

SociallyKnit Privacy Policy

At SociallyKnit, your privacy and security are our top priorities. We appreciate that you put your trust in us when you provide us with your information and in turn we hope to help you build meaningful relationships.

We appreciate that you trust us with your information and we intend to always keep that trust. This starts with making sure you understand the information we collect, why we collect it, how it is used and your choices regarding your information.

This Privacy Policy applies from December 1, 2023.

1. Where This Privacy Policy Applies

This Privacy Policy applies to survey, websites, events and other services we operate under the brand SociallyKnit and in conjunction with other partners. For simplicity, we refer to all of these as our “services” in this Privacy Policy.

2. Information We Collect

You choose to give us certain information when using our services. This includes:

When you create an account or fill out your profile survey, you provide us with your email, name, age, interests, and general availability. You may also choose to share your preferred pronouns, phone number, if you have children, how many children you may have & their ages, your pet status, if you've ever lived outside of the country, where you have lived, what languages you speak, your political preferences, your introversion/extroversion level, and any fun facts you may choose to share. Where you

provide such elements to us, you consent to us using it for the purposes identified and as laid out in this Privacy Policy.

When you make a make a payment through our reservation site and you provide us with information related to the purchases you make and our payment processors with information such as your debit or credit card number or other financial information.

When you participate in surveys, you give us your insights into our products and services, responses to our questions and testimonials that will help us continue to improve our products and services.

When you choose to participate in our promotions, events or contests, we collect the information that you use to register or enter.

If you contact us (e.g., through our customer team or on social media), we collect the information you give us during the interaction.

3. How we collect information:

We collect information directly when you use our services as when you communicate with us over platforms such as email, social media, or SMS. We also partner with Paperform to collect your personal information, you can refer to their [Privacy Policy here](#)

4. How We Use Information

The main reason we use your information is to help put on more thoughtfully curated events in your building as well as to better connect you to your neighbors and community. TightKnit information is used for your internal profile and will enable our algorithm to best match you with others in your area. Once our algorithm has identified

an eligible match group, an email will be sent to you and your matches that will share your email address, interests and other potential commonalities as well as your shared fun fact. Your general profile is not visible to anyone and will only be used for our algorithm.

A. To improve our services and develop new ones

- Understand how users typically use the services to improve them (for instance, we may decide to change the look and feel or even substantially modify a given feature based on how users react to it)
- Develop new features and services (for example, we may decide to build a new interests-based feature further to requests received from users).

B. To prevent, detect and fight fraud and other illegal or unauthorized activities

- Find and address ongoing, suspected or alleged violations of our Terms of Use, notably through the review of reports and interactions between members
- Better understand and design countermeasures against violations of our Terms of Use
- Retain data related to violations of our Terms of Use to address the violation and prevent against recurrences
- Enforce or exercise our rights, for example our rights set out in our Terms of Use
- Communicate to individuals who submit a report, including what we've done as a result of their submission

C. To ensure legal compliance

- Comply with legal requirements

- Assist law enforcement

To process your information as described in this Privacy Policy, we rely on the following legal bases:

Legitimate interests: We process your information for purposes A, B and C above, based on our legitimate interest. For instance, we analyze users' behavior on our services to continuously improve our offerings, we suggest offers we think might interest you and promote our own services, we process information to help keep our users safe and we process data where necessary to enforce our rights, assist law enforcement and enable us to defend ourselves in the event of a legal action.

Comply with applicable laws and regulations: We also keep data evidencing consents users give us and decisions they may have taken to opt-out of a given feature or processing.

Consent: If you choose to provide us with information that may be considered "special" or "sensitive" in certain jurisdictions, you're consenting to our processing of that information in accordance with this Privacy Policy. You may withdraw your consent at any time by contacting us at the address provided at the end of this Privacy Policy.

With our service providers and partners

We use vendors to help us operate our services, such as data hosting and maintenance, analytics, customer care, payment processing and security operations. We may also share information with vendors who distribute and assist us in advertising our services. For instance, we may share limited information on you in hashed, non-human readable form to advertising vendors.

We follow a strict vetting process prior to engaging any vendor or working with any partner. Our vendors and partners must agree to strict confidentiality obligations.

For corporate transactions

We may transfer your information if we are involved, whether in whole or in part, in a merger, sale, acquisition, divestiture, restructuring, reorganization, dissolution, bankruptcy or other change of ownership or control.

With law enforcement / when required by law

We may disclose your information if reasonably necessary: (i) to comply with a legal process, such as a court order, subpoena or search warrant, government / law enforcement investigation or other legal requirements; (ii) to assist in the prevention or detection of crime (subject in each case to applicable law); or (iii) to protect the safety of any person.

To enforce legal rights

We may also share information: (i) if disclosure would mitigate our liability in an actual or threatened lawsuit; (ii) as necessary to protect our legal rights and legal rights of our users, business partners or other interested parties; (iii) to enforce our agreements with you; and (iv) to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing.

With your consent or at your request

We may ask for your consent to share your information with third parties. In any such case, we will make it clear why we want to share the information.

We may use and share non-personal information (meaning information that, by itself, does not identify who you are such as device information, general demographics,

general behavioral data, location in de-identified form), as well as personal information in hashed, non-human readable form, under any of the above circumstances. We may combine this information with additional non-personal information or personal information in hashed, non-human readable form collected from other sources.

Additionally, please note that we do not “sell” your personal data, or use it for “targeted advertising” or “profiling” in furtherance of decisions that produce legal or similarly significant effects, as those terms are defined by applicable law in your state, so no opt-out choice is necessary.

5. How Long We Retain Your Information

We keep your personal information only as long as we need it for legitimate business purposes (as laid out in Section 4) and as permitted by applicable law. If you decide to stop using our services, you can close your account and you will no longer be matched with our users. Note that we will close your account automatically if you are inactive for a period of 1 year. After your account is closed, we will delete your personal information, as laid out below:

To protect the safety and security of our users, we implement a safety retention window of three months following account closure. During this period, we keep your information in the event that it might be necessary to investigate unlawful or harmful conducts. The retention of information during this safety retention window is based on our legitimate interest as well as that of potential third-party victims.

Once the safety retention window elapses, we delete your data and only keep limited information for specified purposes, as laid out below:

We maintain information on the basis of our legitimate interest where there is an outstanding or potential issue, claim or dispute requiring us to keep information (in particular if we receive a valid legal subpoena or request asking us to preserve data (in which case we would need to keep the data to comply with our legal obligations) or if data would otherwise be necessary as part of legal proceedings).

6. No Children Allowed

Our services are restricted to individuals who are 18 years of age or older. We do not permit individuals under the age of 18 on our platform. If you suspect that a user is under the age of 18, please use email us at info@sociallyknit.com

7. Privacy Policy Changes

Because we're always looking for new and innovative ways to help you build meaningful connections and strive to make sure explanations about our data practices remain up-to-date, this policy may change over time. We will notify you before any material changes take effect so that you have time to review the changes.

8. How to Contact Us

If you have questions about this Privacy Policy, you can reach us at

info@sociallyknit.com