

PRIVACY POLICY

LAST REVISED ON: August 11, 2026

TrulyUs LLC ("Company", "TrulyUs" or "We") respects your privacy and is committed to protecting it through our compliance with this policy. This policy applies to www.trulyus.com and www.trulyus.ai, other Internet sites and applications on which this PRIVACY POLICY is posted, TrulyUs's web products, web applications, software, systems, and related products and services accessed through the foregoing (collectively, the "System") and our practices for collecting, using, maintaining, protecting, and disclosing that information. The System is a consumer dating platform intended for individual use by adults age 18 and older, and is currently offered only to individuals located in the United States. If you're a resident of California or Nevada, you should read this policy and the applicable sections below for residents of California and Nevada.

Please read this PRIVACY POLICY carefully to understand our policies and practices regarding your information and how we will treat it. We use your personal data to provide and improve our platform. By using the platform, you agree to the collection and use of information in accordance with this PRIVACY POLICY. If you do not agree with our policies and practices, your choice is not to use our System. By accessing or using this System, you agree to this PRIVACY POLICY. This PRIVACY POLICY may change from time to time (see "Changes to Our PRIVACY POLICY" below). Any changes to this PRIVACY POLICY will be effective immediately on posting the updated PRIVACY POLICY unless otherwise stated or as required by applicable law (for example, notice and opt-in or opt-out consent may be required). Your continued use of this System after we make changes is deemed to be acceptance of those changes to the fullest extent permitted by applicable law, so please check the policy periodically for updates.

1. SCOPE OF TRULYUS PRIVACY POLICY

This PRIVACY POLICY applies to all aspects of our System as well as to information we may collect offline. This System may link to or incorporate websites or content hosted and served by others over which we have no control, such as third-party websites, online properties, platforms, social media, or systems, which are each governed by the PRIVACY POLICY and business practices of the third party. You understand and agree that TrulyUs is not responsible for the security, privacy, or business practices of any third party.

This policy applies to information we collect

- On this System and all associated TrulyUs software and web apps.
- In email, text, and other electronic messages between you and this System.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

It does not apply to information collected by:

- Us through any other means, including on any other website operated by the Company or any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the System.

2. YOUR INFORMATION

2.1 Information We Collect About You and How We Collect It. We collect several types of information from and about users of our System, including information:

- By which you may be personally identified, such as name, e-mail address, telephone number, date of birth, gender, sexual orientation or dating preferences, profile photographs, Google account profile information (if you sign in with Google), and any other identifier by which you may be contacted online or offline, including IP addresses and cookie identifiers (collectively, “personal information”);
- Government-issued identification information and biometric identifiers or biometric information (such as a facial geometry scan derived from a selfie) which are collected and processed directly by our third-party identity verification provider, collected as part of the TrulyUs Passport identity-verification process (see Section 2.5 below);
- That is about you but individually does not identify you, such as geo location, operating system, browser preferences, input devices; and/or
- About your internet connection, the equipment you use to access our System, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the System. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies.
- From third parties, for example, our business partners.

2.2 Information you provide. The information we collect on or through our System may include:

- Information that you provide by filling in forms on our System. This includes information provided at the time of registering to use or creating an account on our System or requesting further services. We may also ask you for information when you report a problem with our System.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- When you make a purchase or request a refund, details of the transaction (what you purchased, the date of the transaction, and the price). Payments are processed by our payment provider. TrulyUs does not receive or store your complete payment-card number, although we may receive transaction details such as payment status, card type, expiration date, and the last four digits of your debit or credit card number.
- Any other information, content or documents you upload to the System.

2.3 Information We Collect Through Automatic Data Collection Technologies. As you navigate through and interact with our System, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our System, including traffic data, location data, logs, and other communication data and the resources that you access and use on the System.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

- Precise or approximate device location (where you have enabled location services), which we use to power member discovery and matching based on proximity, as described in Section 3 below.

We also may use these technologies to collect information about your online activities over time and across third-party websites or online services, but we do not currently use targeting cookies or third-party advertising networks on the System. Where required by law, you may manage non-essential cookies through the System cookie-preference center or the controls made available on the System.

The information we collect automatically may include personal information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our System and to deliver a better and more personalized service, including by enabling us to:

- Estimate our System usage statistics and usage patterns.
- Store information about your preferences, allowing us to customize our System according to your individual interests.
- Improve the services we provide to our users.
- Recognize you when you return to our System.

We use cookies and similar technologies (collectively, “Cookies”) for this automatic data collection. We classify Cookies in the following four categories:

Essential Cookies. Essential Cookies are necessary for the System to function and cannot be switched off without affecting your ability to use the System. They are usually only set in response to specific actions you take on the System, such as retaining search results where you use an internal search function or setting your Cookies preferences. Essential Cookies seldom collect and use any personal information, though they may contain an ID code which allows the System to distinguish you as an individual visitor from all other visitors on the System at the same time. Essential Cookies are typically session Cookies and only retain data for the duration of your visit to the System. We use essential Cookies as we believe it is in both our and your legitimate interests to enable the System to work properly.

Functional Cookies. We use functional Cookies to understand how the System is used and to customize and enhance the Internet experience of users. When you revisit the System, we may recognize you by a functional Cookie and customize your experience. For example, once you have completed the registration process, a functional Cookie will be used to avoid you having to register again. The retention period of functional Cookies varies from the duration of your visit to the System up to two years, depending on the purpose of the Cookie.

Performance Cookies. We use performance Cookies to collect and track information such as demographic information, domain names, computer type, browser types, screen resolution, and other statistical data involving the use of the System. We use performance Cookies to help us understand who uses the System and to improve and market it, as well as our other services. We also use performance Cookies in connection with System pages and email messages in certain formats to track the actions of System users and email recipients, to determine the success of marketing campaigns and to compile statistics about System usage and response rates.

Targeting Cookies. TrulyUs does not serve advertisements to users of the System and does not use third-party advertising networks on the System. Targeting Cookies are not currently used on the System.

Where Cookies are not strictly necessary for the operation of the System, we will obtain your consent before placing such Cookies on your device, and you may manage your preferences at any time through our cookie-preference center available on the System (or by adjusting your browser settings as described above).

We may collect certain information automatically, including information that may be considered personal information under applicable law, such as IP addresses, device identifiers, cookie identifiers, usage data, and similar technical information. We may maintain this information separately or associate it with other personal information we collect or receive.

2.4 Third-Party Use of Cookies and Other Tracking Technologies. Some content on the System may be served by third-party service providers (such as analytics, identity-verification, and payment-processing tools) that may use cookies or similar tracking technologies in connection with the provision of their services. We do not control these third parties' tracking technologies. For information about how you can opt out of non-essential tracking, see "Choices About How We Use and Disclose Your Information" below.

2.5 Identity Verification and Biometric Information. As part of the TrulyUs Passport process, you will be directed to a third-party identity-verification provider's application, where that provider directly collects a photograph of your government-issued identification document and a live selfie. The provider (VERIFF) uses this information to perform identity verification, including by generating biometric identifiers and biometric information (such as a facial geometry scan derived from your selfie) and comparing that scan against your identification document. TrulyUs does not collect or store the underlying photographs or biometric data — it receives only the outcome of the verification from the provider. Retention and deletion of biometric information collected by our identity-verification provider is governed by that provider's privacy policy and applicable law.

This biometric information is used solely to verify your identity, prevent fraud and duplicate accounts, and maintain the security of the System. We do not sell, lease, trade, or otherwise profit from biometric identifiers or biometric information, and we do not disclose this information except to our identity-verification service provider, or as required by law. We will obtain your consent before collecting biometric information for Passport verification.

3. HOW WE USE YOUR INFORMATION

We use information that we collect about you or that you provide to us, including any personal information:

- To present our System and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To provide you with notices about your account, including expiration and renewal notices.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our System or any products or services we offer or provide through it.

- To use data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our System, products, services, marketing and your experience.
- To contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt-out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us.
- To contact you with respect to items, products or services that are germane to the products and services that the Company might provide you.
- To allow you to participate in interactive features on our System.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.
- To improve the operation, safety, and performance of the System using aggregated or de-identified usage information. We do not use private member messages, precise location information, Passport identity-verification information, or Incident Reports to train general-purpose artificial-intelligence models. If we propose to use sensitive personal information for a materially different artificial intelligence training purpose, we will provide separate notice and obtain consent where required by law. Incident Reports may include text, uploaded evidence, communications, and other information voluntarily provided by users for safety or moderation purposes.
- To operate member discovery and matching, including using your profile information and location to identify and display other members to you, and to facilitate messaging between matched members.

We may use your contact information to contact you about TrulyUs products or services that may be of interest to you. We do not currently use personal information for third-party cross-marketing programs. You may opt out of marketing communications by following the unsubscribe instructions in our emails, adjusting your in-app notification settings, or by contacting us at info@trulyus.com.

We do not currently sell personal information or share personal information for cross-context behavioral advertising as those terms are defined under applicable U.S. state privacy laws. TrulyUs may create, license, sell, or otherwise commercialize de-identified, anonymized, aggregated, or statistical data that does not identify any individual or specific customer. If TrulyUs changes its practices so that it sells personal information or shares personal information for targeted advertising within the meaning of applicable law, TrulyUs will update this PRIVACY POLICY and provide any opt-out rights required by law before doing so.

4. RETENTION AND TRANSFER OF INFORMATION

4.1 RETENTION OF YOUR PERSONAL INFORMATION AND DATA

The Company will retain your personal information and data only for as long as is necessary for the purposes set out in this PRIVACY POLICY. We will retain and use your personal information and data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies. If you delete your account, content you have already sent to another member (such as a message) may

remain visible to that member, as we do not have the ability to retract information already delivered to and stored by another user.

The Company will also retain your usage data for internal analysis purposes. Usage data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our platform, or we are legally obligated to retain this data for longer time periods.

4.2 TRANSFER OF YOUR PERSONAL DATA

Your personal information and data is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to, and maintained on, computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those from your jurisdiction. Your consent to this PRIVACY POLICY followed by your submission of such information represents your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that your personal information and data is treated securely and in accordance with this PRIVACY POLICY and no transfer of your personal information and data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

5. SECURITY OF YOUR PERSONAL DATA

We have implemented administrative, technical, and physical safeguards designed to protect personal information from accidental loss and unauthorized access, use, alteration, and disclosure. These safeguards may include access controls, authentication measures, encryption in transit and/or at rest, backup procedures, monitoring, incident-response processes, and vendor-security controls, as appropriate for the nature of the information and the services provided. Any specific security commitments for enterprise customers should be set forth in the applicable customer agreement or security documentation. Access to biometric information collected for Passport verification is limited to personnel and service providers with a legitimate need to process it for verification, fraud-prevention, or security purposes.

The safety and security of your information also depends on you. Where you authenticate using a password we have given you (or you have chosen) for access to certain parts of our System, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

The security of your personal information and data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information and data, we cannot guarantee its absolute security. Authorized employees, contractors, and service providers may access personal information and data only where reasonably necessary to perform their duties and subject to appropriate confidentiality, security, and use restrictions. Third-party vendors who support our System — such as analytics, identity-verification, and payment-processing providers — may collect, store, use, process, and transfer information about your activity on our platform pursuant to their agreements with us and their own privacy policies. Any transmission of personal information and data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the System. In the event of a data breach affecting your personal information and data, we will notify affected users in accordance with applicable law and our internal incident response procedures.

6. DISCLOSURE OF YOUR INFORMATION

6.1 Information We May Disclose. TrulyUs may disclose aggregated information about our users, and information that does not identify any individual, without restriction. We may disclose personal information and data that we collect or you provide as described in this PRIVACY POLICY:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who may be bound by contractual obligations to keep personal information and data confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information and data held by the Company about our System users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information and data:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Terms of Use which can be found at www.trulyus.com/faq and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.
- To our identity-verification service provider, solely to perform Passport identity verification.
- To respond to safety concerns, Incident Reports, or suspected violations of our Terms of Use, including reporting suspected child sexual abuse material to the National Center for Missing & Exploited Children (NCMEC) and suspected human trafficking to the National Human Trafficking Hotline and/or law enforcement, as described in our Terms of Use.

6.2 Choices About How We Use and Disclose Your Information. We strive to provide you with choices regarding the personal information and data you provide to us. We have created mechanisms to provide you with the following control over your information:

- Tracking Technologies. You can set your browser to refuse all or some browser cookies or to alert you when cookies are being sent. Where legally required, you may also manage non-essential cookies through the System cookie-preference center or other controls made available on the System. If you disable or refuse cookies, some parts of the System may be inaccessible or may not function properly.
- Third-Party Advertising. TrulyUs does not currently disclose personal information and data to unaffiliated third parties for their own third-party advertising or cross-marketing purposes. If that

practice changes, TrulyUs will update this PRIVACY POLICY and provide any required opt-out mechanism before doing so.

- Promotional Offers from the Company. If you do not wish to have your email address or other contact information used by TrulyUs to promote our products or services, you may opt out by following the unsubscribe instructions in our emails or by sending your request to info@trulyus.com.

California residents may have additional personal information and data rights and choices. Please see “Your California Privacy Rights” below for more information.

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to this designated address: info@trulyus.com. However, please know we do not currently sell data triggering that statute’s opt-out requirements.

7. STATE PRIVACY RIGHTS

If you are a resident of a U.S. state with an applicable comprehensive privacy law, you may have certain rights in relation to the personal information and data we collect from you, subject to applicable thresholds, exemptions, verification requirements, and limitations. These rights are not absolute, and we may decline a request where permitted by law. Depending on your state of residence and our legal obligations, these rights may include:

- Right to know whether or not we are processing your personal data;
- Right to access your personal data;
- Right to correct inaccuracies in your personal data;
- Right to request the deletion of your personal data;
- Right to obtain a copy of the personal data you previously shared with us;
- Right to non-discrimination for exercising your rights; and
- Right to opt out of the processing of your personal data if it is used for targeted advertising (or sharing as defined under California’s privacy law), the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects (“profiling”).

Depending on the state you live in, you may also have the following rights:

- Right to access the categories of personal data being processed (as permitted by applicable law, including the privacy law in Minnesota);
- Right to obtain a list of the categories of third parties to which we have disclosed personal data (as permitted by applicable law, including the privacy law in California, Delaware, and Maryland);
- Right to obtain a list of specific third parties to which we have disclosed personal data (as permitted by applicable law, including the privacy law in Minnesota and Oregon);
- Right to review, understand, question, and correct how personal data has been profiled (as permitted by applicable law, including the privacy law in Minnesota);
- Right to limit use and disclosure of sensitive personal data (as permitted by applicable law, including the privacy law in California); and

- Right to opt out of the collection of sensitive data and personal data collected through the operation of a voice or facial recognition feature (as permitted by applicable law, including the privacy law in Florida).

To exercise any rights available to you under applicable law, please contact us at: info@trulyus.com. We may need to verify your identity and authority before fulfilling your request.

California residents may have additional rights under the California Consumer Privacy Act, as amended, to the extent it applies to TrulyUs and the information at issue. Those rights may include the right to know/access, delete, correct, opt out of sale or sharing, limit certain uses of sensitive personal information and data, and not be discriminated against for exercising privacy rights. To submit a request, contact us at: info@trulyus.com.

8. CHILDREN AND USE BY MINORS

The System is intended only for use by adults 18 years of age or older and is a general-audience product; it is not directed to, designed for, or intended for use by children. Consistent with the Children's Online Privacy Protection Act ("COPPA"), we do not knowingly collect personal information and data from children under 13, and all accounts must be created and used by an adult. If we learn that we have inadvertently collected personal information and data from a child under 18, we will take steps to delete it promptly. If you believe that we have collected personal information and data from a child, please contact us at info@trulyus.com.

9. SENSITIVE PERSONAL INFORMATION

Certain information you provide or that we collect in connection with the System may be considered sensitive personal information under applicable law, including: biometric identifiers and biometric information collected for Passport identity verification (see Section 2.5 above); information you choose to include in your profile regarding sexual orientation, dating or relationship preferences, or similar characteristics; precise geolocation information, where you enable location services; and information you voluntarily disclose to us in an Incident Report or safety-related communication, which may include information about actual or suspected criminal conduct. The contents of messages you exchange with other members may also be considered sensitive personal information under applicable law to the extent they reveal information such as health, sexual orientation, or similar characteristics, even though you are communicating that information to another member rather than entering it into your profile.

We collect and use sensitive personal information only as reasonably necessary to provide the System (including identity verification, member matching and discovery, safety and moderation, and legal compliance) and as permitted by applicable law. Where required by law, we will obtain your consent before collecting or processing sensitive personal information, and you may have the right to limit our use of sensitive personal information as described in the State Privacy Rights section above. We do not collect government-issued identification numbers (such as Social Security numbers) except as required by law, and we do not intentionally collect health, genetic, or trade-union membership information.

10. CHANGES TO OUR PRIVACY POLICY

It is our policy to post any changes we make to our PRIVACY POLICY on this page with a notice that the PRIVACY POLICY has been updated on the System home page. If we make material changes to how we treat our users' personal information and data, we will notify you by email to the primary email address specified in your account and/or through a notice on the System home page. The date the PRIVACY POLICY

was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our System and this PRIVACY POLICY to check for any changes.

11. CONTACT INFORMATION

To ask questions or comment about this PRIVACY POLICY and our privacy practices, contact us at:

TrulyUs LLC

2424 Mill Road Alexandria, Virginia 22314 USA

Email: info@trulyus.com