

# Privacy Policy

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MojiLife Inc. is a Social Network consisting of Social, Dating and Professional Platforms. Our services—including MojiLfe, MojiPro, MojiDate and others that link to this Privacy Policy, provide fast and exciting ways to express yourself, live in the moment, meet people around the world, and explore all the innovative features MojiLife has to offer.

When you use these services and platforms, you'll share some information with us. So we want to inform you about the information we collect, how we use it, whom we share it with, and the controls we give you to access, update, and delete your information.

That's why we've written this Privacy Policy in a easy to understand manner. If you still have questions about anything in our Privacy Policy, just contact us at [info@mojilife.com](mailto:info@mojilife.com)

## Information We Collect

There are three basic categories of information we collect:

- **Information you choose to share with us.**
- **Information we obtain when you use our services.**
- **Information we obtain from third parties.**

Here's a little more detail on each of these categories.

### Information You Choose to Share with Us

When you interact with our services, we collect the information that you choose to share with us. For example, most of our services require you to set up a basic MojiLife account, so we need to collect a few important details about you, such as: your full name, a unique username you'd like to go by, a password, an email address, a phone number, and your date of birth. To make it easier for others to find you, we may also ask you to provide us with some additional information that will be publicly visible on our services, such as profile pictures, a name, or other useful identifying information. If you join MojiDate, other information will be required like you age, gender and city. Other services, such as commerce products, may also require you to provide us with a debit or credit card number and its associated account information.

Of course, you'll also provide us whatever information you send through our services, such as encrypted chats to your friends. Keep in mind that the users you send encrypted chats, and any other content to can always save that content or copy it outside the app. So, the same common sense that applies to the internet at large applies to MojiLife as well: Don't send messages or share content that you wouldn't want someone to save or share.

When you contact customer support or communicate with us in any other way, we'll collect whatever information you volunteer.

## Information We Obtain When You Use Our Services

When you use our services, we collect information about which of those services you've used and how you've used them. We might know, for instance, that you viewed specific items in our commerce marketplace, saw a specific ad for a certain period of time, and sent messages to friends although all messages are fully encrypted and we cannot read your messages. Here's a fuller explanation of the types of information we collect when you use our services:

- **Usage Information.** We collect information about your activity through our services. For example, we may collect information about:
  - how you interact with our services, like which members you Star or Favor and search queries you submit.
  - how you communicate with other MojiLife members, such as their names, the time and date of your communications, the number of messages you exchange with your friends, which friends you exchange messages with the most, and your interactions with messages.
- **Content Information.** We collect content you create on our services, such as custom company pages and information about the content you create or provide, such as if the recipient has viewed the content and the metadata that is provided with the content.
- **Device Information.** We collect information from and about the devices you use. For example, we collect:
  - information about your hardware and software, such as the hardware model, operating system version, device memory, advertising identifiers, unique application identifiers, unique device identifiers, language, battery level, and time zone; and
  - information about your wireless and mobile network connections, such as mobile phone number and service provider.
- **Device Phonebook.** Because MojiLife is all about communicating with friends, we may—with your permission—collect information from your device's phonebook.
- **Camera and Photos.** Many of our services require us to collect images and other information from your device's camera and photos. For example, you won't be able to send videos/images or upload photos from your camera roll unless we can access your camera or photos. Of course, we require your permission first.
- **Location Information.** When you use our services we may collect information about your location. With your permission, we may also collect information about your precise location using methods that include GPS, wireless networks, cell towers, Wi-Fi access points, and other sensors, such as gyroscopes, accelerometers, and compasses.
- **Information Collected by Cookies and Other Technologies.** Like most online services and mobile applications, we may use cookies and other technologies, such as web beacons, web storage, and unique advertising identifiers, to collect information about your activity, browser, and device. Most web browsers are set to accept cookies by default. If you prefer, you can usually remove or reject browser cookies through the

settings on your browser or device. Keep in mind, though, that removing or rejecting cookies could affect the availability and functionality of our services.

- **Log Information.** We also collect log information when you use our website. That information includes, among other things:
  - details about how you've used our services.
  - device information, such as your web browser type and language.
  - access times.
  - pages viewed.
  - IP address.
  - identifiers associated with cookies or other technologies that may uniquely identify your device or browser.
  - pages you visited before or after navigating to our website.

## Information We Obtain from Third Parties

We may collect information that other users provide about you when they use our services. For example, if another user allows us to collect information from their device phonebook—and you're one of that user's contacts—we may combine the information we collect from that user's phonebook with other information we have collected about you.

## How We Use Information

What do we do with the information we collect? The short answer is: We take your privacy very seriously and do not sell your information to other third parties. We use your information to provide you with an amazing experience and set of products and services that we relentlessly improve. Here are the ways we do that:

- develop, operate, improve, deliver, maintain, and protect our products and services.
- send you communications, including by email. For example, we may use email to respond to support inquiries or to share information about our products, services, and promotional offers that we think may interest you.
- monitor and analyze trends and usage.
- personalize our services by, among other things, suggesting friends or profile information, or customizing the content we show you, including ads.
- contextualize your experience by, among other things, tagging your content using your precise location information (if, of course, you've given us permission to collect that information) and applying other labels based on the content.
- provide and improve ad targeting and measurement, including through the use of your precise location information (again, if you've given us permission to collect that information), both on and off our services. See the [Control Over Your Information](#) section below for more information about MojiLife Inc.'s advertising practices and your choices.
- enhance the safety and security of our products and services.
- verify your identity and prevent fraud or other unauthorized or illegal activity.
- use information we've collected from cookies and other technology to enhance our services and your experience with them.

# How We Share Information

We may share information about you in the following ways:

- **With other MojiLife Members.** We may share the following information with other MojiLife Members:
  - information about you, such as your username, name, age and city.
  - information about how you have interacted with our services, the names of MojiLife Members you are friends with, and other information that will help MojiLife Members understand your connections with others using our services. For example, because it may not be clear whether a new friend request comes from someone you actually know, we may share whether you and the requestor have MojiLife friends in common.
  - any additional information you have directed us to share.
  - content you post or send. How widely your content is shared depends on your personal settings and the type of service you are using.
- **With all MojiLife Members, our business partners, and the general public.** We may share the following information with all MojiLife Members as well as with our business partners and the general public:
  - public information like your name, username, city, age and profile pictures.
  - posts that are set to be viewable by Everyone and any content that you submit to an inherently public service and other crowd-sourced services. This content may be viewed and shared by the public at large both on and off our services, including through search results, on websites, in apps, and in online and offline broadcasts.
- **With our affiliates.** We may share information with entities within the MojiLife Inc. family of companies.
- **With third parties.** We may share your information with the following third parties:
  - **With service providers.** We may share information about you with service providers who perform services on our behalf.
  - **With business partners.** We may share information about you with business partners that provide services and functionality.
  - **With third parties for legal reasons.** We may share information about you if we reasonably believe that disclosing the information is needed to:
    - comply with any valid legal process, governmental request, or applicable law, rule, or regulation.
    - investigate, remedy, or enforce potential Terms of Service violations.
    - protect the rights, property, and safety of us, our users, or others.
    - detect and resolve any fraud or security concerns.
  - **With third parties as part of a merger or acquisition.** If MojiLife Inc. gets involved in a merger, asset sale, financing, liquidation or bankruptcy, or acquisition of all or some portion of our business to another company, we may share your information with that company before and after the transaction closes.

## **Third-Party Content and Integrations**

Our services may also contain third-party links and search results, include third-party integrations, or offer a co-branded or third-party-branded service. Through these links, third-party integrations, and co-branded or third-party-branded services, you may be providing information (including personal information) directly to the third party, us, or both. You acknowledge and agree that we are not responsible for how those third parties collect or use your information. As always, we encourage you to review the privacy policies of every third-party service that you visit or use, including those third parties you interact with through our services.

## **Analytics and Advertising Services**

### **Provided by Others**

We may let other companies use cookies, web beacons, and similar technologies on our services. These companies may collect information about how you use our services over time and combine it with similar information from other services and companies. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, and better understand your online activity.

### **Provided by Us**

We may collect information about your activity on third-party services that use cookies and other technologies provided by us. We use this information to improve our advertising services, including measuring the performance of ads and showing you more relevant ads.

## **How Long We Keep Your Information**

MojiLife lets you capture what it's like to live in the moment. On our end, that means most messages sent in MojiLife will be automatically encrypted by default on our servers. We cannot read your messages and once you delete your conversations, the data is lost forever. We store other information for longer periods of time. For example:

- We store your basic account information—like your name, phone number, and email address—and list of friends until you ask us to delete them.
- We store location information for different lengths of time based on how precise it is and which services you use.
- We're constantly collecting and updating information about the things you might like and dislike, so we can provide you with more relevant content and advertisements.
- If you ever decide to stop using MojiLife, you can just ask us to delete your account. We'll also delete most of the information we've collected about you after you've been inactive for a while, but don't worry we'll try to contact you first!

Keep in mind that, while our systems are designed to carry out our deletion practices automatically, we cannot promise that deletion will occur within a specific timeframe. There

may be legal requirements to store your data and we may need to suspend those deletion practices if we receive valid legal process asking us to preserve content or if we receive reports of abuse or other violations.

## Control over Your Information

We want you to be in control of your information, so we provide you with the following tools.

- **Download My Data.** You can access and edit most of your basic account information right in our apps. Because your privacy is important to us, we may ask you to verify your identity or provide additional information before we let you access or update your personal information. We may also reject your request to access or update your personal information for a number of reasons, including, for example, that the request risks the privacy of other users or is unlawful.
- **Revoking permissions.** If you let us use your information, you can always change your mind and simply revoke your permission by changing the settings on your device if your device offers those options. Of course, if you do that, certain services may lose full functionality.
- **Deletion.** While we hope you'll remain a lifelong MojiLife Member, if for some reason you ever want to delete your account, you will have that option. You can also delete some information in the app or desktop, like photos or videos.
- **Communicating with other MojiLife Members.** It's important to us that you stay in control over whom you communicate with. That's why we've built a number of tools in Settings that let you control your data.

## Users in the European Union

If you're a user in the European Union, you should know that MojiLife Inc. is the controller of your personal information. Here is some additional information we would like to bring to your attention:

### Bases for using your information

Your country only allows us to use your personal information when certain conditions apply. These conditions are called "legal bases" and, at MojiLife, we typically rely on one of four:

- **Contract.** One reason we might use your information is because you've entered into an agreement with us. For example, if you use the MojiLife Marketplace, we may need to use some of your information to collect payment.
- **Legitimate interest.** Another reason we might use your information is because we have—or a third party has—a legitimate interest in doing so. For example, we need to use your information to provide and improve our services, including protecting your account, providing customer support, and helping you find friends and content we think you'll like. Because most of our services are free, we also use some information about you to try and show you ads you'll find interesting. An important point to understand about

legitimate interest is that our interests don't outweigh your right to privacy, so we only rely on legitimate interest when we think the way we are using your data doesn't significantly impact your privacy or would be expected by you, or there is a compelling reason to do so.

- **Consent.** In some cases, we'll ask for consent to use your information for specific purposes. If we do, we'll make sure you can revoke your consent in our services or through your device permissions. Even if we're not relying on consent to use your information, we may ask you for permission to access data like contacts and location.
- **Legal obligation.** We may be required to use your personal information to comply with the law.

## Your right to object

You have the right to object to our use of your information. With many types of data, we've provided you with the ability to simply delete it if you don't want us processing it anymore. For other types of data, we've given you the ability to stop the use of your data by disabling the feature altogether. You can do these things in the app and desktop.

## International transfers

We may collect your personal information from, transfer it to, and store and process it in the United States and other countries outside of where you live. Whenever we share information of EU users outside the EU we make sure an adequate transfer mechanism is in place.

**Complaints?** If you're based in the EU, you can always file a complaint with the supervisory authority in your Member State. For example, if you're based in the UK you can file a complaint with the [Information Commissioner's Office](#).

## Children

Our services are not intended for—and we don't direct them to—anyone under 13. And that's why we do not knowingly collect personal information from anyone under 13. In addition, we may limit how we collect, use, and store some of the information of EU users between 13 and 16. In some cases, this means we will be unable to provide certain functionality to these users. If we need to rely on consent as a legal basis for processing your information and your country requires consent from a parent, we may require your parent's consent before we collect and use that information.

## Revisions to the Privacy Policy

We may change this Privacy Policy from time to time. But when we do, we'll let you know one way or another. Sometimes, we'll let you know by revising the date at the top of the Privacy Policy that's available on our website and mobile application. Other times, we may provide you with additional notice (such as adding a statement to our websites' homepages or providing you with an in-app notification).

