

Plaxo Privacy Standards

This document is a summary of Plaxo, Inc.'s Privacy Policy provided for your convenience in reviewing our Privacy Policy and evaluating our privacy procedures. This is NOT a legal document and is not intended to replace or modify our Privacy Policy. This summary is qualified in its entirety by reference to the actual Privacy Policy, posted at www.plaxo.com/privacy.

Plaxo believes that establishing trust with our users, both current and future, is essential to our success. We intend to earn trust "one customer at a time" by providing a valuable service, communicating openly and directly, and nurturing a customer-focused culture inside the company. To that end, Plaxo has designed a strict privacy policy that protects our users' information. Our privacy standard is simple: We treat our users' information as their property, and we do not share our users' information with anyone without their permission.

I. Our users' information is their own and they decide who will have access to it.

When a user downloads Plaxo Contacts™ and joins Plaxo Contact Networks™ he/she provides us with the "User's Account Information," "The User's Plaxo Cards" and "The User's Contact List" (together, "The User's Information").

1. The User's Account Information: A user's name, email address, password, and challenge question and answer are stored on Plaxo's secure servers and are not shared with any outside parties. If a user forgets his/her password, he/she will be asked to go to the Plaxo website and create a new one. No plain text passwords will ever be passed through email.
2. The User's Plaxo Cards: When a user joins Plaxo Contact Networks™, he/she can create Plaxo Cards to specify his/her contact information and to determine whether the information should remain public/private. Plaxo Cards marked as private are not accessible by anyone without the user's specific permission. Plaxo Cards marked as public are accessible by those Plaxo members who list the user in their own "Contact Lists" and/or who know the user's email address.
3. The User's Contact List: When a user joins Plaxo Contact Networks™ he/she also has the option to store a copy of his/her Contact List on Plaxo's secure servers, rather than just on his/her computer. The Contact List will not be shared with anyone and will only be used to provide the user with secure, web-based access to its data and to run the Plaxo Contact Networks™ (e.g., send update messages) at the user's request.

II. We do not sell, exchange or give a User's Information to any third-parties.

We use a User's Information solely:

- To enable the user to use the Plaxo Contact Networks™;
- For license reporting and assessment of service levels;
- To better understand on an aggregated basis how our products are used, gauge traffic patterns and determine what types of content and services are most popular with users of our products and services;
- To verify access rights to content, services or software;
- To provide information about Plaxo products, services, and news through our software, our website or email;
- To allow users to purchase and download Plaxo products and services; and/or
- To provide users with personalized content programming, instructions and services.

III. We will never use cookies or log files to identify the user personally, only to provide features of our services.

In order to improve our services and website, we use "cookies" when a user is logged into our site using his/her email address and password. A cookie is a piece of data that is transferred to the browser by the user's web server and can only be understood by the server that gave it to the user. The cookie functions as the user's computer's identification token and enables Plaxo to personalize the user's experience when he/she is signed in to Plaxo. The cookie also contains the user's email address so that we can make it easier for him/her to sign in. If the user rejects the cookie, he/she may not be able to sign up for some of our services or use certain features of our site.

1. Most browsers are initially set to accept cookies. The user can set his/her browser to notify him/her when he/she receives a cookie, giving him/her the chance to decide whether to accept it. Plaxo does not use information from cookies or log files to identify the user personally, only to provide him/her with our services.
2. Like most Internet services, we use log files, both on the client and server side. The data held in log files includes a user's IP address, browser type, email application, Internet service provider ("ISP"), referring/exit web pages, computer platform type, date/time stamp, and user activity. Plaxo uses the log data to analyze trends, administer our services and site, and gather broad usage information for aggregate use.
3. Plaxo's software has associated log and temporary files that are stored on a user's local hard drive and on Plaxo's servers. These files store The User's Account Information, the user's permissions, preference settings and system notifications as well as other data necessary to operate the Plaxo Contact Networks™. The User's Information resides locally in the email application he/she designates to work with our services and software, as well as in Plaxo's servers, except if the user has chosen not to store The User's Contact List on Plaxo's servers for web access. Note that even if the user has chosen not to store his/her Contact List on Plaxo's servers, this information will need to be temporarily copied to these servers whenever the user chooses to send update email requests to people in his/her Contact List. As soon as the email request has been processed, this information is deleted from these servers.

IV. Plaxo protects the personal information of others found in the user's address book.

A User's Information may include contact and other personal information in The User's Contact List for individuals who have not joined Plaxo Contact Networks™ or who are otherwise not Plaxo users. Plaxo is committed to protecting the privacy rights of these individuals. We will not sell, exchange or give information in User's Contact List regarding such individuals to any third-parties. We may receive requests from such individuals to remove their personal information from The User's Contact List. In such event, we may encourage them to contact the user directly or we may relay such request to the user on behalf of such individuals. We will not alter or remove any information regarding such individuals from The User's Contact List without the user's consent.

V. We will provide the user with Member communications as he/she permits.

1. All new Users receive confirmation emails verifying the ownership of email addresses they provide. We also send communications about requested services and other issues relating to the user's account.
2. Users may occasionally receive information on Plaxo products, services, news and events. Out of respect for users' privacy, **we present the user with the option to not receive these communications.**
3. On rare occasions it is necessary to send out a strictly service-related announcement which is not promotional in nature. For instance, we might send a user notification if Plaxo is temporarily suspended for maintenance. Generally, the user may not opt-out of these communications, though the user can deactivate his/her account.

VI. There exists limited data sharing with third parties.

We may share aggregated and anonymous demographic information with our business partners but no such information can be linked directly to any personally identifiable information from the user's account. Though we make reasonable efforts to preserve the user's privacy (and that of his/her contacts), we may need to disclose personally identifiable information when required by law wherein we have a good-faith belief that such action is necessary to comply with current judicial proceedings, a court order or legal process served on Plaxo and/or the Site.

In the event Plaxo goes through a business transition, such as a merger, acquisition or the sale of a portion of its assets, The User's Information and his/her membership in the Plaxo Contact Networks™ will, in most instances, be part of the assets transferred. The user will be notified of an ownership change pursuant to Notification of Changes section of the privacy statement.

VII. Plaxo employs the highest standards in protecting our users' privacy.

When a user submits his/her personal information via our software or website, this information is protected in several ways. Plaxo uses Secure Socket Layer ("SSL") for all client-server communication using The User's Information. The User's Web-based access to his/her information is protected by an encrypted password. We recommend that the user does not disclose the password to anyone. Additionally, the User's Information resides on a firewall-protected server that only selected Plaxo personnel have access to via password. Plaxo strives to prevent unauthorized parties from viewing The User's Information.

VIII. Plaxo makes it easy to correct, update, and delete information.

Plaxo provides an easy way to correct, update, and or delete any information pertaining to the user's account. Users can email Plaxo support at remove@plaxo.com to delete any accounts.

IX. Any changes to the Privacy Policy will be posted on the Site's homepage and other appropriate places so that users are always aware of what information we collect, how we use it, and under what circumstances - if any - we disclose it.

We will use our Users' Information in accordance with the Privacy Policy under which the information was collected. If, however, we plan to use a User's Information in a manner different from that stated at the time of collection we will notify the user. The user will have a choice as to whether or not we use his/her information in this different manner. However, if the user has declined member communications, deleted or deactivated his/her account with the Services, then he/she will not be contacted, nor will his/her information be used in this new manner.

X. Plaxo is a licensee of the TRUSTe Privacy Program.

Plaxo has agreed to disclose its information practices and have its privacy practices reviewed for compliance by TRUSTe. TRUSTe is an independent, non-profit organization whose mission is to enable individuals and organizations to establish trusting relationships based on respect for personal identity and information by promoting the use of fair information practices.

XI. We encourage all members and non-members to contact us with any questions or suggestions regarding our privacy standards.

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