



MATCHESUP PRIVACY POLICY

Last updated [April 9th, 2021]

INTRODUCTION

MatchesUp (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website (matchesup.com), including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively, the “Site”). Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the site.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes when you receive our monthly email, by updating the “Last Updated” date of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site, and you waive the right to receive specific notice of each such change or modification.

You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted.

PERSONAL DATA

Personally identifiable information, such as your name, email address, demographic information, and various other information that you voluntarily give to us and when you consent to your Faithful Friend’s registration for you with the Site. You are under no obligation to provide us with personal information of any kind, however your refusal to do so may prevent you from using certain features of the Site.

Personal data provided by you, your Faithful Friend, and your references (if applicable) are sent out in the monthly database that we compile for the users of the opposite gender who signed up for this site. Your name and contact information will not be displayed on this monthly database, they are only sent to users you LIKED through the link provided to you (in order for them to contact you). You can edit your personal data anytime through the database link sent to your email monthly. You can also temporarily hide or permanently delete your profile from the monthly database through the same link. Any information you have chosen to disclose to another user in the past will be unable to be retracted. If you decide to permanently delete your profile, your information will only be retained for 1 month from the date of deletion, after which if you desire to use our Site again, you will need to provide new information through a Faithful Friend all over again like any new user.

If you give any rights to your Faithful Friend to access your data, they will be able to edit or access LIKED information on you (depending on your selection in the consent form). By giving this right to them, they may also review or edit your data by logging in to their account on our Site (depending on your selection in the consent form).

We observe and respect your right to information, right to access, right to correct and right to remove your data. You can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use and/or comply with legal requirements.

We will never sell your data or encourage spam but only use strictly as our services require.

COLLECTION OF YOUR INFORMATION

We may collect information about you in a variety of ways. The information we may collect on the Site includes:

Personal Data

As stated above under Personal Data.

Derivative Data

Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site.

Mobile Device Data

Device information, such as your mobile device ID, model, and manufacturer, and information about the location of your device, if you access the Site from a mobile device. Don't worry, we're not stalking you, it's just what tech devices do when they communicate!

Third-Party Data

Information from third parties, such as personal information or network friends, if you connect your account to the third party and grant the Site permission to access this information.

Data From Surveys

Personal and other information you may provide when responding to surveys.

USE OF YOUR INFORMATION

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Site to:

- Compile anonymous statistical data and analysis for use internally or with third parties.
- Create and manage your account.
- Deliver targeted newsletters, and other information regarding promotions and the Site to you.
- Email you regarding your account.
- Enable user-to-user communications.
- Fulfill and manage transactions related to the Site.
- Generate a personal profile about you to make future visits to the Site more personalized.
- Increase the efficiency and operation of the Site.
- Monitor and analyze usage and trends to improve your experience with the Site.
- Notify you of updates to the Site.
- Offer new products, services, and/or recommendations to you.
- Perform other activities as needed.
- Prevent fraudulent transactions, monitor against theft, and protect against criminal activity.
- Request feedback and contact you about your use of the Site.
- Resolve disputes and troubleshoot problems.
- Respond to product and customer service requests.
- Solicit support for the Site.

DISCLOSURE OF YOUR INFORMATION

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

By Law or to Protect Rights

If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

Third-Party Service Providers

We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.

SECURITY OF YOUR INFORMATION

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information.

CONTACT US

If you have questions or comments about this Privacy Policy, please contact us at matchesup@gmail.com.