

PRIVACY POLICY		
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1. Introduction.

1.1 Because we respect your privacy, Playlove, LLC (“we,” “us,” or “our”) has established the following Privacy Policy (the “Policy”) so that you can make an informed decision regarding your information. This Policy applies to any and all information collected from users of our mobile application, Playlove, and its associated websites, members.playlove.co and app.playlove.co (collectively, the “App”), our website, www.playlove.co, (the “Site”) and any of our other products or services as well as any persons who contact us by phone, email, or otherwise.

1.2 The sections below explain how we collect, use, disclose, and protect your information as well as what rights you have with respect to this information. The terms ‘you,’ ‘user,’ and ‘your’ refer to any user or viewer of the App, the Site, or any of our other products or services as well as any person who otherwise contacts us and communicates any information to us.

2. Consent to and Acceptance of this Policy.

2.1 By accessing and using the App, submitting any information by email or otherwise to us, or by your continued use of the Site or any product or service, you expressly agree to this Policy, as well as to the collection, use, and disclosure of information as described by this Policy. If you do not or cannot agree to the terms and conditions of this Policy, you must immediately cease access and use of the App, the Site, and any of our products or services.

3. *Modification of this Policy.*

3.1 We reserve the right to limit, modify, or otherwise supplement, amend, eliminate or suspend this Policy, in whole or in part, at any time. The effective date is stated at the top of this page following the words “Effective Date.” Changes to this Policy will be posted on the Site and, unless otherwise noted, will take effect at the time of posting. You are encouraged to review this page to stay current on the terms of this Policy.

4. *Information Collected.*

4.1 We collect two kinds of information from you and any user of the App, the Site, or our products or services: Personal Information and Non-Personal Information. Personal Information is any information that identifies a unique natural person. Non-Personal Information is any information that is not Personal Information.

4.2 We do not collect any Personal Information about you unless you provide it to us, by creating an account or profile on the App or otherwise. You may access and navigate the Site without disclosing or transmitting any Personal Information. If you do not want to disclose any Personal Information, you may choose not to provide it to us.

5. *Sources and Uses of Collected Information.*

5.1 The information we collect comes from three sources: (1) App, Site, and other product or service users who voluntarily provide information, (2) web server logs, and (3) cookies. Web server logs are maintained in the process of hosting the Site by the hosting company, and cookies are small text files stored locally by a user’s browser, if that user’s browser has the option enabled.

5.2 Web server logs and cookies (if your web browser accepts them) collect information automatically from Site users. However, this information is only Non-Personal information relating to Site visitation, which is collected primarily so that we or our service providers may analyze this anonymous data in order to improve user experiences and our Site and services, but we may also use such information for other lawful purposes, including improving our Site rankings or marketing our services. We may also use aggregated or anonymized Personal Information for any lawful purpose, including without limitation improving, advertising, or marketing our services.

A. User-Submitted Information

5.3 The submission of any Personal Information to us is *completely voluntary*, as is the use of the App or any of our products or services. However, use of the App requires the registration of a user account and the creator of such account will be required to provide certain Person Information, including the first and last name of the account’s primary user, an email address, and a telephone number. Any information submitted or transmitted, by phone, email or otherwise, related to creating an account or profile on the App or providing any of our products or services is required when and only when practically necessary by the provision of the App or our products or services to you.

5.4 As noted in Section 5.3, if you register an account or create a profile on the App, you will be asked to provide certain Personal Information as a part of those processes. You'll be asked to provide an email address so that we can communicate required and other communications to you and you'll also be asked to provide a telephone number so that we can complete a Short Message Service ("SMS") or text verification of your account. We use third-party service providers like LoginID in order to complete this text verification process and by registering any account with us you consent to our sharing of your telephone number with LoginId or any similar service providers for the purpose of text verification. As a part of this registration or any profile creation, you, at your option, may provide additional Personal Information to us, but any such additional Personal Information is not required to register an account with us.

5.5 If you provide or submit your phone number to us, whether as a part of an account registration or otherwise, you expressly consent to allow phone calls and SMS or text messages from us or any of our members, directors, officers, managers, employees, representatives, agents, or affiliates, even if your number is registered through a state or federal "Do Not Call" list. This permission applies equally to a landline, cellular, or internet-based telephone number. You further accept and acknowledge that we may use third-party service providers like Twilio and/or TextMagic to send SMS, text message, and email and other communications to you on our behalf.

5.6 If you choose to communicate with us by email or our contact form, by phone, in writing, or otherwise, we may collect the information you've provided in these communications, including any Personal Information you may have provided. Use of our Site's contact form as a means of communication with us requires you to provide your name and email address and, generally, in communicating with us by email or otherwise you may be asked to provide your name, email address, phone number, and perhaps mailing address. Any information transmitted or provided by or through any communication with us will be used primarily so that we can respond to your communication or inquiry, if any, and provide our products, services, support, or make follow-up communications as may be required or appropriate.

5.7 Unless you opt-out by clicking on an "unsubscribe" link in any newsletter or otherwise, by providing your email address to us you will automatically receive our newsletters and other email communications. Accordingly you expressly consent to permit us to send email communications to the address you provided in order to subscribe to our newsletter and to our sharing of this information with Mailchimp or another similar third-party service provider.

5.8 In order to purchase any service from us, you will be redirected to a third-party payment processor like Turtle Cove Bill Pay in order to complete your transaction. Completing this purchase will require that you provide your name, billing address, and credit card information to this payment processor. However, this information will not be transmitted to, maintained by, or in any way used by Playlove, LLC.

5.9 You alone are responsible for the accuracy, completeness, quality, reliability, legality, confidentiality, and security of the information you choose provide to us or any of our third-party service providers, whether submitted through the App, the Site, by email, or otherwise. Any information you submit to us by email or otherwise is transmitted at your own risk and you

expressly agree that we will not be liable or responsible in any way for any consequences resulting from your submission of any information to us or our third-party service providers.

B. Web Server Logs

5.10 In order to host and maintain our Site, we or our third-party service provider may maintain web logs that collect information standard to such log entries, including: Internet Protocol (IP) addresses, timestamps, browser information, pages accessed, and the website from which you arrived at our Site. Any such information is anonymous and Non-Personal Information. Currently, our domain registrar is GoDaddy and our website is hosted by Rackspace.

5.11 Web server logs are used to detect and diagnose problems with our web server(s), to protect our Site and its content from inappropriate use or attack, to administer and maintain our Site, and to otherwise provide and improve our Site and services.

C. Cookies

5.12 The App, the Site, and associated applications, if any, use cookies to retain user information in order to provide consistent user experiences and to monitor the accessibility, performance, and stability of the App and the Site so that improvements may be made. Cookies are small text files stored on a user's computer in order to retain that user's setting and distinguish that computer from others. Cookies do *not* contain Personal Information.

5.13 **Use of Google Analytics:** We use Google Analytics, a service that provides us with information about how our Site is used and accessed. Google Analytics uses cookies to aid in this analysis. These cookies may permit Google to track users or devices over time and across other websites. As with other cookies, these cookies do not contain Personal Information.

5.14 Google uses information from cookies to provide reports on Site activity and to provide other services for us. By accepting cookies from the App or the Site, you consent to the processing of information from such cookies by Google for the purposes set out above. For more information, please see [Google Analytics Cookie Usage on Websites](#).

6. ***Opting Out of Cookie Use.***

6.1 It is your choice whether to accept cookies from the App, the Site, or any other website. Your browser creates and retains cookies depending on its settings. Most modern browsers are, by default, set to accept cookies.

6.2 You can disable the use of cookies, or delete existing cookies, by changing the appropriate setting in your browser. However, by disabling cookies, features of the App, the Site, and many other websites will not function properly or as intended without the information contained in those cookies.

6.3 If you are unsure how to disable or delete cookies stored by your browsers, go to the "Help" tab or page of your browser to find the relevant instructions. If questions or difficulties

remain, you are encouraged to perform a web search for information about disabling or deleting cookies for your specific web browser.

7. Disclosure of Personal Information.

7.1 We will never sell your information in a way that personally identifies you, and we do not disclose any Personal Information to third parties for their own independent marketing or business purposes. However, we may disclose Personal Information to third parties in any of the following circumstances:

- i. **With Your Consent or At Your Direction:** We may disclose your Personal Information to third parties when you consent to or request the disclosure;
- ii. **When Legally Required:** We may disclose your Personal Information in order to comply with applicable laws or to respond to a valid legal process or order, including from law enforcement or other governmental agencies; and
- iii. **In Order to Protect the App, the Site, or Others:** We may disclose your Personal Information to third parties when necessary or appropriate: for the protection our customers (e.g. to prevent spamming or attempts to defraud users of the App or the Site); to operate and maintain the security of the App or the Site (e.g. to prevent or stop an attack on our systems or networks); or to protect the rights or property of Playlove, LLC, including enforcing any terms or agreements governing the use of the App or the Site.

8. How Information is Protected: Practices and No Liability.

8.1 We use physical, electronic, and procedural safeguards to help protect your information. For example, we use SSL technology and other encryption and security measures to help safeguard your information from accidental loss and from unauthorized access, use, or disclosure. However, no security measure is fail proof. As a result, we cannot guarantee that unauthorized persons will not intercept information when transmitted electronically, nor that it will not be lost or corrupted when it is sent or stored electronically. We never store credit card or payment account numbers on our systems or devices. All electronic payments are processed by a Cardholder Information Security Program (CISP) compliant credit card processor.

9. Personal Information of Children.

9.1 We consider anyone under the age of 18 (or such older age as may be specified by applicable data protection laws) to be a child. OUR APP, SITE, AND PRODUCTS AND SERVICES ARE FOR ADULTS ONLY. Accordingly, no one under the age of eighteen (18) is permitted to have an account or profile on our App and we do not intentionally or knowingly collect, or try to collect, Personal Information from, about, or of any children. Where Personal Information from a child is or has been collected, we will use reasonable efforts to remove any such information from our databases and systems or, alternatively, to obtain the consent of such person's parent or guardian.

10. Response to "Do Not Track" (DNT) Requests.

10.1 At this time, our web server and services are not able to respond to 'Do Not Track' (DNT) requests or signals. If this is important to you, feel free to contact us at support@playlove.co to express your opinion.

11. Opting Out of Future Communications.

11.1 You may opt out of any future communications at any time. Simply contact us by email at: support@playlove.co include the subject line "Communication Opt Out" and clearly indicate in the body of your message that you would like to unsubscribe from some future communications or all of them. Please be sure to clearly identify yourself in a way that permits our verification, such as by providing your name, the username of any App account, and the associated telephone number. We may, in our discretion, require a follow-up text verification before unsubscribing any user from our future communications.

Any questions or concerns about this Policy should be addressed to Playlove, LLC. You may contact us via email address at support@playlove.co or the Contact Form on the Site.