

hereMe! – Privacy Policy

Date of last revision: September 2, 2011

Your privacy is our top concern. We work hard to earn and keep your trust, so we adhere to the following principles to protect your privacy:

- We do not rent or sell your personally identifiable information to third parties for marketing purposes.
- We do not share your contact information with other users without your consent.
- Any personally identifiable information that you provide will be secured with industry standard protocols and technology.

This Privacy Policy forms part of the hereMe! Terms of Use and is incorporated by reference therein. Capitalized terms not defined herein have the meanings set forth in the Terms of Use. We reserve the right to modify this Privacy Policy at any time, so please review it frequently. If we make material changes to this Privacy Policy, we will notify you here, by e-mail, or by means of a notice on our home page. By continuing to use the hereMe! Service after notice of changes have been sent to you or published on the hereMe! website, you are consenting to the changes.

PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE ACCESSING OR USING [HTTP://WWW.MYHEREME.COM](http://www.myhereme.com) OR USING THE MOBILE CLIENT HEREME! APPLICATION AS IT CONTAINS IMPORTANT INFORMATION.

1. Personal Information Collected

The purpose of the hereMe! Internet Web service and the hereMe! mobile application ("**hereMe!**" or "**Service**" from hereon) is to create a social community based on locations. hereMe! is operated by hereMe LLC, whose principal place of business is

HereMe LLC, 20801 Biscayne Boulevard, 4th Floor, Aventura, Florida 33180, USA,

and its corporate affiliates (collectively the "**Company**").

The hereMe! platform consists of a mobile client application, the website at <http://www.myhereme.com> and various helper services that we use to perform certain functionality. The Company uses the Twitter account myhereMe and the Facebook application myhereMe to provide specific alerts, if the user selects them ("**hereMe! Alert Service**"). The Company uses third party products such as pinch media analytics software and AdMob/AdWhirl advertising software to generate performance and usage reports and solicit in-app advertisement. We use Google adsense to solicit ads on our webpage. A user fully consents to this by using the Company's Service.

You willingly provide us with certain personal information, which we collect in order to allow you to benefit from hereMe!. If you have any hesitation about providing such information to us and/or having such information displayed on the hereMe! or otherwise used in any manner permitted in this Privacy Policy and the Terms of Use, you should not become a member of the hereMe! community.

Please be aware that hereMe! is a location based service which identifies and stores geographical data. If and to the extent you allow hereMe! to access your location, the approximate location of your phone along with any queries you make when using the Service will be sent to hereMe! to provide and improve the Service. This data might enable third parties to identify the specific address of a person. If you do not want to disclose your private address, do not use hereMe! at your personal home or at similar places. You also have the choice to enable or disable the Service's access to your phone's location by toggling the location switch (under [Settings > General > Location Services]) to ON respectively OFF. Please note: If you prefer Location Services to be set OFF, you cannot effectively use hereMe!.

We collect your personal information in the following ways:

(1) Registration

In order to become a user, you must first create an account with hereMe!. To create an account you are required to provide the following contact information, which you recognize and expressly acknowledge is personal information allowing others, including hereMe!, to identify you: name, e-mail address, age category or age, gender category or gender, chosen by you. Additionally, you will have to choose whether you want to share personal information or not. To complete your personal profile, you may provide optional contact information such as telephone number and/or Twitter, Facebook, Skype and MySpace details. Your telephone number, Twitter and Facebook might be used for the hereMe! AlertMe Service, if you choose to be alerted.

(2) Customer Service

hereMe! may collect information through the hereMe! Service or through e-mails sent to hereMe! customer service in order to, among other things, accurately categorize and respond to a customer's inquiry and deliver appropriate service levels.

(3) Cookies

Like most websites, hereMe! may use cookies and web log files to track site usage. A cookie is a tiny data file which resides on your computer which allows hereMe! to recognize you as a user when you return to the hereMe! Service using the same computer and web browser. Like the information you enter at registration in your Profile, cookie and log file data is used to customize your experience on our Service.

One type of cookie, known as a "persistent" cookie, is set once you've logged in to your hereMe! account. The next time you visit hereMe!, the persistent cookie will allow us to recognize you as an existing user so you will not need to log in before using the service. In order to access or change any of your private information or to send a message to another user, however, you must log in securely again with your password even if your computer contains your persistent cookie.

Additionally, if you log out of hereMe! you will need to re-enter your password the next time you visit in order to log in to hereMe!. Another type of cookie, called a "session" cookie, is used to identify a particular visit to the hereMe!. Session cookies expire after a short time or when you close your web browser.

We use cookies to improve the quality of our Service by storing user preferences and tracking user trends. In the course of serving advertisements or optimizing services to our users, we may authorize third parties to place or recognize a unique cookie on your browser. Any information provided to third parties through such cookies will not be personally identifiable but may provide general segment information, e.g. your geographic location (if and to the extent that the transmission thereof is not disabled by you, see above), your occupation, or information about your professional or educational background, for greater customization of your user experience. Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. Unfortunately, if your browser settings do not allow cookies or you opt to refuse all cookies, you may not be able to use the hereMe! Service. hereMe! does not store personally identifiable information in the cookies.

(4) Web Beacons

We allow other companies, called ad networks, to serve advertisements to users. Ad networks include third party ad servers, ad agencies, ad technology vendors and research firms. hereMe! may "target" some ads to users that fit a certain general profile including a specific location – for example "organizer of childrens' birthday party in Boston". hereMe! does NOT use personally identifiable information to target ads.

To deliver these ads properly, hereMe! may include a file, called a web beacon, from these ad networks within pages served by hereMe! so the networks may provide anonymized, aggregated auditing, research and reporting for advertisers as well as to target ads to you while you visit other websites.

Because your browser must request these advertisements and web beacons from the ad network's servers, these companies can view, edit or set their own cookies, just as if you had requested a web page from their site.

These general targets may also be used by ad networks to display targeted ads on other web sites as a substitute for random, irrelevant ads. hereMe! does not provide personally identifiable information to any advertiser or any other third party.

(5) Log files, IP addresses and information about your computer

Due to the communications standards on the Internet, when you visit hereMe! we automatically receive the URL of the site from which you came and the site to which you are going when you leave hereMe!. We also receive the Internet protocol (IP) address of your computer (or the proxy server you use to access the World Wide Web), your computer operating system and type of web browser you are using, e-mail patterns, as well as the name of your ISP. This information is used to analyze overall trends to help us improve the hereMe! Service. The linkage between your IP address and your personally identifiable information is not shared with third parties without your permission or except when required by law.

(6) Consent to hereMe! Processing Information about You

Certain information you provide to hereMe! may reveal, or allow others to identify, your nationality, ethnic origin, religion or other aspects of your private life, and more generally about you. Please be aware that in providing information to hereMe! for the purposes of opening your user account, you are expressly and voluntarily accepting the terms and conditions of this Privacy Policy and hereMe!'s Terms of Use. The supplying of all such

information by you to hereMe!, including all information deemed "sensitive" by applicable law, is entirely voluntary on your part. You have the right to withdraw your consent at any time, in accordance with the terms of this Privacy Policy and the Terms of Use, but please note that your withdrawal of consent will not be retroactive.

(7) **Rights to Access, Correct and Eliminate Information about You**

You have a right to access, modify, correct and eliminate the data about you which has been collected pursuant to your decision to become a user. If you update any of your information, we may keep a copy of the information which you originally provided to us in our archives for uses documented herein.

We take your rights seriously and encourage you to use them if you deem this to be appropriate. You may exercise these rights by emailing us at feedback@myhereme.com or by contacting us at:

HereMe LLC, 20801 Biscayne Boulevard, 4th Floor, Aventura, Florida 33180, USA

2. Uses of personal information

The personally identifiable information you choose to provide on our Service is used to help you describe yourself or to provide information about your environment to other users. Other information, that does not personally identify you as an individual, is collected by hereMe! from users (such as, for example, patterns of utilization) and is exclusively owned by hereMe!. This information can be utilized by hereMe! in such manner as hereMe!, in its sole discretion, deems appropriate.

(1) **hereMe! Communications**

hereMe! will communicate with you via e-mail and notices posted in the hereMe! Service or will use other means available through the Service, including text and other forms of messaging. If we send any communication to you via the carrier service with which you have a mobile communications subscription or otherwise have access, you understand you will pay any service fees associated with any such access (including text messaging charges for messages to your mobile device). These include a series of up to five welcome e-mails which help inform new users about various features of the Service. Please be aware that you will always receive certain e-mails from hereMe! related to the proper functioning of your account.

hereMe! offers the Service to notify you once one of your favorite places was updated. In this case any message to you will be treated in the above mentioned way.

You can change your profile data and contact preference (other than your e-mail) at any time by logging into hereMe! settings and amending your profile data and contact preference notification choices.

(2) Customized Content

Information provided to hereMe! (or to third parties with whom it offers combined services) is also used to customize your experience on our website.

(3) Sharing Information with Third Parties

hereMe! takes the privacy of users very seriously. We do not sell, rent, or otherwise provide your personally identifiable information to third parties for marketing purposes. We will only share your personally identifiable information with third parties to carry out your instructions or to provide specific services or information. These third parties do not retain, share, or store any personally identifiable information except to provide these services and they are bound by confidentiality agreements which limit their use of such information.

hereMe! offers a feature to "share personal information". If this feature is active, other users can send you an e-mail and/or a SMS (a.k.a. text message) in case you provided a telephone number.

We may provide aggregated anonymous data about the usage of our Services to third parties for such purposes as we deem, in our sole discretion, to be appropriate, including to prospective advertisers on hereMe!. We may segment our users by geographic location (if and to the extent that the transmission thereof is not disabled by the respective users, see above), role, or other applicable criteria. If you would like to be excluded from the aggregated research or products based upon aggregated data about our users' activities on the site, please email feedback@myhereme.com.

(4) Teaming with Other Organizations to Offer Combined and Other Services

hereMe! may offer our services in connection with other internet and/or mobile services (including updates about the hereMe! Service) or may team with other internet and/or mobile services to give you the combined results of both services or additional services and benefits. We only work with trusted partners.

(5) Surveys and Polls

As a user, you may receive requests to participate in market research including polls and surveys submitted by other hereMe! members. If you participate in surveys and polls offered through our service, the information you provide may be visible to others using the hereMe! Service. You may opt-out of participating by changing your Account & Settings to stop receiving these inquiries and requests.

(6) Forums/Chats/Blogs

If you post on the Answers section of hereMe!, or use a bulletin board, import a blog, or participate in a chat room on hereMe!, you should be aware that any personally identifiable information you choose to provide there can be read, collected, or used by other users of these forums, as well as Platform Developers and other third parties, and could be used to send you unsolicited messages. hereMe! is not responsible for the personally identifiable information you choose to submit in these forums.

(7) Communications to other users

Many e-mails you initiate through hereMe!, e.g., an invitation sent to a non-user, will list your e-mail address and name in the header of the message. E-mails you initiate may also provide aggregate information about you. Other communications that you initiate through the hereMe! Service, like a request for contact, will list your name as the initiator.

(8) Legal Disclaimer

It is possible that we may need to disclose personal information when required by law, such as responses to civil or criminal subpoenas, or other requests by law enforcement personnel. We will disclose such information wherein we have a good-faith belief that it is necessary to comply with a court order, ongoing judicial proceeding, subpoena, or other legal process or request to hereMe! brought in any country throughout the world, or to exercise our legal rights or defend against legal claims.

(9) Disclosures to others

We may also disclose your personal and other information you provide, to another third party as part of a reorganization or a sale of the assets of a hereMe! corporation division or company. Any third party to which we transfer or sell hereMe!'s assets will have the right to continue to use the personal and other information that you provide to us.

3. Your Information Choices

(1) Accessing and Changing Your Account Information

You can review your personal information provided to us and make any desired changes to the information you wish to publish, or to the settings for your hereMe! account including your e-mail, and contact preferences, at any time by logging in to your account on the hereMe! Service. Please be aware that even after your request for a change is processed, hereMe! may, for a time, retain residual information about you in its backup and/or archival copies of its database.

(2) Closing Your Account

You can also close your account through the hereMe! website. If you want to close your hereMe! Account by sending such a request through the hereMe! Feedback dialogue, we will remove your name and other personally identifiable information from our publicly viewable database. We may retain certain data contributed by you if we believe it may be necessary to prevent fraud or future abuse, or for legitimate business purposes, such as analysis of aggregated, non-personally identifiable data, account recovery, or if required by law. To request that we close your account and remove your information from the hereMe! Service, please send your request to feedback@myhereme.com. Please send your request using an e-mail account that you have registered with hereMe! under your name. You will receive a response to requests sent to feedback@myhereme.com within five business days of its receipt.

4. Your Obligations

As a user, you have certain obligations toward the other users with whom you will be communicating. Certain of these obligations are imposed by applicable law and regulations, and others have become commonplace in user-friendly communities of like-minded members, such as hereMe!:

- You must, at all times, respect the terms and conditions of the then-current Privacy Policy and the Terms of Use. This includes respecting all intellectual property rights which may belong to third parties (such as photographs).

- You must not upload or otherwise disseminate any information which may be deemed to be injurious, violent, offensive, racist or xenophobic or which may otherwise violate the purpose and spirit of hereMe! and its community of users.
- You must not provide information to hereMe! and/or other users which you believe might be injurious or detrimental to your person, professional or social status.

Any violation of these guidelines may lead to the restriction, suspension or termination of your account by hereMe!, as we take these principles seriously and consider them to be the basis on which our users adhere to the hereMe! Service.

5. Important Information

(1) Children

Children are not eligible to use our Service and we ask that minors (under the age of 17) do not submit any personal information to us or use the Service.

By becoming a user, you have given us your express and informed consent to transfer the data which you provide to us to the United States and to process it in the United States.

(2) Changes to this Privacy Policy

hereMe! may update this privacy policy at any time, with or without advance notice. In the event there are significant changes in the way we treat your personally identifiable information, we will display a notice on the hereMe! website, as provided for above. Unless stated otherwise, our current Privacy Policy applies to all information that we have about you and your account.

If you use the hereMe! Service after notice of changes have been sent to you or published on our site, you hereby provide your consent to the changed practices.

6. Security

In order to secure your personal information, access to your data on hereMe! is password-protected. To protect any data you store on our servers we also regularly check our system for possible vulnerabilities and attacks. It is your responsibility to protect the security of your login information. Please note that e-mails and instant messaging and similar means

of communication with other users of hereMe! are not encrypted and we strongly request you not to communicate any confidential information through these means.

7. How to contact us

If you have questions or comments about this privacy policy, please email us at feedback@myhereme.com or contact us at:

HereMe LLC, 20801 Biscayne Boulevard, 4th Floor, Aventura, Florida 33180, USA