

Categories of Personal Information	We collect such personal information from the following categories of sources:	We collect such personal information to use for the following business or commercial purposes:	We share such personal information with the following categories of third parties:
Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, social security number, driver's license number, passport number, or other similar identifiers.	From the consumer directly. We collect IP addresses through web technologies as explained more fully in Section 1.	To enable you to sign up for and provide our services, to establish and manage user accounts, to provide customer support and respond to requests, questions and comments, to conduct data analysis, pricing, marketing, market research, fraud/abuse prevention, for legal compliance and accounting requirements, to disclose personal profile information to your matches as part of our services, to process purchase and other transactions, to collect on outstanding and past due account balances, to communicate with you in connection with our services or for promotional purposes, for friend referrals you have requested, to ensure the proper and user-friendly operation of our websites and services, to provide interest-based content and advertising, and payment processing.	Customer service providers, advertising networks, data analytics service providers, social networks with your consent, marketing service providers, transaction processors, collection agencies, technology service providers (<i>e.g.</i> , content delivery network, fraud prevention software), and other members, as explained in this Privacy Policy.
Categories of personal information described in subdivision (e) of Section 1798.80 .	From the consumer directly.	To enable you to sign up for and provide our services, to establish and manage user accounts, to provide customer support and respond to requests,	Customer service providers, advertising networks, data analytics service providers, social networks with your consent, marketing

		<p>questions and comments, to conduct data analysis, pricing, marketing, market research, fraud/abuse prevention, for legal compliance and accounting requirements, to disclose personal profile information to your matches as part of our services, to process purchase and other transactions, to collect on outstanding and past due account balances, to communicate with you in connection with our services or for promotional purposes, for friend referrals you have requested, and payment processing.</p>	<p>service providers, transaction processors, collection agencies, technology service providers (<i>e.g.</i>, content delivery network, fraud prevention software), and other members, as explained in this Privacy Policy.</p>
<p>Characteristics of protected classifications under California or federal law (<i>e.g.</i> gender identity).</p>	<p>From the consumer directly.</p>	<p>Where you chose to provide such information, solely to provide our services to you (<i>e.g.</i>, as part of your registration of an account, creating or updating your profile, calculating compatibility scores, matching you with other users, and disclosing profile information to your matches.</p>	<p>Customer Service providers, marketing service providers, technology service providers (<i>e.g.</i>, content delivery network, fraud prevention software) and other members, as explained in this Privacy Policy.</p>
<p>Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<p>From the consumer directly.</p>	<p>To provide our services, to establish and manage user accounts, to provide customer support and respond to requests, questions and comments, to conduct data analysis, pricing, marketing, fraud/abuse prevention, for legal compliance and</p>	<p>Customer service providers, advertising networks, data analytics service providers, marketing service providers, transaction processors, collection agencies, and technology service providers (<i>e.g.</i>,</p>

		accounting requirements, to process purchase and other transactions, to collect on outstanding and past due account balances, to communicate with you in connection with our services or for promotional purposes, and payment processing.	content delivery network, fraud prevention software).
Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with an Internet Web site, application, or advertisement.	We collect consumers' interactions with our website through web technologies as explained in Section 1.	To provide our services, to disclose profile information to your matches, as part of our services (e.g., your last login date, where you are currently online), for security, compliance and legal reasons, to ensure the proper and user-friendly operation of our websites and services, to provide interest-based content and advertising, to conduct data analysis, pricing, and marketing.	Advertising networks, data analytics service providers, marketing service providers, and other members as explained in this Privacy Policy.
Geolocation data.	We collect zip codes from consumers directly. We collect IP addresses through web technologies as explained more fully in Section 1.	To provide our services, to disclose profile information to your matches, as part of our services (e.g. radius search), to conduct data analysis, and fraud/abuse prevention, and for legal compliance.	Customer service providers, data analytics service providers, technology service providers (e.g., content delivery network, fraud prevention software), and other members as explained in this Privacy Policy.
Audio, electronic, visual, thermal, olfactory, or similar information (e.g., pictures).	From the consumer directly.	To provide our services, to disclose profile information to your matches, as part of our services (e.g. profile photos), fraud/abuse prevention, and for legal compliance.	Customer service providers, data analytics service providers, social networks with your consent, technology service providers (e.g., content delivery network, fraud

			prevention software), and other members as explained in this Privacy Policy.
Professional or employment-related information.	From the consumer directly.	To provide our services, to disclose profile information to your matches, as part of our services (e.g. your occupation), to conduct data analysis, pricing, marketing, market research, fraud/abuse prevention, and for legal compliance.	Customer service providers, data analytics service providers, technology service providers (e.g., content delivery network, fraud prevention software), and other members as explained in this Privacy Policy).
Education information, defined as information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. section 1232g, 34 C.F.R. Part 99) (e.g., whether you went to college).	From the consumer directly.	To provide our services, to disclose profile information to your matches, as part of our services pricing, marketing, market research, fraud/abuse prevention, and for legal compliance.	Customer service providers, data analytics service providers, technology service providers (e.g., content delivery network, fraud prevention software), and other members as explained in this Privacy Policy.
Inferences drawn from any of the information identified in this chart to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	From the consumer directly. The inferences we draw relate to the compatibility quizzes consumers take and personal information consumers provide in their profile to provide matches with other users.	To provide our services, (e.g., calculate compatibility scores and match you with other users); to disclose personal profile information to your matches as part of our services; to communicate with you in connection with our services or for promotional purposes; to ensure the proper and user-friendly operation of our websites and services; to evaluate usage data and understand how users interact with our websites and services;	Customer service providers, data analytics service providers, technology service providers (e.g., content delivery network, fraud prevention software), and other members as explained in this Privacy Policy.

		to improve our websites and services; and to provide interest-based content and advertising.	
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