

privacy statement



00 MensGo privacy statement with regard to its members

This privacy statement applies to the collection and use of personal information which can be gathered by MensGo every time you access our community portal, or, in other words, every time you visit our website, use MensGo products or services or contact our partners specialising in the commercial domain or technical assistance. Please take a few moments to read through this document, as it will explain to you our policy when it comes to the processing of information, including: the type of data that is collected, the ways and reasons why this data is used, parties to whom your data will be disclosed and the manner in which we safeguard your personal information. Mindful of the protection of your privacy, MensGo does all in its power to protect the confidentiality of your personal information and this remains a priority.

01 Privacy policy

This privacy policy describes the procedures and policies of MensGo concerning the collection, usage and disclosure of information provided by users. MensGo receives this information through its various websites, by SMS, APIs and through services and third parties («services»). By using these services, the user agrees to the collection, transfer, modification, storage, disclosure and general use of data such as that described in the privacy policy. Regardless of the country in which the user resides, or the country in which the data was created, MensGo may use this data in Switzerland and all other countries where MensGo provides its services.

Please contact privacy@mensgo.com if you have any questions relating to this privacy policy.

02 Information gathered during registration

As a user, you will provide personal information, such as your name, your user name, your password and your e-mail address, during the process of creating and setting-up a MensGo account. Some of this information, such as your name and your user name, are openly displayed on our services, including on your profile and in search results. Some services, such as the search function, public user profiles or lists, do not require registration.

03 Additional information

The user may decide to provide additional information which may be displayed publicly such as a photo, a short biography and his or her current location. In the future, it will also be possible for a user to personalise his or her account by adding information such as a telephone number to receive text messages or an address book with the aim of finding more contacts on MensGo. MensGo may

use this information to send information concerning our services or for marketing purposes. It is possible for users to stop receiving these kinds of messages sent by MensGo by following the unsubscribe instructions contained in the messages and indicated on our website. MensGo may keep this contact information to contact you in the future. The provision of the additional information described in this section is entirely optional.

04 Public information

MensGo services are essentially designed for the purposes of allowing information to be shared with the world. The majority of information provided is intended for the public domain. This includes sent messages and metadata included in the messages, such as the message time, but also including lists that have been created, people users follow, favourites and other kinds of information. As a rule, the information that is provided is in the public domain, however, there are settings which allow users to make information more private.

05 Public and non-personal information

We may share public, non-personal and any other information or the number of people who have clicked on your links (even if this is just one person).

06 Data records

Our servers automatically store information generated by the use of our services («data records»). The data records may include information such as your IP address, your browser type, the reference domain, pages visited and searches carried out. Other activities such as the interaction with advertisements may also be included in the data records.

07 Reasons for the collection of personal information

The simple fact of knowing your first name, for example, allows us to personalise our welcome message for your first visit to MensGo. By the same token, information such as your nationality and language, or where you live, are also key to assisting you during your online activities. Your contact details and certain more-precise information help in providing the service.

We use this information, which does not include your name, to analyse tendencies, administer the website and obtain information concerning the demographics of our user base in the world. MensGo is prohibited from exploiting the information received for the purposes of directly canvassing the user.

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08 Cookies and other technology

Following the example of others, the MensGo website automatically gathers certain information, which we store in log files such as IP addresses, browser type, ISP, page of origin and destination, operating system, date/time and navigation sequence.

MensGo uses cookies and other technology in order to allow us to identify the most frequently-visited areas of our site, the destinations of our visitors and the duration of their visit. This internet traffic analysis provides us with the opportunity to improve the website and communication efficiency with our members. Thanks to cookies and other technology, we can be sure that our communication with members is relevant to their interests.

It must also be noted that cookies have proven to be valuable in customising your internet activities and increase in convenience every time you use the website.

Some of our e-mails contain a <direct URL link> referring you to content on the MensGo website. By clicking on this URL, the member passes through our web server before reaching the destination website. By using these URLs, we assess your relative interest in different sections of the website and evaluate the efficiency of our communication with members. If you do not wish to be «tracked», do not use the text or image links contained in our e-mails.

We also use web bugs (small, one-pixel images) which provide us with information concerning the different sections of our website that are visited by our members and allow us to evaluate the efficiency of searches that have been carried out by members on our website.

These web bugs permit the sending of e-mail messages in a format able to be read by members. Because these web bugs notify us that an e-mail has been opened, we ensure that we only send messages which are of interest to customers. We store all of this information in a secure database.

09 Third-party services

MensGo uses a number of services hosted by third parties in order to provide our services (such as the various blogs we run) and to help us understand the use of our services (e.g. Google Analytics). These service can gather information sent by your browser during the process of requesting a web page, such as cookies or your IP request.

10 Methods of disclosing information

Respecting your privacy is of enormous importance to MensGo, and MensGo is prohibited from selling or lending your information.

By the same token, MensGo may sometimes be interested in making certain information available to companies which MensGo has strategic relations with or which offer services or products on its behalf. These parties help us in the processing of information, granting of loans, fulfilling customer orders, delivering products, managing client data and providing service to customers and help us to assess how much importance you attach to our products and our services by organising market evaluations and satisfaction surveys. They are also obliged to protect your personal information in respect of the MensGo charter.

If we did not communicate this information to them, you would experience difficulties in obtaining these services, receiving messages, using our customer service, sending us your comments (very useful for optimising our services) and making use of various offers and content on the MensGo website.

11 Law and damages

MensGo reserves the right to disclose all information in compliance with a law, regulation or request of any kind in order to guarantee safety, manage fraudulent activities, security or technical problems, or to protect the property or rights of MensGo.

We may also be forced to disclose your personal information as a result of the law or of legal proceedings. We shall also do this should we believe that the disclosure of this information is a matter of national security, law enforcement or other reasons in the public interest.

12 Protection of your personal information

MensGo takes a number of precautions, including administrative, technical and physical measures, to protect your personal information against the risk of loss, theft and abuse, as well as against all unauthorised access, disclosure, modification and destruction.

Please ensure that you also take sufficient steps to protect your personal data whilst you are connected to the internet. Change your password on a regular basis, making sure that you use alphanumeric characters, and ensure that you are using a secure internet browser.

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13 Integrity of your personal information

The infrastructure put in place by MensGo allows your personal information to be kept accurate, complete and up-to-date in terms of the usage ascribed to them. You also have the right to access and rectify any information concerning you. So as to assist us in guaranteeing that your contact details and contact preferences are accurate, complete and up-to-date, you will need to log on to the members section of MensGo.

14 Protection of your privacy

A commitment in terms of our community portal.

Once again, the protection of your privacy is of the upmost importance for MensGo. Mindful of the protection of your privacy, we notify every one of our partners of this privacy statement and apply a no-tolerance policy when it comes to this matter.

The MensGo website includes a variety of links to other websites. MensGo is not responsible for the privacy policies of these websites. We suggest you enquire as to contents of these.

15 MensGo policy towards children

It must also be noted that we do not deliberately solicit any personal information whatsoever from children, nor do we convey requests in this sense.

The services are not intended for use by children. If a user discovers that his or her child has provided us with personal information without said user's consent, he or she should contact privacy@mensgo.com.

We do not knowingly gather the personal information of children. If we discover that a child has provided MensGo with personal information, MensGo shall delete this information and delete the account of the child concerned.

16 Commercial transfers

MensGo reserves the right to transfer or sell information about users in the event of mergers, acquisitions, reorganisation measures, the active sale of the company or bankruptcy. The terms and conditions of this privacy policy shall apply to your information as it is at the time of the transfer.

17 Modification of personal information

There are various ways for a registered user to access and modify the personal information that he or she has provided and associated with his or her account.

18 Modifications to this policy

MensGo reserves the right to occasionally update its privacy statement. In the event of major modifications, an announcement shall be published on our website accompanied by the updated privacy statement. The most-recent version of the privacy statement is available at any time at <http://mensgo.com/privacy.php>.

If modifications are made to the privacy statement, we shall inform all users through an update in the MensGo message service and via e-mail to the address associated with your account. The user automatically agrees to be bound by the privacy policy by continuing to access the services or by using them after the modifications to the privacy statement have taken effect.

19 Questions

If you have any questions concerning the MensGo privacy policy with regard to its members or concerning the processing of data referring to this, please contact privacy@mensgo.com.

It goes without saying that we shall comply with your request should you wish to prohibit us from using your information for a particular purposes, as long as this complies with the law.

Subject to change MensGo 21st March 2011