



PRIVACY POLICY

HoofJaw Media ("**HoofJaw**") takes your privacy seriously. However, we expect that common sense must prevail in using a technology such as Buddy. At its core, **Buddy is a system that broadcasts your location and certain personal information.** We only broadcast the information that you provide us, and we never sell the information you give to us to third parties. **HoofJaw is not responsible for the personally identifiable, profile, or location information that you choose to disclose publicly on the Buddy System.** However, if you consider the details you would otherwise enter into the Buddy application to be secret information, and if you do not want people you don't know having access to your approximate location, then please – use common sense – **and don't use the Buddy application or Buddy.com.**

Please be aware of [practical tips](#) the federal government and the technology industry have developed to help you guard against Internet fraud. Always secure your computer and protect your secret personal information.

How HoofJaw Uses Your Personal Information

This policy covers how HoofJaw treats personal information that HoofJaw collects and receives, including information related to your past use of HoofJaw products and services. Personal information is information about you that is personally identifiable like your name, address, email address, or phone number, and that is not otherwise publicly available.

This privacy policy only applies to HoofJaw Media

This policy does not apply to the practices of companies that HoofJaw does not own or control, or to people that HoofJaw does not employ or manage.

INFORMATION COLLECTION AND USE

General

HoofJaw Media collects personal information when you register with Buddy, when you use Buddy, when you visit Buddy.com or the pages of certain HoofJaw Media partners. HoofJaw Media may combine information about you that we have with information we obtain from business partners or other companies.

When you register we ask for information such as your name, age, gender and personal interests. We also collect a unique identifier for your portable device (iPhone or iPod Touch). When you initiate the Buddy application and connect to the Buddy platform, you are not anonymous to us.

HoofJaw Media collects information about your usage of the Buddy platform – including communications, gift sending/receiving patterns, location updates and demographic details.

HoofJaw Media automatically receives and records information from your computer and browser, including your [IP address](#), device software and hardware attributes, and the pages or views you request.

HoofJaw Media uses information for the following general purposes: to customize the advertising, gift types and content you see, fulfill your requests for products and services, improve our services, contact you, to conduct research, and formulate product strategy based on customer demand.

Children

HoofJaw does not knowingly collect or maintain personally identifiable information on Buddy from persons under 14 years-of-age, and no part of Buddy is directed to persons under 14. IF YOU ARE UNDER 14 YEARS OF AGE, THEN PLEASE DO NOT USE OR ACCESS BUDDY AT ANY TIME OR IN ANY MANNER. If HoofJaw learns that personally-identifiable information of persons less than 14-years-of-age has been collected on Buddy without verifiable parental consent, then Buddy will take the appropriate steps to delete this information. If you are a parent or guardian and discover that your child under the age of 14 has obtained a Buddy account, then you may alert HoofJaw at privacy@buddy.com and request that we delete that child's personal information from our systems.

HoofJaw does not contact children under age 14 about special offers or for marketing purposes without a parent's permission.

INFORMATION SHARING AND DISCLOSURE

HoofJaw will not rent, sell, or share personal information about you with other people or non-affiliated companies except to provide products or services you've requested, when we have your permission, or under the following circumstances:

- We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims.
- We believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of HoofJaw's Terms and Conditions of Use, or as otherwise required by law.
- We transfer information about you if HoofJaw is acquired by or merged with another company. In this event, HoofJaw will notify you before information about you is transferred and becomes subject to a potentially different privacy policy.
- Buddy displays targeted gifts in the Gift Marketplace based on the personal information you provide us. Sponsors of gifts may assume that people who interact with, view, or click Buddy Gifts meet the targeting criteria—for example, men ages 28-34 in a 5 mile radius from Kirkland, WA.
- HoofJaw does not provide any personal information to a gift sponsor when you interact with or view a gift. However, by interacting with or viewing a gift you are consenting to the possibility that the advertiser will make the assumption that you meet the targeting criteria used to display the gift.

YOUR ACCOUNT CONTROL

General

You can edit your Buddy Profile, including your match criteria, at any time.

New categories of Buddy types might be added to the Buddy platform from time to time.

We reserve the right to send you certain messages through the Buddy platform (or via email if we have your email address), such as service announcements and administrative messages without offering you the opportunity to opt out of receiving them.

You can delete your Buddy client at any time by holding down the icon until a "X" appears in the corner of the icon – and then tapping that "X". Even after deleting an account Buddy reserves the right to keep usage data from your account for a period not to exceed 2 years, for the purposes of performance research and product planning. You may opt out of this at any time after having deleted your client by emailing privacy@buddy.com.

CHANGES TO THIS PRIVACY POLICY

HoofJaw may update this policy. We will notify you about significant changes in the way we treat personal information by sending a notice to your Buddy account/device, or by placing a prominent notice on our site.

QUESTIONS AND SUGGESTIONS

If you have questions or suggestions, please contact us at:
HoofJaw Media Inc.
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privacy@buddy.com