

# Privacy Policy

## **Privacy Policy**

MATCHPINT Limited ("MATCHPINT," "We," or "Our") recognizes the importance of personal privacy and security and has developed a clear, strong and streamlined pro-privacy position, which is defined below (the "Privacy Policy"). This Privacy Policy is designed so that Users (defined hereinafter) will have an understanding of LEMON's business practices and the tools that can be deployed to protect their privacy. By visiting or making use of the MATCHPINT website, MATCHPINT's services and applications, and/or any other linked pages, features, or content offered from time to time by MatchPint in connection therewith (collectively, the "Service"), the user of such Service ("You," "Your," or "User") agrees to be bound by the practices and policies outlined in this Privacy Policy.

### SCOPE OF THIS PRIVACY POLICY

This Privacy Policy addresses MATCHPINT's treatment of personally identifiable information ("Personal Information") that You supply to MATCHPINT and/or that MATCHPINT gathers when You are accessing MATCHPINT's Service. This Privacy Policy does not apply to the practices of entities or organizations that MATCHPINT does not own or control, or to

persons that MATCHPINT does not directly employ. Additionally, the Service includes links to external sources. While we make reasonable efforts to supply links only to those sites that reflect our respect for Your privacy, we are not responsible for the content or privacy policies of such sites. We advise You to carefully consider the privacy policies of any web sites, search engines or digital services You visit.

## WHY DOES MATCHPINT COLLECT PERSONAL INFORMATION?

The data we collect from Users allows Us to personalize and enhance our Service and permits Our Users to set up a User account and profile that can be employed to interact with other Users through the Service and to otherwise personalize the Service.

## WHAT DOES MATCHPINT DO WITH THE INFORMATION?

In connection with the Service, We gather and show certain personal information to other Users of and visitors to the Service, which permits users to identify each other. We collect the following categories of information from our Users:

### Personal Information That You Supply to Us

We receive and hold any information You enter on our Service or supply to Us in any other way. The categories of Personal Information gathered may include Your name, user name, physical address, email address, phone number, IP address, Service usage information, device information, and browser information. The Personal Information You supply is employed for such ends as: enabling You to interact with other Users, making improvements to the Service,

customizing the promotions and content You see, and communicating with You regarding special offers and new components or aspects of the Service. We may also draw upon this Personal Information in order to modify the Service to Your requirements, to confirm the effectiveness and consumer appeal of our Service, and to originate new products, services, features, and functions.

## Automatic Collection of Personal Information

We collect and hold certain categories of information whenever You interact with our Service. MATCHPINT automatically collects and records information on our server logs from Your mobile device and Your browser including IP address, cookie information, Your physical location, the information You requested, and the information delivered to You. Generally, our Service automatically collects usage information, such as the quantity and frequency of Users. MATCHPINT uses this information in aggregate form only for statistical purposes, and not in a way that could identify You personally. This category of aggregate information allows us to determine, among other things, how frequently users employ elements of the Service so that we can ensure the Service remains as broadly appealing as possible. As part of this use of data, we may supply aggregate information to our partners about how Our Users, collectively, employ the Service or travel through physical space. We share this type of statistical information so that Our partners also gain insight into the frequency at which people employ the Service and for them to determine how to improve the appeal of their offerings to You.

## Message Communications

We may be notified when You open a message from MATCHPINT if Your device or hardware supports this category of program. MATCHPINT employs this notification to assist us in making messages more relevant, informative, interesting and useful and to improve the Service. If You do not wish to receive email or other mail from us, please advise us of Your preference during the registration process or by making a change on Your Settings. For similar purposes, We may also save text messages that you send Us.

## HOW DOES YOUR PERSONAL INFORMATION GET SHARED WHEN YOU USE THE SERVICE?

The Service is principally structured to assist You in receiving requested content and accessing promotional offers and other User benefits. You can manage the ways in which Your information is shared through Your privacy settings accessible

through the 'Settings' tab once You have logged into the Service.

Please remember that if You elect to supply personal information using certain aspects of the Service (as applicable), that information is determined by the privacy settings of those particular aspects and, unless selected otherwise, may be available to the wider MATCHPINT community or may be made available on the MATCHPINT website, which is subject to indexing by third party search engines. Individuals viewing this information may employ it or reveal it to other individuals or entities without our control and without Your knowledge. Therefore, we advise You to consider carefully before including any specific information You may deem confidential or private. While the Service does permit You to flag Your location at public events, concerts, restaurants, festivals, stores, sports venues and other similar physical locations, MATCHPINT will never ask or require You to provide Your physical address. The Service permits You to connect with certain

third party services (e.g., Twitter, Facebook and other similar services). When You transmit information to such third party services, this information passes beyond the control of MATCHPINT and is governed by the privacy policies and user terms of such third parties. You can manage how much of Your MATCHPINT activity is transmitted to third parties through Your privacy settings.

#### WILL PERSONAL INFORMATION BE SHARED WITH OTHERS?

Personal Information about Our customers is a key component of Our business. We do not rent or sell Your Personal Information on an individualized, personally-identifiable basis to anyone. We may share Your Personal Information only as set out below:

#### Businesses Affiliated with but not controlled by MATCHPINT

We are affiliated with a variety of organizations (commercial and non commercial) and work closely with them. In some circumstances, these organizations may offer products or

services for sale or supply promotions to You through MATCHPINT's Service. In other circumstances, MATCHPINT supplies services, or offers products for sale in association with affiliated organizations. You can easily recognize when a MATCHPINT-affiliated organization is connected with Your transaction, and we will only share Your Personal Information that is related to such transactions with that affiliated organization, if You have confirmed your willingness to be approached by marketing partners.

#### Third party service acting on Our behalf

We may make use of other business entities and individuals to undertake tasks for us and therefore have a requirement to share Your information with them in order to supply goods or services to You. Unless we advise You otherwise, such third parties have no rights to employ the Personal Information that we share with them over or above what is necessary to assist Us. You hereby agree that MATCHPINT may share Personal Information for these ends.

#### User profiles

User profile data including User name, Twitter account name, Facebook account name, and other information You enter may be shown to other Users to facilitate User interaction within the Service. Users' email addresses will not be revealed to other Users by MATCHPINT.

#### Communication in response to User submissions

As part of the Service, You will receive from Us email, text messages, and other communication connected to the Service. You acknowledge and accept that We may send You email, text messages, and other communication that we determine in our sole judgment relate to the Service. We also will use Your email address and/or phone number to send You periodic updates including newsletters or e-brochures – however, You may opt out of these communications by amending your Settings.

## Promotions

As part of the Service we may show You offers on behalf of other organizations. However, when We do so, We do not give the other organization Your actual name or physical address.

## Invitations

If You invite someone to join the MATCHPINT Service, we will not disclose Your real name. It will be up to You to identify your real name to your invitee.

## Assignment of business assets

In some circumstances, We may elect to assign or buy or sell business assets such as real estate, vehicles, hardware, software code, orders-in-hand, etc. In these categories of transactions, customer data often represents one of the business assets that is transferred. In addition, if MATCHPINT, or the majority of its assets, were acquired, or in the unlikely event that MATCHPINT ceases to trade or enters bankruptcy, customer data would likely become one of the assets that is transferred to or acquired by a third party. You accept that such transfers might occur, and that any acquirer of MATCHPINT may continue to use Your Personal Information as stated in this Privacy Policy.

## Security of MATCHPINT and others

We may release Personal Information when we (in good faith) have reason to believe that release is necessary to comply with legislation or to enforce or apply our Terms of Use and other agreements; or to secure the rights, property, or security of MATCHPINT, our employees, our Users, or others. This includes sharing information with other entities and organizations for protection against fraud and/or credit risk management.

## Your agreement

Except as set forth herein, You will be advised when Your Personal Information may be shared with third parties, and will

be able to prevent the sharing of this information.

### Non-private or non-personal location information

We may share or make available Your non-private, aggregated or otherwise non-personal location-related information, such as the number of Users physically present at a particular location at a particular time. We may do this even if the number of such Users is as few as one.

### IS MY PERSONAL INFORMATION SECURE?

You must prevent unauthorized access to Your account and Personal Information by restricting access to Your computer, browser, and mobile device by and by keeping your mobile device secure and within your personal control. MATCHPINT makes efforts to ensure that User account information is not disclosed to unauthorized users; however, MATCHPINT is not able to guarantee the security of User account information. Unauthorized access or use, hardware or software failure, and other factors, have the potential to affect the security of User information at any time. The Service may contain links to third party or other sites and MATCHPINT accepts no responsibility for the privacy policies and/or practices on such sites. When linking to such sites You should ensure you understand the privacy policy published on that site. This Privacy Policy only governs information collected on the MATCHPINT Service.

### WHAT PERSONAL INFORMATION IS AVAILABLE TO ME?

MATCHPINT permits You to view and, in certain situations, update some or all of the following Information. This list may change from time to time.

- Username
- Phone number
- Email address

- User profile information
- Usage information
- Physical location information

## WHAT ARE MY OPTIONS?

You have the option to choose not to reveal personal information, even though it may be required in order to make use of certain MATCHPINT features. You are able to supplement or update some information, such as those listed in the “What Personal Information is available to me?” section above. When You update information, however, we may retain a copy of the original information in our system.

You can remove Your account via Your account settings page but you should note that MATCHPINT has the right to verify that You are authorized to remove the account, and certain information may remain in the system for a reasonable period of time after such a deletion. If You do not wish to receive email, text messages, or other mail from Us, please confirm Your preference during the registration process, by modifying Your account settings page. Be aware that if You do not want to receive legal notices from Us, (such as this Privacy Policy), Your use of the MATCHPINT Service will still be governed by those legal notices, and You retain responsibility for reviewing these notices for any changes that we may make.

## AMENDMENTS TO THIS PRIVACY POLICY

MATCHPINT may change this Privacy Policy periodically and will carefully monitor industry or government mandated changes for their applicability to MATCHPINT. Use of such information that We collect at the present time will be subject to the Privacy Policy in effect at the time such information is used. If we amend the way we use Personal Information, we will inform You by posting an announcement on our Service and/or sending You an email or text message. Users remain bound by any changes to the Privacy Policy when he or she uses the Service after such amendments have been first published.

IF YOU WANT TO KNOW MORE...

If You have any queries or concerns with respect to your privacy when employing the Service, please contact us as at: [info@matchpint.co.uk](mailto:info@matchpint.co.uk). We will make every effort to address any issues you might have.

MATCHPINT adheres to the CTIA Best Practices and Guidelines for Location Based Services (March 23, 2010) and works with other industry groups to actively participate in industry dialogue about protecting personal privacy and security.