

Wavelength Privacy Policy

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ReliaWorks, Inc., makers of the Wavelength website and mobile app, (“Wavelength,” “we,” and “us”) respects the privacy of its users (“you”) and has developed this Privacy Policy to demonstrate its commitment to protecting your privacy. This Privacy Policy explains how your personal information is collected, used and disclosed by Wavelength. This Privacy Policy applies to our website, HiWavelength.com, and our Wavelength mobile application (collectively, our “Service”). We encourage you to read this Privacy Policy carefully when using our Service or transacting business with us. By accessing or using our Service, you signify that you have read, understood and agree to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy and our **Terms of Use**. If you have any questions about our privacy practices, please refer to the end of this Privacy Policy for information on how to contact us.

1. Information we collect about you

The categories of information we collect can include:

- **Information you provide to us directly.** We may collect personal information, such as your name, age, gender, and email address, when you create a profile on the Service, sign up for our mailing list, enter a contest or sweepstakes, or otherwise communicate with us. We may also collect any communications between you and Wavelength and any other information you provide to us. In addition, we may collect and store any personal information you provide while using our Service or in some other manner. This may include identifying information, such as your name, address, email address and telephone number, and, if you transact business with us, financial information. You may also provide sensitive data to us through your use of the Service, which may include information, comments or content (e.g. photographs, video, profile information, lifestyle information) that you voluntarily provide that may reveal your ethnic origin, nationality, religion and/or sexual orientation. You may also provide information about the organizations you are affiliated with such as gyms, clubs, companies, and other types of organizations. You may also provide us a personal description about yourself and other preferences for recommendations, such as search distance, age range and gender. If you chat with other Wavelength users, you provide us the content of your chats, and if you contact us with a customer service or other inquiry, you provide us with the content of that communication. By providing certain sensitive data to us, you consent to the collection, use and disclosure of such data as permitted by applicable privacy laws.
- **Information we collect through social networks.** In order to register as a user with Wavelength, you will be asked to sign in using your Facebook login. If you do so, you authorize us to access certain Facebook account information, such as your public Facebook profile information (consistent with your privacy settings in Facebook), your email address, Facebook user ID, interests, likes, gender, birthday, education history, relationship interests, current city, photos, personal description, friend list, information about and photos of your Facebook friends who might be common Facebook friends with other Wavelength users, and any other information you permit Facebook to share with third parties.

- **Location information.** You will also be asked to allow Wavelength to collect your location information from your device when you download or use the Service. We collect your unique user identifier and your location through GPS, WiFi, or wireless network triangulation in order to obtain your location for the purposes of providing our Service. We maintain location information only so long as is reasonable to provide the Service and then delete location data tied to your personal information. We may maintain de-identified location data for a longer period of time in order to analyze aggregate trends and metrics. If you want to opt-out of the collection of your location data from your mobile device, please adjust your settings in your mobile device to limit the app's access to your location data. Please see "Control over your information" below to learn more.
- **Address Book Information.** With your permission, we may access your contact list available on your mobile device so that you can locate your friends and contacts on the Service and invite your friends and contacts to connect with our Service. When we send the invitation to your contact to join the Service, we will include your name and photo to let them know that you are the person extending the invitation. After sending these invitations, we may also send reminder emails to your invitees on your behalf, which may also include your name and photo. We will store these contacts for purposes of alerting you when your contacts join Wavelength at a later time so that you may connect with them on the Service, and to suggest friends and connections to other members of Wavelength. We may also use the information collected from your contact list and your friends' contact lists to suggest new friends you may want to connect with on the Service. We make these recommendations based on your address book information as well as your friends' address book information and try to find common friendships or connections to introduce you to.

We use this information to operate, maintain, and provide to you the features and functionality of the Service, as well as to communicate directly with you, such as to send you email messages and push notifications, verify your eligibility and deliver prizes in connection with contests and sweepstakes, enforce or exercise any rights in our **Terms of Service**, and permit you to communicate with others on the Service or invite others to join the Service. We may also send you Service-related emails or messages (e.g., account verification, change or updates to features of the Service, technical and security notices). For more information about your communication preferences, see "Control over your information" below.

2. Information we collect through cookies and other tracking technology

We, and our third party partners, automatically collect certain types of usage information when you visit our Services, read our emails, or otherwise engage with us. We typically collect this information through a variety of tracking technologies, including cookies, web beacons, file information and similar technology (collectively, "tracking technologies"). For example, we collect information about your device and its software, such as your IP address, browser type, Internet service provider, platform type, device type, operating system, date and time stamp, a unique ID that allows us to uniquely identify your browser, mobile device or your account, and other such information. We also collect information about the way you use our Service, for example, the website from which you came and the website to which you are going when you leave our Service, the pages you visit, the links you click, how frequently you access the Service, whether you open emails or click the links contained in emails, whether you access the Service from multiple devices, and other actions you take on the Service. When you access our Service from a mobile device, we may collect unique identification numbers associated with your device

or our mobile application (including, for example, a UDID, Unique ID for Advertisers (“IDFA”), Google AdID, or Windows Advertising ID), mobile carrier, device type, model and manufacturer, mobile device operating system brand and model, phone number, and depending on your mobile device settings, your geographical location data, including GPS coordinates (e.g., latitude and/or longitude) or similar information regarding the location of your mobile device, or we may be able to approximate a device’s location by analyzing other information, like an IP address. We may collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends for the Service and to understand more about the demographics of our users. We may also work with third party partners to employ technologies, including the application of statistical modeling tools, which attempt to recognize you across multiple devices. Although we do our best to honor the privacy preferences of our users, we are unable to respond to Do Not Track signals set by your browser at this time.

We use or may use the data collected through tracking technologies to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the Service; (b) provide custom, personalized content and information, including targeted content and advertising; (c) identify you across multiple devices; (d) provide and monitor the effectiveness of our Service; (e) monitor aggregate metrics such as total number of visitors, traffic, usage, and demographic patterns on our website; (f) diagnose or fix technology problems; and (g) otherwise to plan for and enhance our service.

If you would prefer not to accept cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies. Please note that doing so may negatively impact your experience using the Service, as some features and services on our Service may not work properly. Depending on your mobile device and operating system, you may not be able to delete or block all cookies. You may also set your e-mail options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our e-mail and performed certain functions with it.

We and our third party partners may also use cookies and tracking technologies for advertising purposes. For more information about tracking technologies, please see “Third party tracking and online advertising” below.

3. Job applicants

If your personal information is submitted when applying for a position with our company, the information will be used solely in connection with considering and acting upon your application. This information, which may include your name and contact information, prior education and experience, and other information you provide to us, may be shared with third-party service providers retained by us to collect, maintain and analyze candidate submissions for job postings. In all circumstances, we may perform these functions directly or use a third party vendor to perform these functions on our behalf who will be obligated to use your personal information only to perform services for us.

4. With whom we share your information

We may share your personal information in the instances described below. For further information on your choices regarding your information, see the “Control over your information” section below.

Remember, our Service allows you to connect and interact with others. **Your profile information, including your name, photo, and other personal information, will be available publicly to other members of the Service by default when you create a profile, interact with others on the Service in public groups, and post content to public spaces.**

We may share your personal information with:

- The public and other members of the Service. Your profile information and content you post to public areas of the Service, including public groups, will be viewable by others on the Service and the public. Please do not provide personal information you would not want to be public. You may be able to control the visibility of some of your information and actions in your Settings (see "Control over your information" below);
- Other users of the Service. We share your public profile information with third parties with whom you communicate on the Service, such as other users with whom you consent to match. Other users (and in the case of any sharing features available on Wavelength, the individuals with whom a Wavelength user may choose to share you with) will be able to view information you have provided to us directly or through Facebook, such as your Facebook photos, any additional photos you upload, your first name, your age, approximate number of miles away, your personal description, organizations you are affiliated with, and information you have in common with the person viewing your profile, such as common Facebook friends and likes. If you connect with another user, you will be able to chat with that person if they also connect with you. When two users both connect, then you have a "match." If you chat with your match, your match will see the content of your chat;
- Third parties at your request. For example, you may have the option to share your activities on Wavelength with your friends through email, text or on various social media sites and we share information with your third party services that you connect or integrate with the Service;
- Other companies and brands owned or controlled by Wavelength and other companies owned by or under common ownership as Wavelength, which also includes our subsidiaries (i.e., any organization we own or control) or our ultimate holding company (i.e., any organization that owns or controls us) and any subsidiaries it owns. These companies will use your personal information in the same way as we can under this Privacy Policy;
- Third parties with whom we partner to provide contests and sweepstakes, which will usually be identified by name in the Official Rules of the contest or sweepstakes;
- With third parties who may have products or services we think you may enjoy;
- Third-party vendors and other service providers that perform services on our behalf, as needed to carry out their work for us, which may include identifying and serving targeted advertisements, providing mailing services, providing tax and accounting services, contest fulfillment, web hosting, or providing analytic services;
- Other parties in connection with a company transaction, such as a merger, sale of company assets or shares, reorganization, financing, change of control or acquisition of all or a portion of our business by another company or third party, or in the event of a bankruptcy or related or similar proceedings; and
- Third parties as required by law or subpoena or if we reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) to enforce our [Terms of Use](#) or to protect the security or integrity of our Service; and/or (c) to

exercise or protect the rights, property, or personal safety of Wavelength, our users, visitors, or others.

We may also share information with others in an aggregated or otherwise anonymized form that does not reasonably identify you directly as an individual.

5. Third party tracking and online advertising

We may share, or we may permit third party online advertising networks, social media companies and other third party services, to collect, information about your use of our mobile application over time so that they may play or display ads that may be relevant to your interests on our Service as well as on other websites or apps, or on other devices you may use. Typically, though not always, the information we share is provided through cookies or similar tracking technologies, which recognize the device you are using and collect information, including click stream information, browser type, time and date you visited the site, and other information. This information is used to display targeted ads on or through our Service or on other websites or apps. We or the online advertising networks use this information to make the advertisements you see online more relevant to your interests. As noted above, depending on your browser or mobile device, you may be able set your browser to delete or notify you of cookies and other tracking technology by actively managing the settings on your browser or mobile device. You may also be able to limit interest-based advertising through the settings on your mobile device by selecting “limit ad tracking” (iOS) or “opt-out of interest based ads” (Android). To learn more about interest-based advertising and how you may be able to opt-out of some of this advertising, you may wish to visit the Network Advertising Initiative’s online resources, at <http://www.networkadvertising.org/choices>, and/or the DAA’s resources at www.aboutads.info/choices. Some of these opt-outs may not be effective unless your browser is set to accept cookies. Furthermore, if you use a different device, change browsers or delete the opt-out cookie, you may need to perform the opt-out task again. You may also be able to opt-out of some – but not all – interest-based ads served by mobile ad networks by visiting <http://youradchoices.com/appchoices> and downloading the mobile AppChoices app. If you have any questions about opting out of the collection of cookies and other tracking/recording tools, you can contact us directly at privacy@HiWavelength.com.

6. Third-party websites

The Service may contain links to and from third party websites of our business partners, advertisers, and social media sites and our users may post links to third party websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for their policies. We strongly recommend that you read their privacy policies and terms and conditions of use to understand how they collect, use, and share information. We are not responsible for the privacy practices or the content on the websites of third party sites.

7. Control over your information

Profile and data sharing settings: If you have a Wavelength account, you have the ability to review and update your personal information within the Service by opening your account and navigating to your profile edit page or contacting us at privacy@HiWavelength.com.

Modifying or deleting your information: If you have any questions about reviewing, modifying, or deleting your information, or if you want to remove your name or comments from our Service or publicly displayed content, you can contact us directly at privacy@HiWavelength.com. We may not be able to modify or delete your information in all circumstances.

Access to your device information: You may control the Service's access to your device information through "Settings" on your device. For instance, you can withdraw permission for the app to access your location, photo stream, contacts, and camera.

Communications preferences: Our Service may also deliver notifications to your phone or device. You can disable these notifications by changing the "Settings" on your device. You can stop receiving promotional email communications from us by clicking on the "unsubscribe link" provided in such communications. We make every effort to promptly process all unsubscribe requests. You may not opt out of service-related communications (e.g., account verification, transactional communications, changes/updates to features of the Service, technical and security notices).

You can choose not to provide us with certain information, but that may result in you being unable to use certain features of our Service because such information may be required in order for you to register as a user; purchase products or services; participate in a contest, promotion, survey, or sweepstakes; ask a question; or initiate other transactions.

8. Data retention, store and transfer

We keep your information only as long as we need it for legitimate business purposes and as permitted by applicable legal requirements. If you close your account, we will retain certain data for analytical purposes and recordkeeping integrity, as well as to prevent fraud, enforce our **Terms of Use** and any actions we deem necessary to protect the integrity of our Service or our users, or take other actions otherwise permitted by law. In addition, if certain information has already been provided to third parties as described in this Privacy Policy, retention of that information will be subject to those third parties' policies.

Your information collected through our Service may be stored and processed in the United States or any other country in which Wavelength or our affiliates or service providers maintain facilities. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the U.S. or any other country in which we or our parent, subsidiaries, affiliates, or service providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

9. How we protect your personal information

We care about the security of your information and uses commercially reasonable physical, administrative, and technological safeguards to preserve the integrity and security of all information collected through our website. However, no security system is impenetrable and we cannot guarantee the security of our systems 100%. In the event that any information under our control is compromised as a result of a breach of security, we will take reasonable steps to investigate the situation and, where

appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with any applicable laws and regulations.

10. Your California Privacy Rights

If you are a California resident, California Civil Code Section 1798.83 permits you to request information regarding the disclosure of personal information to third parties for their direct marketing purposes during the immediately preceding calendar year. You may make one request each year by emailing us at privacy@HiWavelength.com.

11. Children's privacy

We do not knowingly collect or solicit personal information from children under the age of 18 on the Service. In the event that we learn that we have inadvertently collected personal information from a child under age 18, we will delete that information as quickly as possible. If you believe that we might have any information from a child under 18, please contact us at privacy@HiWavelength.com.

12. Changes to this Privacy Policy

We will occasionally update this Privacy Policy to reflect changes in the law, our data collection and use practices, the features of our Service, or advances in technology. When we post changes to this Privacy Policy, we will revise the "last updated" date at the top of this Privacy Policy, which will be posted in the mobile application under "Settings" and also on HiWavelength.com, and you should regularly check for the most recent version, which is the version that applies. If we make any material changes to this Privacy Policy, we will notify you of the changes by reasonable means, which could include notifications through the mobile application or via email. Please review the changes carefully. Your continued use of the Service following the posting of changes to this policy will mean you consent to and accept those changes. If you do not consent to such changes you can close your account by following the instructions under Settings within the mobile application.

13. How to contact us

If you have any questions about this Privacy Policy, please contact us by email or postal mail as follows:

Privacy Officer
Wavelength, Inc.
PO Box 10368
St. Petersburg, FL 33733
privacy@HiWavelength.com