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UNICORN MEDIA GROUP, INC (“Unicorn”) respects the privacy of its users (“you”) and has developed this Privacy Policy to demonstrate its commitment. This Privacy Policy describes the information Unicorn collects, how that information may be used, with whom it may be shared, and your choices about such uses and disclosures. We encourage you to read this Privacy Policy carefully when using our application or services or transacting business with Unicorn. By attending our live events or using our website, application or other online services (our “Service”), you are accepting the practices described in this Privacy Policy.

If you have any questions about our privacy practices, please refer to the end of this Privacy Policy for information on how to contact Unicorn.

Information Unicorn collects about you

In General. We may collect Personal Information, including Sensitive Data, and other information. “Personal Information” means individually identifiable information that would allow Unicorn to determine the actual identity of, and contact, a specific living person. Sensitive Data includes information, comments or content (e.g. photographs, video, profile, lifestyle) that you optionally provide that may reveal your ethnic origin, nationality, religion and/or sexual orientation. By providing Sensitive Data to Unicorn, you consent to the collection, use and disclosure of Sensitive Data as permitted by applicable privacy laws. We may also collect your geolocation information with your consent. We may collect this information through a website, mobile application, or other online services. By using the Service, you are authorizing Unicorn to gather, parse and retain data related to the provision of the Service. When you provide personal information through our Service, the information may be sent to servers located in the United States and countries around the world.

Information you provide. In order to register as a user with Unicorn, you may be asked to sign in using your Instagram or LinkedIn login. If you do so, you authorize Unicorn to access certain Instagram or LinkedIn account information, such as your public profile (consistent with your privacy settings), your email address, interests, likes, gender, birthday, education history, relationship interests, current city, photos, personal description, followers list, and information about and photos of your

Instagram likers and followers who might be common Instagram friends with other Unicorn users. You will also be asked to allow Unicorn to collect your location information from your device when you download or use the Service. In addition, Unicorn 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 Unicorn, financial information. You may also provide Unicorn photos, a personal description and information about your gender and preferences for recommendations, such as search distance, age range and gender. If you chat with other Unicorn users, you provide Unicorn the content of your chats, and if you contact Unicorn with a customer service or other inquiry, you provide Unicorn with the content of that communication.

Use of technologies to collect information. We use various technologies to collect information from your device and about your activities on our Service.

Information collected automatically. We automatically collect information from your browser or device when you visit our Service. This information could include your IP address, device ID and type, your browser type and language, the operating system used by your device, access times, your mobile device's geographic location while our application is actively running, and the referring website address.

Cookies and use of cookie and similar data. When you visit our Service, Unicorn may assign your device one or more cookies or other technologies that facilitate personalization to facilitate access to our Service and to personalize your experience. Through the use of a cookie, Unicorn also may automatically collect information about your activity on our Service, such as the pages you visit, the time and date of your visits and the links you click. If Unicorn advertises, Unicorn (or third parties) may use certain data collected on our Service to show you Unicorn advertisements on other sites or applications.

Mobile device IDs. If you're using our app, Unicorn uses mobile device IDs (the unique identifier assigned to a device by the manufacturer), or Advertising IDs (for iOS 6 and later), instead of cookies, to recognize you. We do this to store your preferences and track your use of our app. Unlike cookies, device IDs cannot be deleted, but Advertising IDs can be

reset in “Settings” on your iPhone. Ad companies also use device IDs or Advertising IDs to track your use of the app, track the number of ads displayed, measure ad performance and display ads that are more relevant to you. Analytics companies use device IDs to track information about app usage.

How Unicorn uses the collected information

In General. We may use information that Unicorn collects about you to:

deliver and improve our products and services, and manage our business;

manage your account and provide you with customer support;

perform research and analysis about your use of, or interest in, our or others’ products, services, or content;

communicate with you by email, postal mail, telephone and/or mobile devices about products or services that may be of interest to you either from Unicorn or other third parties;

develop, display, and track content and advertising tailored to your interests on our Service and other sites, including providing our advertisements to you when you visit other sites;

website or mobile application analytics;

verify your eligibility and deliver prizes in connection with contests and sweepstakes;

enforce or exercise any rights in our Terms of Use, and

perform functions or services as otherwise described to you at the time of collection.

With whom Unicorn shares your information

Information Shared with Other Users. When you register as a user of Unicorn, your Unicorn profile will be viewable by other users of the Service. Other users (and in the case of any sharing features available on Unicorn, the individuals or apps with whom a Unicorn user may choose to share you with) will be able to view information you have provided to Unicorn directly or

through Instagram or LinkedIn, such as your Instagram or LinkedIn photos, any additional photos you upload, your first name, your age, approximate number of miles away, your personal description, and information you have in common with the person viewing your profile, such as common Instagram friends or LinkedIn followers and likes. If you use the Unicorn icon to vote “yes” to a person, you will be able to chat with that person if they vote “yes” the same way to you, ie: when you have a “match.” If you chat with your match, your match will clearly and obviously see the content of your chat.

Personal information. We do not share your personal information with others except as indicated in this Privacy Policy or when Unicorn inform you and give you an opportunity to opt out of having your personal information shared. We may share personal information with:

Service providers. We may share information, including personal and financial information, with third parties that perform certain services on our behalf. These services may include fulfilling orders, providing customer service and marketing assistance, performing business analysis, analytics, member screenings, supporting our Service functionality, and supporting contests, sweepstakes, surveys and other features offered through our Service. These service providers may have access to personal information needed to perform their functions but are not permitted to share or use such information for any other purposes.

Other Situations. We may disclose your information, including personal information:

In response to a subpoena or similar investigative demand, a court order, or a request for cooperation from a law enforcement or other government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, Unicorn may raise or waive any legal objection or right available to Unicorn.

When Unicorn believes disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of our company, our users, our employees, or others; to comply with applicable law or cooperate

with law enforcement; or to enforce our Terms of Use or other agreements or policies.

In connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the event of bankruptcy.

Aggregated and/or non-personal information. We may use and share non-personal information Unicorn collect under any of the above circumstances. We may also share it with other Unicorn Media Group companies and third parties to develop and deliver targeted advertising on our Service and on websites or applications of third parties, and to analyze and report on advertising you see. We may combine non-personal information Unicorn collect with additional non-personal information collected from other sources. We also may share aggregated, non-personal information, or personal information in hashed, non-human readable form, with third parties, including advisors, advertisers and investors, for the purpose of conducting general business analysis, advertising, marketing, or other business purposes. For example, Unicorn may engage a data provider who may collect web log data from you (including IP address and information about your browser or operating system), or place or recognize a unique cookie on your browser to enable you to receive customized ads or content. The cookies may reflect de-identified demographic or other data linked to data you voluntarily have submitted to Unicorn (such as your email address), that Unicorn may share with a data provider solely in hashed, non-human readable form.

Third-party websites

There are a number of places on our Service where you may click on a link to access other websites that do not operate under this Privacy Policy. For example, if you click on an advertisement on our Service, you may be taken to a website that Unicorn do not control. These third-party websites may independently solicit and collect information, including personal information, from you and, in some instances, provide Unicorn with information about your activities on those websites. We recommend that you consult the privacy statements of all third-party websites you visit by clicking on the “privacy” link typically located at the bottom of the webpage you are visiting.

Data retention

We keep your information only as long as Unicorn need it for legitimate business purposes and as permitted by applicable legal requirements. If you close your account, Unicorn will retain certain data for analytical purposes and recordkeeping integrity, as well as to prevent fraud, enforce our Terms of Use, take actions Unicorn 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 choices about collection and use of your information

You can choose not to provide Unicorn 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 user; purchase products or services; participate in a contest, promotion, survey, or sweepstakes; ask a question; or initiate other transactions.

Our Service may also deliver notifications to your phone or mobile device. You can disable these notifications by going into "App Settings" on the app or by changing the settings on your mobile device.

You can also control information collected by cookies. You can delete or decline cookies by changing your browser settings. Click "help" in the toolbar of most browsers for instructions.

How Unicorn protect your personal information

We take security measures to help safeguard your personal information from unauthorized access and disclosure. However, no system can be completely secure. Therefore, although Unicorn take steps to secure your information, Unicorn do not promise, and you should not expect, that your personal information, chats, or other communications will always remain secure. Users should also take care with how they handle and disclose their personal information and should avoid sending personal information through insecure email. Please refer to the Federal Trade Commission's website at <http://www.ftc.gov/bcp/menus/consumer/data.shtm> for information about how to protect yourself against identity theft.

You agree that Unicorn may communicate with you electronically regarding security, privacy, and administrative issues, such as security breaches. We may post a notice on our Service if a security breach occurs. We may also send an email to you at the email address you have provided to Unicorn. You may have a legal right to receive this notice in writing. To receive free written notice of a security breach (or to withdraw your consent from receiving electronic notice), please notify Unicorn at privacy@dateunicorn.com.

Information you provide about yourself while using our Service

We provide areas on our Service where you can post information about yourself and others and communicate with others. Such postings are governed by our Terms of Use. Also, whenever you voluntarily disclose personal information on publicly-viewable pages, that information will be publicly available and can be collected and used by others. For example, if you post your email address, you may receive unsolicited messages. We cannot control who reads your posting or what other users may do with the information you voluntarily post, so Unicorn encourage you to exercise discretion and caution with respect to your personal information. Except as required by a court order or other similar legal proceeding, Unicorn will only make messages you send to another user through our Service accessible on the Service, unless you expressly request a copy of your messages in accordance with applicable law. Should you wish to receive a copy of any messages you received from other users through our Service, you must first obtain their prior written consent and then they must contact our staff to provide their prior written consent.

Age Requirement

Our service is restricted to individuals age 18 and above. We do not knowingly collect, maintain, or use personal information from children under the age of 18.

No Rights of Third Parties

This Privacy Policy does not create rights enforceable by third parties or require disclosure of any personal information relating to users of the website.

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 Unicorn post changes to this Privacy Policy, Unicorn will revise the “last updated” date at the top of this Privacy Policy, which will be posted on the Services under “Settings” and also on dateunicorn.com, and you should regularly check for the most recent version, which is the version that applies. If Unicorn make any material changes to this Privacy Policy, Unicorn will notify you of the changes by reasonable means, which could include notifications through the Services or via email. Please review the changes carefully. Your continued use of the Services 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 delete your account by following the instructions under Settings.

How to contact Unicorn

If you have any questions about this Privacy Policy, please contact Unicorn by email:

privacyinquiries@dateunicorn.com