, gyroscopes and compasses.

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.

4. COOKIES AND OTHER 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). We use this non-personal information for authenticating you, remembering your preferences and settings, analyzing site traffic and trends, delivering and measuring the effectiveness of advertising campaigns, allowing you to use social features. You can control how we access this information through your browser settings and other tools.

Some web browsers (including Safari, Internet Explorer, Firefox and Chrome) have a “Do Not Track” (“DNT”) feature that tells a website that a user does not want to have his or her online activity tracked. If a website that responds to a DNT signal receives a DNT signal, the browser can block that website from collecting certain information about the browser’s
user. Not all browsers offer a DNT option and DNT signals are not yet uniform. For this reason, many businesses, including CarpeDM, do not currently respond to DNT signals.

5. HOW WE USE INFORMATION

The main reason we use your personal and non-personal information is to deliver and improve our Services. Additionally, we use your personal information to help keep you safe and to provide you with advertising that may be of interest to you. Read on for a more detailed explanation of the various reasons we use your information, together with practical examples.

To administer your account and provide our Services to you

- Create and manage your account
- Provide you with customer support and respond to your requests
- Complete your transactions
- Communicate with you about our Services, including order management and billing

To help you connect with other users

- Analyze your profile and that of other users to recommend meaningful connections
- Show users’ profiles to one another

To ensure a consistent experience across your devices

- Link the various devices you use so that you can enjoy a consistent experience of our Services on all of them. We do this by linking devices and browser data, such as when you log into your account on different devices or by using partial or full IP address, browser version and similar data about your devices to help identify and link them.

To provide new CarpeDM Services to you

- Register you and display your profile on new CarpeDM features and apps
- Administer your account on these new features and apps

To serve you relevant offers and ads

- Administer sweepstakes, contests, discounts or other offers
- Develop, display and track content and advertising tailored to your interests on our Services and other sites
• Communicate with you by email, phone, social media or mobile device about products or services that we think may interest you

**To improve our Services and develop new ones**

• Administer focus groups and surveys
• Conduct research and analysis of users’ behavior to improve our Services and content (for instance, we may decide to change the look and feel or even substantially modify a given feature based on users’ behavior)
• Develop new features and services (for example, we may decide to build a new interests-based feature further to requests received from users).

**To prevent, detect and fight fraud or other illegal or unauthorized activities**

• Address ongoing or alleged misbehavior on and off-platform
• Perform data analysis to better understand and design countermeasures against these activities
• Retain data related to fraudulent activities to prevent against recurrences

**To ensure legal compliance**

• Comply with legal requirements
• Assist law enforcement
• Enforce or exercise our rights, for example our Terms of Use

### 6. HOW WE SHARE PERSONAL AND NON-PERSONAL INFORMATION

Since our goal is to help you make meaningful connections, the main sharing of users’ personal information is, of course, with other users. We also share some users’ personal information with service providers and partners who assist us in operating the Services and, in some cases, legal authorities. Read on for more details about how your information is shared with others.

**With other users**

You share personal information with other users (and in the case of any sharing features available on CarpeDM, the individuals or apps with whom a CarpeDM user may choose to share you with) when you voluntarily disclose information on the Service (including your public profile). Please be careful with your personal information and make sure that the content you share is stuff that you’re comfortable being publicly viewable since neither you nor we can control what others do with your personal information once you share it.
If you choose to limit the audience for all or part of your profile or for certain content or personal information about you, then it will be visible according to your settings.

**With our service providers and partners**
We use third parties to help us operate and improve our Services. These third parties assist us with various tasks, including data hosting and maintenance, analytics, customer care, marketing, advertising, payment processing and security operations.

We may also share your personal information with partners who distribute and assist us in advertising our Services. For instance, we may share limited information on you in hashed, non-human readable form to advertising partners.

We follow a strict vetting process prior to engaging any service provider or working with any partner. All of our service providers and partners must agree to strict confidentiality obligations.

**For corporate transactions**
We may transfer your personal information if we are involved, whether in whole or in part, in a merger, sale, acquisition, divestiture, restructuring, reorganization, dissolution, bankruptcy or other change of ownership or control.

**When required by law**
We may disclose your personal information if reasonably necessary: (i) to comply with a legal process, such as a court order, subpoena or search warrant, government / law enforcement investigation or other legal requirements; (ii) to investigate, assist in the prevention or detection of crime (subject in each case to applicable law) or take other action regarding illegal activity, suspected fraud or other wrongdoing; or (iii) to protect the safety of any other person.

**To enforce legal rights**
We may also share personal information: (i) if disclosure would mitigate our liability in an actual or threatened lawsuit; (ii) as necessary to protect our legal rights and legal rights of our users, business partners or other interested parties; or (iii) to enforce our agreements with you.
With your consent or at your request
We may ask for your consent to share your personal information with third parties. In any such case, we will make it clear why we want to share the information.

We may use and share your non-personal information as well as personal information in hashed, non-human readable form, under any of the above circumstances. We may also share this information with other Carpe Diem Social LLC companies and third parties (notably advertisers) to develop and deliver targeted advertising on our Services and on websites or applications of third parties, and to analyze and report on advertising you see. We may combine this information with additional non-personal information or personal information in hashed, non-human readable form collected from other sources.

7. CROSS-BORDER DATA TRANSFERS
Our Services currently are only available in the United States. We do not transfer any of your personal information outside of the United States. Although we reserve the right to do so at some point in the future. If this changes, we will post our new Cross Border Policy on our Website. If you access and use our Services after the change date, you agree to be bound by its terms.

8. YOUR RIGHTS
We want you to be in control of your information, so we have provided you with the following tools:

- Access / Update tools in the Service. Tools and account settings that help you to access, rectify or delete information that you provided to us and that is associated with your account directly within the Service. If you have any question on those tools and settings, please contact our customer care team for help at support@carpedmdating.com.
- Device permissions. Mobile platforms have permission systems for specific types of device data and notifications, such as phone book and location services as well as push notifications. You can change your settings on your device to either consent or oppose the collection of the corresponding information or the display of the corresponding notifications. Of course, if you do that, certain Services may lose full functionality.
- Deletion. You can delete your account by using the corresponding functionality directly on the Service.
We want you to be aware of your privacy rights. Here are a few key points to remember:

- Reviewing your information. Applicable privacy laws may give you the right to review the personal information we keep about you (depending on the jurisdiction, this may be called right of access, right of portability or variations of those terms). You can request a copy of your personal information by putting in such a request at support@carpedmdating.com.

- Updating your information. If you believe that the information we hold about you is inaccurate or that we are no longer entitled to use it and want to request its rectification, deletion or object to its processing, please contact us at support@carpedmdating.com.

For your protection and the protection of all of our users, we may ask you to provide proof of identity before we can answer the above requests. We also have the right to run background checks on all of the users of our Services (more on this in our Terms of Use). We consider background checks as a user’s personal information, subject to the terms of this Privacy Policy.

Keep in mind, we may reject requests for certain reasons, including if the request is unlawful or if it may infringe on trade secrets or intellectual property or the privacy of another user. If you wish to receive information relating to another user, such as a copy of any messages you received from him or her through our Service, the other user will have to contact our Privacy Officer to provide their written consent before the information is released.

Also, we may not be able to accommodate certain requests to object to the processing of personal information, notably where such requests would not allow us to provide our Service to you anymore. For instance, we cannot provide our Service if we do not have your date of birth or mobile telephone number.

- Uninstall. You can stop all information collected on you by an app by uninstalling it using the standard uninstall process for your device. If you uninstall the app from your mobile device, the unique identifier associated with your device will continue to be stored. If you re-install the application on the same mobile device, we will be able to re-associate this identifier to your previous transactions and activities.
9. RESIDENTS OF CALIFORNIA

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. 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 comply with such a request.

10. HOW WE PROTECT YOUR INFORMATION

We are dedicated to keeping your data safe and secure. We work hard to protect you from unauthorized access to or alteration, disclosure or destruction of your personal information. As with all technology companies, while we take steps to secure your information using standard industry-specific methods and systems, we do not guarantee or promise, and you should not expect, that your personal information will always remain secure.

We regularly monitor our systems for possible vulnerabilities and attacks and regularly review our information collection, storage and processing practices to update our physical, technical and organizational security measures. However, these measures do not guarantee that your personal information will not be accessed, disclosed, altered or destroyed by unauthorized persons who breach such security measures. By providing your personal information to us, you acknowledge that you understand and agree to assume these risks.

We may suspend your use of all or part of the Services without notice if we suspect or detect any breach of security. If you believe that your account or information is no longer secure, please notify us immediately at info@carpedmdating.com.

11. HOW LONG WE RETAIN YOUR INFORMATION

We keep your personal information only as long as we need it for legitimate business purposes (as laid out in Section 5) and as permitted by applicable law. To protect the safety and security of our users on and off our Services, we implement a safety retention window of three months following account deletion. During this period, your account information will be retained even though we will not be providing Services to you anymore.
In practice, we delete or anonymize your information upon deletion of your account (following the safety retention window) or after two years of continuous inactivity, unless:

1. we must keep it to comply with applicable law (for instance, some “traffic data” is kept for one year to comply with statutory data retention obligations);
2. we must keep it to evidence our compliance with applicable law (for instance, records of consents to our Terms of Use, this Privacy Policy, and other similar consents are kept for five years);
3. there is an outstanding issue, claim or dispute requiring us to keep the relevant information until it is resolved; or
4. the information must be kept for our legitimate business interests, such as fraud prevention and enhancing users’ safety and security. For example, information may need to be kept to prevent a user who was banned for unsafe behavior or security incidents from opening a new account.

Keep in mind that even though our systems are designed to carry out data deletion processes according to the above guidelines, we cannot promise that all data will be deleted within a specific time frame due to technical constraints.

12. CHILDREN’S PRIVACY

Our Services are restricted to users who are 21 years of age or older. We do not permit users under the age of 21 on our platform and we do not knowingly collect personal information from anyone under the age of 21. Nonetheless, if you are a parent or guardian of a child under the age of 21 and you become aware that your child has provided us with personal information without your consent, you should contact us at info@carpedmdating.com. Parents and guardians always have the right to inspect any information that we may have inadvertently collected from their children, and have the right to have us edit or delete it. If a child under the age of 18 submits personal information to the Service and we learn of it, we will attempt to delete the information as soon as practical.

13. PRIVACY POLICY CHANGES

Because we are always looking for new and innovative ways to help you build meaningful connections, this policy may change over time. We will notify you of any material changes so that you can review the changes.