

DeleteMe Privacy Policy

Effective as of 10/19/2020.

This Privacy Policy describes how Abine, Inc. and our corporate subsidiaries and affiliates (collectively, “**Abine**”, “**we**”, “**us**”, or “**our**”) collects, uses and shares your personal information if you visit joindeleteme.com or our other websites or services that link to this Privacy Policy (collectively, the “Services”), contact us, receive our communications or attend our events.

This Privacy Policy does not address Blur, abine.com or other Abine products, services, or websites. You can learn more about how we use and protect Blur, abine.com or other Abine products, services, or websites in the [Blur Privacy policy](#) or by contacting us.

Table of Contents

[Personal Information We Collect](#)

[How We Use Your Personal Information](#)

[How We Share Your Personal Information](#)

[Your Choices](#)

[Other Sites, Mobile Applications, and Services](#)

[Security Practices](#)

[International Data Transfers](#)

[Children](#)

[Changes to this Privacy Policy](#)

[How to Contact Us](#)

[Your California Privacy Rights](#)

[Your Nevada Rights](#)

Personal Information We Collect

Information you provide to us. Personal information you provide to us through the Services may include:

- **Contact information**, such as your first and last name, email address, phone number, professional title and organization name.
- **Profile information**, such as your username and password and any account preferences for the Services.
- **Datasheet information.** When enrolling in the service, you will be asked to fill out a datasheet with personal data fields that you can choose to complete so that we can find instances of data brokers holding that data about you and have it deleted. The kinds of categories that you can provide and thus have us search against include first name, middle name, last name, date of birth, gender, email addresses, phone numbers, street addresses, relative's names, employers, political affiliation and ethnicity. This information is used to provide the DeleteMe service, specifically to search for listings containing your personal information on data broker websites and to have them removed. Your provision of this information to us is entirely optional. The more information you provide, the more data points we can search against and the more listings we can find and have deleted.
- **Feedback or correspondence**, such as information you provide when you contact us with questions, feedback, or otherwise correspond with us.
- **Usage information**, such as information about how you use the Services and interact with us, including information you provide when you use any interactive features of the Services.
- **Marketing information**, such as your preferences for receiving communications about our products, activities, and publications, and details about how you engage with our communications.
- **Other information** that we may collect which is not specifically listed here, but which we will use in accordance with this Privacy Policy or as otherwise disclosed at the time of collection.

Information we obtain from social media platforms. We may maintain pages for Abine on social media platforms, such as Medium, Facebook, Twitter, and LinkedIn. When you visit or interact with our pages on those platforms, the platform provider's privacy policy will apply to your interactions and their collection, use, and processing of your personal information. You or the platforms may provide us with information through the platform, and we will treat such information in accordance with this Privacy Policy.

Information we obtain from other third parties. We may receive personal information about you from third-party sources, such as marketing partners, publicly-available sources, and data providers.

Cookies and Other Information Collected by Automated Means . We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and activity occurring on or through the Services. The information that may be collected automatically includes your computer or mobile device operating system type and version number, manufacturer and model; device identifier; browser type; screen resolution; IP address; the website you visited before browsing to our website; general location information such as city, state or geographic area; and information about your use of and actions on the Services, such as pages or screens you viewed, how long you spent on a page or screen, navigation paths between pages or screens, information about your activity on a page or screen, access times, and length of access. Our service providers and business partners may collect this type of information over time and across third-party websites and mobile applications.

See our [Cookie Policy](#) for more information.

How We Use Your Personal Information

We use your personal information for the following purposes and as otherwise described in this Privacy Policy or at the time of collection:

To operate the Services. We use your personal information to:

- provide, operate, and improve the Services;
- establish and maintain your user profile on the Services;
- communicate with you about the Services, including by sending you announcements, updates, security alerts, and support and administrative messages;
- provide support and maintenance for the Services; and
- respond to your requests, questions and feedback.

For research and development. We analyze use of the Services to improve the Services and to develop new products and services.

To send you marketing and promotional communications. We may send you marketing communications as permitted by law. You can opt out of our marketing and promotional communications as described below.

To comply with law. We use your personal information as we believe necessary or appropriate to comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.

For compliance, fraud prevention, and safety. We may use your personal information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) protect our, your, or others' rights, privacy, safety, or property

(including by making and defending legal claims); (b) enforce the terms and conditions that govern the Services; and (c) protect, investigate, and deter against fraudulent, harmful, unauthorized, unethical, or illegal activity.

With your consent. In some cases we may specifically ask for your consent to collect, use, or share your personal information, such as when required by law.

To create anonymous data. We may create aggregated and other anonymous data from your personal information and other individuals whose personal information we collect. We make personal information into anonymous data by removing information that makes the data personally identifiable to you. We may use this anonymous data and share it with third parties for our lawful business purposes, including to analyze and improve the Services and promote our business.

How We Share Your Personal Information

We do not share your personal information with third parties without your consent, except in the following circumstances or as otherwise described in this Privacy Policy:

Affiliates. We may share your personal information with our corporate subsidiaries and affiliates for purposes consistent with this Privacy Policy.

Service providers. We may share your personal information with third-party companies and individuals that provide services on our behalf or help us operate the Services (customer support, hosting, analytics, email delivery, marketing, and database management services). These third parties may use your personal information only as authorized by their contracts with us.

Partners. We may sometimes share your personal information with business partners or enable them to collect information directly via our Services. See our Cookie Policy for more information about third parties that collect information through our Services with cookies and similar technologies.

Professional advisors. We may disclose your personal information to professional advisors, such as lawyers, bankers, auditors, and insurers, where necessary in the course of the professional services that they render to us.

For compliance, fraud prevention and safety. We may share your personal information for the compliance, fraud prevention and safety purposes described above.

Business transfers. We may sell, transfer, or otherwise share some or all of our business or assets, including your personal information, in connection with a (potential) business transaction

such as a corporate divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution.

Your Choices

In this section, we describe the rights and choices available to all users.

Access or update your information. If you have registered for an account with us, you may review and update certain personal information in your account profile by logging into your account.

Opt out of marketing communications. You may opt out of marketing emails by following the unsubscribe instructions at the bottom of the email. You may continue to receive service-related and other non-marketing emails.

Cookies & browser web storage. For information on how to disable cookies and similar technologies used in the Services, see our [Cookie Policy](#).

Do Not Track and Global Privacy Control. Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” or similar signals. To find out more about “Do Not Track,” please visit www.allaboutdnt.com.

Choosing not to share your personal information. Where we are required by law to collect your personal information, or where we need your personal information to provide the Services to you, if you do not provide this information when requested (or you later ask to delete it), we may not be able to provide you with the Services. We will tell you what information you must provide to receive the Services by designating it as required at the time of collection or through other appropriate means. As described above, while you do not need to fill out your datasheet, if you do not, we will not be able to find your personal data held by data brokers. The more information you provide in your datasheet, the more data points we can search against and the more listings we can find and have deleted.

Other Sites, Mobile Applications, and Services

The Services may contain links to, or content or features from, other websites and online services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. In addition, our content may be included on web pages or in mobile applications or online services that are not associated with us. We do not control third-party websites, mobile applications, or online services, and we are not responsible for their actions. Other websites and services follow different rules regarding the collection, use, and sharing of your personal information. We encourage you to read the privacy policies of the other websites and mobile applications and online services you use.

Security Practices

The security of your personal information is important to us. We employ a number of organizational, technical and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information.

International Data Transfers

We are headquartered in the United States and have service providers in other countries, and your personal information may be transferred outside of your state, province, or country to the United States or other locations where privacy laws may not be as protective as those in your state, province, or country.

Children

The Services are not directed to, and we do not knowingly collect personal information from, anyone under the age of 16. If we learn that we have collected personal information of a child without the consent of the child's parent or guardian, we will delete it. We encourage parents with concerns to contact us.

Changes to this Privacy Policy

We may amend this Privacy Policy at any time by posting the amended version on the Services and indicating the effective date of the amended version. We may announce any material changes to this Privacy Policy through the Service and/or via email if we have your email address. In all cases, your continued use of the Services after the posting of any modified Privacy Policy indicates your assent to the amended Privacy Policy.

How to Contact Us

If you have any questions or comments about this Policy or Abine's privacy practices, email us at legal@getabine.com. You may also write to us via postal mail at:

Abine, Inc.
Attn: Legal – Privacy
P.O. Box 410009
Cambridge, MA 02141

Your California Privacy Rights

California has passed a law called the California Consumer Privacy Act (CCPA). If the CCPA is applicable to you, you have the right to:

1. know the categories of personal information collected about you in the prior 12 months and its sources and business purpose;
2. know whether your personal information is sold or disclosed, and to whom, in the prior 12 months;
3. if your personal information is sold, to opt out of the sale of your personal information;
4. access and then delete your personal information (subject to exceptions); and
5. equal service and price if you exercise your privacy rights.

“Personal Information” is defined to include information that identifies, relates to, describes, or is capable of being associated with a particular consumer or household. This includes (among other types of personal information) IP addresses, geolocation data, biometric information, and “unique identifiers” such as device and cookie IDs, internet activity information like browsing history, commercial information such as products or services purchased or consuming histories or tendencies, and characteristics concerning an individual’s race, color, sex (including pregnancy, childbirth, and related medical conditions), age (40 or older), religion, genetic information, sexual orientation, political affiliation, national origin, disability or citizenship status. Inferences drawn from personal information “to create a profile about a consumer reflecting the consumer’s preferences, characteristics, psychological trends, preferences, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes” are also considered “personal information.”

Contact us at ccpa-requests@joindeleteme.com or +1-833-335-3836.

Your Nevada Rights

You may review and request changes to your information or opt-out of the sale of your personal information at legal@getabine.com

DeleteMe Cookie Policy

Effective as of 10/19/2020.

This Cookie Policy explains how Abine, Inc. and our corporate subsidiaries and affiliates (collectively, “Abine”, “we”, “us” or “our”) uses cookies and similar technologies in connection with joindeleteme.com and any other website that we own or control and which posts or links to this Cookie Policy (collectively, the “Sites”).

What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies serve different purposes, like helping us understand how a site is being used, letting you navigate between pages efficiently, remembering your preferences and generally improving your browsing experience.

Our Sites may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer or mobile device until you delete them).

We use two broad categories of cookies: (1) first party cookies, served directly by us to your computer or mobile device, which we use to recognize your computer or mobile device when it revisits our Sites; and (2) third-party cookies, which are served by service providers or business partners on our Sites, and can be used by these parties to recognize your computer or mobile device when it visits other websites. Third party cookies can be used for a variety of purposes, including site analytics, advertising and social media features.

What types of cookies and similar technologies does Abine use on the Sites?

On the Sites, we use cookies and similar technologies in the following categories described below.

Type	Description	Who serves the cookies	How to control them
Advertising	These cookies are used by advertising companies to collect information about how you use our Sites and other websites over time. These companies use this information to show you ads they believe will be relevant to you within our Services and elsewhere, and to	Google DoubleClick	See “Your choices” below. Google Doubleclick uses its own cookies. You can learn more about Google’s advertising cookies and about how you can control Google’s advertising cookies .

	measure how the ads perform.		
Analytics	These cookies help us understand how our Services are performing and being used. These cookies may work with web beacons included in emails we send to track which emails are opened and which links are clicked by recipients.	Google Analytics	See “Your choices” below. Google Analytics uses its own cookies. You can find out more information about Google Analytics cookies and about how Google protects your data . You can prevent the use of Google Analytics relating to your use of our Sites by downloading and installing a browser plugin .
Essential	These cookies are necessary to allow the technical operation of our Services (e.g., they enable you to move around on a website and to use its features).	Abine	See “Your choices” below.
Functionality/performance	These cookies enhance the performance and functionality of our Services.	Google Tag Manager	See “Your choices” below.
Service Providers	These cookies allow third party services like payment processing, web-based chat, and	Stripe , Olark , Commission Junction	Stripe, Olark, and Commission Junction use their own cookies. You can find out more information

	affiliate programs, to function correctly		about their cookies and your options in the Stripe , Olark , and Commission Junction privacy policies.
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Other technologies

In addition to cookies, our Sites may use other technologies, such as pixel tags to collect information automatically.

Browser Web Storage

We may use browser web storage (including via HTML5), also known as locally stored objects (“LSOs”), for similar purposes as cookies. Browser web storage enables the storage of a larger amount of data than cookies. Your web browser may provide functionality to clear your browser web storage.

Web Beacons

We may also use web beacons (which are also known as pixel tags and clear GIFs) on our Sites and in our HTML formatted emails to track the actions of users on our Sites and interactions with our emails. Unlike cookies, which are stored on the hard drive of your computer or mobile device by a website, pixel tags are embedded invisibly on webpages or within HTML formatted emails. Pixel tags are used to demonstrate that a webpage was accessed or that certain content was viewed, typically to measure the success of our marketing campaigns or engagement with our emails and to compile statistics about usage of the Sites, so that we can manage our content more effectively.

Your choices

Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies, the Sites may not work properly.

For more information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit www.allaboutcookies.org. If you do not accept our cookies, you may experience some inconvenience in your use of our Sites.

Users may opt out of receiving targeted advertising on websites through [members of the Network Advertising Initiative](#) or the [Digital Advertising Alliance](#). Please note that we also may work with companies that offer their own opt-out mechanisms and may not participate in the opt-out mechanisms above.

If you choose to opt out of targeted advertisements, you will still see advertisements online but they may not be relevant to you. Even if you do choose to opt out, not all companies that serve online targeted advertising are included in this list, and so you may still receive some cookies and tailored advertisements from companies that are not listed.

For more information about how we collect, use, and share your information, see our [Privacy Policy](#).

Changes

Information about the cookies we use may be updated from time to time, so please check back on a regular basis for any changes.

Questions

If you have any questions about this Cookie Policy, please contact us at legal@getabine.com.