

# PRIVACY POLICY – 2DME

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Last Updated: January 31, 2025

### 1. Introduction

This Privacy Policy explains how 2DME (“Company,” “we,” “our,” or “us”) collects, uses, shares, and safeguards information in connection with the websites, mobile applications, and related services we provide for the 2DME dating service (collectively, the “Services”).

The Services may be developed, operated, supported, or hosted by the Company’s third-party technical and service partners (“Service Providers”). This Privacy Policy applies to information processed by the Company and these Service Providers on our behalf. By using the Services, you agree to the practices described in this Privacy Policy.

### 2. Scope & Eligibility

This Privacy Policy applies to information we collect from users of the Services who are at least 18 years old and located in the United States. The Services are not intended for children or anyone under the age of 18.

### 3. Information We Collect

We may collect:

- Account & Contact Information: name, username, email address, phone number, and login credentials (stored securely in hashed form).
- Profile & Dating Information: profile photos, biography, interests, preferences, relationship goals, lifestyle details, questionnaires, and approximate location (e.g., city, state).
- Usage & Activity Information: interactions with the Services (profile views, likes, messages, matches, in-app actions), timestamps, and subscription history.
- Device & Technical Information: IP address, browser type, operating system, device identifiers, app version, language settings, log data, and diagnostics.
- Communications: messages you send through the Services, feedback, and support communications.
- Information from Others: reports or complaints submitted by other users, and information obtained from third-party services you choose to connect, according to their terms and your permissions.

### 4. How We Use Your Information

We use information to:

- Provide and operate the Services, including account creation, profile display, matching, and messaging.
- Personalize the experience and suggest potential matches and content based on your profile, preferences, and usage.
- Improve and develop the Services, perform analytics, research, testing, and troubleshoot performance or technical issues.
- Communicate with you about your account, security alerts, updates, and customer support.
- Protect safety, security, and integrity of the Services, including detecting and preventing fraud, abuse, and violations of our Terms.
- Comply with legal obligations and enforce our Terms of Use and policies.
- Conduct marketing and promotions where permitted by law, with the ability to opt out of marketing where required.

### 5. Legal Bases (Where Applicable)

Where required by law, we rely on legal bases including: your consent; performance of a contract (providing the Services); our legitimate interests (e.g., improving services, preventing fraud); and compliance with legal obligations.

### 6. How We Share Information

We may share information:

- With Other Users: profile information (such as name or username, age range, location,

photos, interests, and preferences) and messages you send.

- With Service Providers (including Developers & Hosts): cloud hosting, software development, analytics, payment processing, email/SMS, customer support, and security providers who process information on our behalf under confidentiality and security obligations.
- Business Transfers: in connection with a merger, acquisition, financing, restructuring, or sale of assets, subject to continued protection of your information.
- Legal & Safety: to comply with laws, regulations, legal processes, or government requests; enforce our Terms; protect rights, property, or safety of the Company, Service Providers, users, or the public; or detect, prevent, or address fraud, security, or technical issues.
- With Your Consent: for any other purposes that you authorize.

## 7. Cookies & Tracking Technologies

We and our Service Providers may use cookies, pixels, local storage, and similar technologies to keep you signed in, remember preferences, understand usage, improve performance and security, and deliver or measure communications. You can control cookies via browser settings, but disabling them may affect some features.

## 8. Data Retention

We retain information for as long as necessary to provide the Services, comply with legal obligations, resolve disputes, enforce agreements, and protect our legitimate interests. When your account is deactivated or deleted, we may retain limited information for lawful and legitimate purposes, including security, fraud prevention, and backup.

## 9. Data Security

We and our Service Providers use reasonable technical and organizational measures to help protect information against loss, theft, misuse, and unauthorized access. However, no method is completely secure, and we cannot guarantee absolute security. You are responsible for safeguarding your login credentials and promptly notifying us of suspected unauthorized access.

## 10. Your Choices & Rights

Depending on your location and applicable law, you may have rights to:

- Access the personal information we hold about you.
- Request correction of inaccurate or incomplete information.
- Request deletion of certain information, subject to legal exceptions.
- Request restriction of certain processing.
- Opt out of marketing communications.

You can often update your profile information directly within the Services. To exercise additional rights, contact us via the contact method provided within the platform or on our website. We may verify your identity and may deny requests where permitted or required by law.

## 11. Children's Privacy

We do not knowingly collect personal information from anyone under 18. If we learn we have collected such information, we will take steps to delete it. If you believe we may have collected information from a person under 18, please contact us.

## 12. International Users

The Services are intended for users in the United States. If you access the Services from another country, you understand that your information may be transferred to and processed in the United States or other countries where our Service Providers operate, which may have different data protection laws.

## 13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Last Updated" date. Material changes may be communicated through the Services or other appropriate means. Your continued use of the Services after changes take effect

constitutes your acceptance of the revised Privacy Policy.

#### 14. Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us using the contact information provided within the platform or on the Company's official website.