



## PRIVACY POLICY

The PLUME™ mobile application (the “PLUME™ App”) is a chat app that will enable you, through your iOS phone or other mobile device (“Mobile Device”), to send and receive texts with flirty and seductive images, from icons (small images) to stickers (larger images) (collectively, “PLUME™ Images”); to take, send, and receive photos that are stored in a separate PLUME™ gallery (“PLUME™ Pics”) to your contacts who also have installed the PLUME™ App (“PLUME™ Pals”); and to invite people from your contact list to download the PLUME™ App and become your PLUME™ Pals. The PLUME™ App is provided by NTWC, LLC (“NTWC” or “we”).

### Collection of information

- When you sign up for an account on the PLUME™ App, we ask you for your mobile phone number.
- You have the option of uploading your Mobile Device contacts to the PLUME™ App so that you can invite your contacts to download the PLUME™ App and become your PLUME™ Pals.
- Our servers identify your Mobile Device by its device identifier, which is its IP address or other unique identifier.
- We do not collect:
  - Any payment or credit-card data.
  - Any geolocation or other precise real-time location data.

### Storage of information

- We store your mobile phone number and your contact list in encrypted form.
- We store your Mobile Device identifier.
- We do NOT store your texts, PLUME™ Pics, or any other content that you transmit through the PLUME™ App.

## Use of information

- When you sign up, we use your mobile phone number to send you an authentication code via iOS notification, which will appear in a banner at the top of your Mobile Device screen.
- We use your contact list to enable you to invite your contacts to download the PLUME™ App and become your PLUME™ Pals, and to enable you to send texts through the PLUME™ App to those contacts whom you designate as PLUME™ Pals.
- There may be people in your contact list to whom you are not comfortable disclosing that you use the PLUME App (“Blocked Contacts”). When you download your contact list to the PLUME™ App, you can designate certain contacts as Blocked Contacts. If you designate someone as a Blocked Contact, we will use your contact list to block you from receiving texts from or sending texts to that Blocked Contact through the PLUME™ App.

## Disclosure and sharing of information

- We may share your mobile number and contact list with our service providers, such as our outside software developers who will maintain and upgrade the PLUME™ App.
- We may disclose that information if we believe that it is reasonably necessary to comply with a law or regulation or judicial or administrative order, to protect the safety of any person, to address fraud, security or technical issues; or to protect NTWC’s rights or property. However, nothing in this privacy policy is intended to limit any legal defenses or objections that you may have to a third party’s, including a government’s, request to disclose your personally identifying information.
- If NTWC is acquired by or merged into another company, we will make that information available to that company to use in the ways described above, to enable it to continue the PLUME™ business.
- If you are a California resident, and you want to find out the names of any third parties with whom we share your personally identifying information under California’s privacy law (Cal. Bus. & Prof. Code § 22575 et seq. (“Cal-OPPA”)), send a request to [support@theplumeapp.com](mailto:support@theplumeapp.com) and within thirty (30) days, we will provide you with that information.
- We use Google® Analytics to track user activity anonymously, to find out how users use the PLUME™ App and track crashes and other exceptions that occur on the PLUME™ App, so that we know how to improve it. Google sees, and shows us, only aggregate, anonymous data, and not any personally identifying information.

## Management of information

- To keep your personally identifying information accurate, current, and complete, please contact [support@theplumeapp.com](mailto:support@theplumeapp.com).

## Protection of information

- We use SSL (Secure Socket Layer) to encrypt your mobile phone number, your contact list and the personally identifying information of any contact on that list, and any text messages, PLUME™ Images and PLUME Pics, as you transmit them through the PLUME™ App. But no Internet transmission is ever 100% secure or error-free.
- We will retain the limited personally identifying information that we store only for the period necessary to fulfill the purposes outlined in this privacy policy, unless a longer retention period is required by law.

## Children

- The PLUME® App is not intended for or directed to people under 17. It is specifically identified in the iTunes® store as being for people 17 and over.
- We do not knowingly collect personally identifying information from anyone under 18. If we become aware that a child under 13 has provided us with personally identifying information, we will take steps to remove such information and terminate the child's account.
- If you become aware that your child has provided us with personally identifying information without your consent, please contact us at [childreport@theplumeapp.com](mailto:childreport@theplumeapp.com) and we will take steps to remove such information and terminate the child's account.

## Changes to this policy

- If this privacy policy and our practices concerning the collection, storage, use or disclosure of personally identifying information change, we will display an iOS notification at the top of your Mobile Device screen that you will see the next time you sign in to the PLUME™ App.
- This privacy policy was last updated on November 6, 2014.