

## How Plaxo Works

Plaxo is a contact management tool that enables users to automatically update their address books. Members use Plaxo to send update request e-mails to people in their contact list and insert any changes into their address books. When other members on a user's contact list use Plaxo, the two accounts are kept in sync and automatically updated with changes as they occur - no e-mails necessary. Plaxo allows users to back-up his/her address book online so that they can sign-in securely to access their contact list anytime, from anywhere.

We are committed to protecting our users' privacy and the privacy of individuals in their contact lists. We do not use or disclose any user information without the user's permission and protect all accounts with state-of-the-art, financial grade technologies. We treat our users' information as their property and do not share this with anyone else. In particular:

- Only the user can control and access his/her information. Plaxo employees do not have rights to view users' address books.
- Plaxo is not a Trojan horse program, a worm, or a virus. Plaxo is a legitimate tool that users must proactively download to their computers. Plaxo will never secretly download itself on any computer.
- Plaxo is not spam-ware. We do not create spam mailing lists for the purpose of selling these lists to third parties nor do we solicit the contacts of our members. As part of the service agreement, members are also prohibited from sending commercial e-mails or advertisements.
- Plaxo is not spy-ware. We do not install software on computer systems to track users' buying or surfing habits. Plaxo only uses cookies to serve our users more efficiently, never to identify them personally or individually.
- Plaxo does not mine Outlook for passwords. Passwords are only used to more securely provide users with the features of our service. We encrypt all passwords stored within our database, and never send passwords or request passwords through e-mail.
- Plaxo ignores Microsoft Exchange public folders and corporate address books found on company e-mail servers.
- There are no global address lists.

We encourage all members and non-members to read Plaxo's white papers on our "Security Safeguards" and "Privacy Standards" for more in-depth information on the measures we take to ensure a safe and secure environment for our users. Following is a summary of how Plaxo works from the inside.

### I. Downloading and Installing Plaxo

Users can download Plaxo version 1.0 for free at [www.plaxo.com/downloads](http://www.plaxo.com/downloads). The step-by-step instructions get users started with a small and fast download (450K). Plaxo currently supports Microsoft Outlook Express (version 5.5 and 6.x) and Microsoft Outlook (version 2000/2002/XP/2003). Plaxo runs on Windows 98, ME, 2000, NT, and XP. Once a user has downloaded Plaxo, he/she can back up his address book online and access it through Plaxo's secure and free web-based address book.

If a user's system is not yet supported or if the user does not have Outlook or Outlook Express, he/she can still create a free online user account which does nearly everything that the downloadable software can do.

## II. The Plaxo Toolbar

The "Plaxo" menu in the top bar of the e-mail client enables a variety of Plaxo features from within Outlook and Outlook Express. Selecting "Plaxo -> Plaxo Today" will open the Plaxo main control panel where users can:

- Send more update request e-mails
- Edit their business and personal Plaxo Cards
- Send their Plaxo Cards to others
- Edit their Plaxo Preferences
- Create customized e-mail signatures

Users will also notice that the Contact summary page displays a Plaxo icon on the cards of people who have joined Plaxo. The Notification list at the bottom of the Plaxo Today panel illustrates how Plaxo keeps users up-to-date with the various changes and updates that they are receiving. When friends and contacts download Plaxo, Plaxo users will be automatically connected to them - no e-mails necessary. Plaxo will automatically insert any changes from a user's contacts' cards directly into his/her address book, and vice versa (changes to the users' cards are automatically inserted into his/her friend's address book). **Users always have complete control over which contacts receive what information (if any).**

## III. Sending Update Request E-mails

Immediately after downloading Plaxo, users will be instructed to follow the three easy steps of the Update Contacts Wizard in order to send update request e-mails to contacts:

1. **Update Request E-mails:** Users will be prompted to choose the people from their address book to whom they wish to send update request e-mails, selecting as many or as few people as they like. Users can personalize the update request e-mail. On the user's behalf, Plaxo sends an update request e-mail to each of these people, showing the contact information currently stored in the user's address book for that contact and requesting them to correct any out-of-date information. Plaxo processes the replies to these e-mails, automatically inserts the information into the user's address book, and notifies the user as update replies come in.
2. **Create Plaxo Cards:** Next, users can create and edit two Plaxo cards, one containing their business information and the other containing their personal information. A user has the choice of making either of these cards public or private to people who have the user in their address book.
3. **Send Update Request E-mails and/or Plaxo Cards:** Finally, users choose which friends and contacts they wish to send their cards to (these friends are a subset of the friends to whom the user is already sending update request e-mails).

After users have completed installing Plaxo and have sent out their first batch of update e-mail requests, they can run the Plaxo toolbar on their e-mail client (e.g. Outlook) to send more requests at anytime. **Plaxo never sends out update request e-mails without a user's permission. Users must consciously choose to send these requests.**

#### IV. Receiving and Responding to Update Request E-mails

When someone receives an update request e-mail from a Plaxo member, he/she is asked to click on a link in order to confirm or modify his/her contact information. This link opens a browser window to a secure web form where the receiver of the update request e-mail can update his/her contact information. The changes provided are then sent back to the sender. Once the action has taken place, the web form "expires." This means that the information entered by the user is not accessible from any other computer. Recipients can also reply directly to update request e-mails and type their changes into the reply. The reply is then parsed on Plaxo's servers to extract the contact information changes.

Plaxo intercepts the replies and automatically inserts the modified information into the sender's address book. Recipients who are already members of Plaxo will receive a notification that tells them that the sender has updated his/her information. If the sender is already in the receiver's address book, Plaxo will automatically insert the sender's updated information into the receiver's address book. If the sender is not in the receiver's address book, Plaxo will ask the receiver if he/she wants to add the sender's new information.

As friends and contacts join Plaxo, the user's address book will be automatically kept up-to-date with these contacts' latest contact information. This synchronization happens automatically on a daily basis (as long as Outlook is running).

#### V. Opting-out

Friends and contacts who no longer wish to receive update request e-mails from Plaxo users can choose to opt-out by selecting the opt-out link at the bottom of the update request e-mail. Plaxo provides three opt-out options. Users may decide to 1) only opt-out of update request e-mails from a single user, 2) opt out of e-mails from all Plaxo members, or 3) create an "auto-reply" account which lets them securely save their contact information so that Plaxo can intercept and respond to future update requests on their behalf.

#### VI. Sending Contact Information to Others

Users can also use Plaxo to send their own updated contact information to selected people in their address books. Plaxo allows users to create a business card and a personal card so that different information can be given to different people. For example, a user might want to put his/her home address and phone number on the Personal Card, but only give this out to close friends and family. And, the user may choose to put his/her work information (or whatever public information that he/she feels comfortable giving out) on the Business Card. Once the cards are created:

- **Plaxo gives the user complete control over who can see which card.** The user can even choose to make both cards private so that no one sees them without the user explicitly giving them permission.
- Users can send the cards to anyone in their address book. If these contacts are not Plaxo members, they will receive an e-mail containing the cards.
- When a user sends cards to contacts who are Plaxo members, these contacts will receive a Plaxo Notifications so that the user's contact information will be automatically updated in their address book. If the user is not in the contact's address book, the contact will receive a message asking if they wish to add the user.

**VII. Using Plaxo Online**

Plaxo gives users 24x7 online access to a secure back-up copy of their contact list. Those who do not have Outlook or Outlook Express can still create a free web account to have unlimited access to their address book with no downloads necessary.

All web users can sign-in to Plaxo with any web browser and get access to their address books and Plaxo features (e.g. send update requests, edit cards, send cards, etc.) when they are away from their desk. To access their web address book, users can go to [www.plaxo.com](http://www.plaxo.com), click the "Sign In" button, and enter their e-mail address and password. The web address book should have the exact same contents as a user's Outlook address book (pending synchronization).

**VIII. Auto-reply Accounts**

People who cannot or do not choose to download Plaxo Contacts can turn on "auto-reply" which allows Plaxo to intercept all update request e-mails and automatically reply with the information that the user provides. All future requesters will receive the same information. The auto-reply user can choose to disclose as much or as little information as he/she wishes. Those who are able to download and use Plaxo, however, have more choices because auto-reply accounts do not import or edit user address books.

**IX. Deleting Account**

Plaxo members can delete their account at anytime. By deleting an account,

- The user will lose all Plaxo functionality.
- All pending update requests will be ignored.
- When other Plaxo members change their contact info, the user's address book will no longer be updated automatically.
- The user will lose his/her secure online address book.

To discontinue an account, users should:

1. E-mail [remove@plaxo.com](mailto:remove@plaxo.com) to tell support they wish to discontinue their service.
2. Uninstall Plaxo from their computer system.

Please note that **if a user uninstalls the Plaxo software, the service is still activated** and continues to reply to update request messages until the user e-mails support at [remove@plaxo.com](mailto:remove@plaxo.com).

**X. Customer Feedback**

Plaxo values customer feedback and uses it to improve our services and products. We encourage all users, both current and future, to contact us at anytime with questions, concerns, comments, and/or praise.

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