

Privacy Policy

Last Updated: June 3, 2014

"KingsChat", a messaging application which allows for one-on-one chat, group messaging, and multimedia sharing in real-time (hereinafter referred to as the "Application") and the website, located at www.joinkingschat.com (the "Site"), are a copyrighted product (i) of **Kinging LLC**, a United States limited liability company established and registered under the relevant laws of the state of Delaware (hereinafter referred to as the "Company", "we", "us", or "our"), and (ii) operated by the Company.

We are committed to protecting your privacy. This Privacy Policy describes how we collect, store, use and disclose Personal Information (defined below) from individuals who use the Application or the Site.

By accessing and using the Application or the Site, you acknowledge that you accept the practices and policies outlined in this Privacy Policy and you hereby consent that we will collect, store, use, and disclose your Personal Information in the following ways.

We reserve the right, in its sole discretion, to modify this Privacy Policy at any time by posting a notice inside the Application or on the Site. You shall be responsible for reviewing and becoming familiar with any such modifications. Your access and use of the Application or the Site following such notification constitutes your acceptance of the practices of this Privacy Policy as modified.

1. General

1.1 Children. We do not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to open an account associated with the Application and/or the Site.

If you are under 13, please do not attempt to open any such account or to send any information about yourself to us. No one under the age of 13 may provide any personal information to the Company, on the Site or via the Application. In the event that we learn that we have collected personal information from a child under the age of 13 without any prior parental consent, we will delete that information as quickly as possible.

If you believe that we might have any information from or about a child under the age of 13, please contact us at support@joinkingschat.com.

2. Collection of Information

"Personal Information" shall mean any personally identifiable information such as your name, telephone number or e-mail address and any other non-public information about you that is associated with or linked to any of the foregoing information.

We collect Personal Information from you when you use the Application or the Site in a manner as described below.

2.1 Account. We will ask you to provide your full name, profile picture, and a phone number upon your registering for account associated with the Application or the Site ("Account"). After downloading the Application you will also be asked to verify your phone number in order to complete the process of creating the Account. We will send a verification code to your phone number. You will need to enter this verification code into the Application in order to complete the process of creating your account. We will retain your phone number in an encrypted format only.

2.2 Synced Contacts.

The contacts of people ("Friend(s)") in your mobile device's phone book, who have accounts with the Company (associated with the Application or the Site), will be automatically added to your contact list within the Application. You may elect to remove any such friend by visiting the "Block Contact" feature that is under the Settings tab. This feature enables us to easily provide you with the access to your existing friends from your mobile device's phone book.

2.3 Profile Picture. The Application includes a profile picture feature that allows you to add a picture to your profile in your Account. If you elect to use this feature, other users will be able to see your profile picture.

2.4 Messages. The Application may be used to send messages between users of the Application. If you send a message to one or more other user(s), we will retain the message, the sender and recipient data, and associate it with your phone number or account.

2.5 Picture, video, and data sharing. The Application may be used to send pictures, videos, audio files, and data on any user's location ("Media File(s)"), between users of the Application. If you send any such Media File to one or more other user(s), we will retain such file or data on your behalf and disclose it to the intended recipient(s).

2.6 Groups. The Application allows you to send Media Files to more than one user at a time by sending any such Media File to a group of users ("Group"). You can create Groups by inviting other users or be invited to a Group. Once a user is added to a conversation/group, such user will receive all messages and Media Files sent by you as part of that conversation.

2.7 Third Party Applications. We may permit certain third party applications to provide content through the Application ("Third Party Application(s)").

The Application may be used to send content provided by Third Party Application(s) between users who have the Third Party Application installed on their mobile devices.

For example, if you have a Third Party Application installed, you may choose to share the Third Party Application's content with another user.

When you elect to do so, the Third Party Application will have access to your name and the intended recipient's name and will send a message to the intended recipient.

When the intended recipient receives the message, the recipient will be directed to the Third Party Application (if the recipient has the Third Party Application installed on his/her mobile device) or to the Third Party Application's download page (if the recipient does not have the Third Party Application installed on his/her mobile device).

If the recipient loads the Third Party Application, the recipient will have access to your name and the Third Party Application's content sent by you. For information on third party information collection policies and practices, you must contact such third parties.

2.8 Public Profile. The Application may display your full name, phone number, and profile picture associated with your Account. Your public profile will be shown to anyone who knows your phone number within the Application.

2.9 Other Information You Provide. We may also collect Personal Information from time to time through (i) other communications with you (ii) information downloads, (iii) product or service purchases, (iv) user support, (v) feedback, and (vi) surveys and forums. If you post any information to a public forum, you understand that other users will be able to see it.

2.10 Information Collected Via Technology. To make our Application and Site more useful to you, we may collect certain information about you and your mobile device via technologies ("Technology Data"). Like most companies, we may automatically gather the Technology Data and store it in log files each time you visit our Site or use the Application. Such Technology Data may include, but is not limited to, the type of device you have, your device ID and push tokens (if you have a device from Apple), a generated device ID internal to the Application (if you have a device from Android), Internet Protocol (IP) address of the TCP connection for each authentication request, the date/time stamp for various Application activities, and other similar diagnostic logs.

We may also use Cookies (as defined below) and navigational data like Uniform Resource Locators (URL) to gather information regarding the date and time of your visit on the Site or of your use of the Application and the solutions and information which you searched and which you viewed.

"Cookies" are tiny text files which identify your mobile device or computer to our server as a unique user when you visit certain pages of the Application or the Site and they are stored by your Internet browser on your mobile device's or computer's hard drive. Cookies can be used to (i) recognize your Internet Protocol (IP) address, and/or (ii) help you save you time (a) while you are visiting/using the Application or the Site, or (b) when you want to enter, the Application or the Site.

We only use cookies for your convenience in using the Application or the Site and not for obtaining or using any other information about you (for example targeted advertising).

Your browser can be set to not accept cookies, but if you elect to do so, some parts of the Application or the Site may not work properly on your mobile device.

3. Use of Information

3.1 Generally, we collect, store, use and disclose information to enable us to (i) improve your experience when you use the Application and visit the Site, (ii) create/open your Account, (iii) identify you as a user, (iv) respond to your inquiries and emails, (v) improve the Application and the Site, (vi) send you administrative and service related communications, and (vi) send you newsletters, surveys, offers, and other promotional materials. Except as set out in this Privacy Policy, your Personal Information will not be used for any other purpose without informing you first by updating this Privacy Policy.

3.2 Except for the limited disclosures described in this Privacy Policy, we don't sell customer lists and we will endeavor to keep your Personal Information private.

3.3 Anonymous aggregate statistics that do not personally identify a user will be kept and used by us for various purposes including analysis and reporting of usage patterns. We reserve the right to use and disclose anonymous aggregate statistics for any purpose and to any third party in its sole discretion.

4. Disclosures & Transfers

In addition to the disclosures described in Sections 2 and 3, we may additionally disclose your information as follows:

4.1 Our servers are located in the United States, and as such, your Personal Information may be available to the U.S. government or its agencies under a lawful order, irrespective of the safeguards we have put in place for the protection of your Personal Information.

4.2 From time to time we may employ third parties to help us provide or improve the Application and/or the Site. These third parties may have limited access to databases of the Application's and the Site's user information or registered member information solely for the purpose of helping us provide or improve the Application and the Site and they will not be able to use the information about our registered users or visitors for any other purpose.

4.3 We may disclose Personal Information in some other limited circumstances, but we will specifically describe them to you by revising this Privacy Policy.

4.4 We may, and you hereby authorize us to, disclose your Personal Information (including messages) to a third party without your consent: (a) if we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other website users, or anyone else (including the rights or property of anyone else) that could be harmed by such activities, (b) in connection with any legal investigation, and/or (c) when we believe in good faith that such disclosure is required by and in accordance with the law or to respond to subpoenas or warrants served on the Company.

4.5 We may also disclose your Personal Information in connection with a corporate re-organization, a merger or acquisition with another entity, or a sale of all or a substantial portion of our assets or stock provided that the information disclosed continues to be used for the purposes as permitted by this Privacy Policy by the entity acquiring the information. Although we currently do not have a parent company, any subsidiaries, joint ventures, or other companies under a common control (collectively, "Affiliates"), we may in the future. We may share some or all of your Personal Information with these Affiliates, in which case we will require our Affiliates to comply with this Privacy Policy.

5. Security

5.1 The security of your Personal Information is important to us. We use commercially reasonable efforts to store and maintain your Personal Information in a secure environment and have implemented commercially reasonable procedures designed to limit

unauthorized access, use or disclosure of your Personal Information. Despite these measures, you should know that we cannot fully eliminate security risks associated with Personal Information.

5.2 You are also responsible for helping us protect the security of your Personal Information. For instance, never give out your password, and remember to log out of your Account when you are finished using the Application.

6. Choices, Modifications, and Retention

6.1 When you receive newsletters, surveys, offers, and other promotional materials from us, you may indicate a preference to stop receiving further communications from us and you will have the opportunity to “opt-out” by following the unsubscribe instructions provided in the e-mail you receive or by contacting us directly. Despite your indicated e-mail preferences, we may send you service related communication, including notices of any updates to our Terms of Use or Privacy Policy.

6.2 You may change your full name, and profile picture (but not username) within the Application. You may request deletion of your Personal Information by us, but please note that we may be required to keep this information and not delete it (or to keep this information for a certain time, in which case we will comply with your deletion request only after we have fulfilled such requirements). When we delete any information, it will be deleted from the active database, but may remain in our archives. We may retain your Technology Data in our system. We will retain your other Personal Information for as long as it remains necessary for the identified purpose or as required by law, which may extend beyond the termination of our contractual relationship with you.