

NYC WINE

PRIVACY POLICY

Effective Date: October 9, 2026

NYC Wine LLC ("NYC Wine," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use the NYC Wine mobile application, the nycwine.app website, and related services (the "Service"). Capitalized terms not defined here have the meanings given in our Terms of Service. By using the Service, you consent to the practices described in this Privacy Policy.

This Privacy Policy applies only to information collected through our Service. It does not apply to information collected offline or by any third party, including Venmo, ticket sellers, venues, or any other application or website that may link to or be accessible from the Service.

1. Information We Collect

1.1 Information You Provide Directly

- **Account Information:** When you register, we collect your mobile phone number and your name.
- **Age Confirmation:** During sign-up, we ask your device, through Apple's age range feature, to confirm whether you are 21 or older. If that confirmation is unavailable or you decline, we ask you to confirm your age yourself. We record the result. We do not collect your date of birth.
- **Profile Information:** You may optionally add a profile photo and other profile details, such as a short bio.
- **Posts and Wine Cards:** Photos you upload (to make posting fast, a photo starts uploading as soon as you pick it, before you tap Share; if you don't post it, we delete it within 24 hours), captions you write, the wine details you add (such as the wine's name, producer, vintage, price, region, grape, and style), the place you tag, and the group you post to, if any.
- **Comments and Likes:** Comments you write and the posts you like.
- **Groups and Group Threads:** The groups you create or join; group details you provide (such as a group's name, photo, description, topic, and privacy setting); the introduction you write when you ask to join a private group; and the messages you send in group threads.
- **Events and RSVPs:** Events you create (such as the title, date, time, venue, price, number of spots, description, and ticket link); your RSVPs; your waitlist status; and whether you have said you can't make it.
- **Organizer Payment Details:** If you are an Organizer, the Venmo username you add to your group or events. We do not collect your Venmo password or any bank or card information.

- **Reports and Blocks:** Reports you submit, including the content reported and the reason you give, and the people you block.
- **Communications:** If you contact us for support or provide feedback, the content of those communications and the contact details you use.

1.2 Information from Organizers and Other Users

Other users may provide information about you. For example, Organizers approve or decline your requests to join their groups and record whether they have received your payment for an event (shown as "Pay pending" or "Paid"); other users may include you in photos, comments, or messages they post; and other users may report content you post.

1.3 Location Information

- **NYC check at sign-up:** When you sign up (and if you tap Try again from the waitlist), we ask for permission to access your device's location to confirm that you are within the five boroughs of New York City. We use your precise location only to make that determination, and we store the result (for example, that you are in New York City or on the waitlist), not your precise coordinates. If you decline, you may be placed on the waitlist.
- **Places you tag:** When you tag a place on a post or add a venue to an event, that place is shown to others as part of your post or event.
- **Photo location data:** We remove location metadata, such as GPS coordinates embedded in a photo file, from the photos you upload before they are stored on our servers.
- **Approximate location:** We may infer your approximate location, such as your city, from your IP address for security and fraud prevention.

1.4 Information Collected Automatically

- **Device Information:** Device type, operating system version, unique device identifiers, app version, and language and time zone settings.
- **Usage Data:** Information about how you interact with the Service, including features accessed, posts and events viewed, time spent on the Service, and session frequency.
- **Analytics, Performance, and Diagnostics:** We use third-party analytics and error-reporting tools to collect usage events, crash reports, performance metrics (such as how quickly photos load and screens scroll), and session diagnostics. These tools may assign unique identifiers to track activity across sessions. We do not share your name or phone number with these providers.
- **Security and Fraud Prevention Data:** To protect our text-message verification system from abuse, we and our service providers collect information such as your IP address, device identifiers, phone carrier and line type, and the number and timing of verification code requests.
- **Push Notification Tokens:** If you grant permission, we collect your device push token to send you notifications.

- **Website Data:** When you open a shared link on the nycwine.app website, our servers and hosting providers automatically log information such as your IP address, browser type, the page requested, the referring page, and the date and time of the visit. Messaging apps that show a preview of a link may also request the page. We do not use advertising cookies on the website.

1.5 Information We Do Not Collect

As of the Effective Date, we do not collect: payment card numbers, bank account information, Venmo login credentials, or your Venmo transaction history; your date of birth; your device contacts or address book (invitations are sent through your device's share sheet); the contents of your calendar (when you add an event to your calendar, we only add that event); passwords or social media credentials; biometric data; or your location in the background or on an ongoing basis. This may change as the Service evolves, and any new categories of information collected will be reflected in an updated version of this Privacy Policy.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To create, maintain, and authenticate your account, including by sending verification codes by text message;
- To confirm that you are 21 or older and located in New York City, and to manage the waitlist;
- To provide, operate, and improve the Service, including the feed, posts, wine cards, groups, group threads, events, RSVPs, waitlists, and guest lists;
- To display your User Content and profile to other users as described in Section 3.1;
- To let you RSVP to events and to open Venmo with the Organizer's Venmo username, the amount, and the event name filled in;
- To let Organizers manage their groups, review join requests, see their guest lists, and track which attendees have paid;
- To send you push notifications about activity on your account (for example, when your request to join a group is approved, a waitlist spot opens, an event you're going to changes, an Organizer marks you as paid, someone likes or comments on your post, or, for Organizers, someone asks to join your group);
- To keep the Service fast, including by saving recent content on your device and refreshing it in the background;
- To filter and moderate content using automated tools and human review, act on reports, apply blocks, and enforce our Terms of Service;
- To analyze usage patterns, measure performance, diagnose technical issues, and improve the Service;
- To detect, prevent, and address fraud, spam, abuse (including abuse of our text-message verification system), security incidents, and technical issues;

- To comply with legal obligations and respond to legal process; and
- To communicate with you about updates, changes, or new features of the Service.

3. How We Share Your Information

3.1 Information Visible to Other Users

Some information is visible to others by design. Do not post any information that you wish to keep private.

- **Everyone on the Service:** Your name, profile photo, and profile details; your posts (including photos, captions, wine cards, and place tags), except posts shared only to a private group; your comments and likes; the groups you have joined, as shown on your profile (for a private group, people who are not members see only its name); and your attendance at Group Events of public groups (for example, in the attendee photos shown on an event).
- **Anyone with a link:** If you or another user shares a link to a post, event, group, or profile, people who do not use the Service may see a preview of public content on the nycwine.app website or in a messaging app. For private groups and their events, people who are not members see only the name.
- **Members of your groups:** Your messages in a group's thread, and your posts and RSVPs within that group. For private groups, this information is limited to the group's members.
- **Organizers:** When you ask to join a private group, its Organizers see your profile and your introduction. When you RSVP to an event, its Organizers see your RSVP, waitlist, and payment status on their guest list.
- **People who RSVP to an Organizer's paid events:** If you are an Organizer, the Venmo username on your group or event is shown to these people and passed to Venmo when they choose to pay.

Your phone number is never shown to other users. When you block someone, you and that person are hidden from each other across the Service.

3.2 Service Providers

We work with third-party service providers to operate, maintain, and improve the Service. These providers include:

- **Supabase:** database, authentication, file storage, and hosting;
- **Twilio:** sending and checking text-message verification codes and detecting text-message fraud;
- **Apple:** push notifications, age range confirmation, and app distribution;
- **Photo storage and delivery providers:** storing, resizing, and delivering photos;
- **Analytics and crash reporting providers:** usage analytics, performance measurement, and error reporting;

- **Content moderation providers:** automated filtering of objectionable text and images;
- **Maps and places providers:** searching for places to tag on posts and events; and
- **Our email and customer support tools:** receiving and responding to reports and support requests.

We share only the information necessary for each provider to perform its function, which may include account identifiers, phone numbers (for verification only), device information, usage data, User Content, or notification tokens, depending on the service. These service providers are contractually obligated to use your information only as necessary to perform their services and in a manner consistent with this Privacy Policy. We do not authorize our service providers to use or disclose your information except as necessary to perform services on our behalf or to comply with legal requirements.

3.3 Third-Party Services You Choose to Use

- **Venmo:** When you choose to pay for an event, we open Venmo with the Organizer's Venmo username, the amount, and a note containing the event name. Venmo receives that information, along with anything else you provide to Venmo, under its own privacy policy. Depending on your Venmo privacy settings, the note on your payment, including the event name, may be visible to other Venmo users. You can edit the note in Venmo before you pay. We do not receive information about your Venmo account or transactions.
- **Ticket sellers and other websites:** Selecting "Get tickets" on a Curated Event opens a third party's website. Information you provide on that website is collected by that third party under its own policies.
- **Calendar and sharing:** When you add an event to your calendar or share a link, the relevant information goes to the app or person you choose.

3.4 Advertising

We do not currently show advertising on the Service, and we do not sell your personal information. We do not track you across apps and websites owned by other companies, and we do not share your personal information with third parties for cross-context behavioral advertising. Our website does not respond to browser "Do Not Track" signals, because there is no common standard for them, but as stated above, we do not track you across other companies' websites.

We may introduce advertising or sponsored content in the future, such as featured listings from venues or wine shops. If we do, we may share aggregated, non-personally identifiable usage statistics with advertising partners. If we ever begin sharing personal information with advertising partners for cross-context behavioral advertising, or tracking you across other companies' apps or websites, we will first update this Privacy Policy, notify you, ask your permission through Apple's App Tracking Transparency prompt where required, and provide any opt-out mechanism required by applicable law.

3.5 Legal and Safety Disclosures

We may disclose your information if we believe in good faith that disclosure is necessary to:

- Comply with applicable law, regulation, legal process, or governmental request;
- Enforce our Terms of Service or investigate potential violations;
- Detect, prevent, or address fraud, security issues, or technical problems;
- Protect the rights, property, or personal safety of NYC Wine, our users (including at events), or the public; or
- Respond to an emergency involving danger of death or serious physical injury.

3.6 Business Transfers

If NYC Wine is involved in a merger, acquisition, bankruptcy, dissolution, reorganization, or similar transaction, your information may be transferred as part of that transaction. We will notify you of any such change in ownership or control of your personal information.

4. Information Stored on Your Device

To make the Service fast and usable without a connection, the app saves recent content on your device, such as recent feed posts, this week's events, your plans, your groups, recent group thread messages, your profile, and recently viewed photos. Likes, comments, messages, and posts you create while offline are stored on your device until they can be sent. Signing out clears this saved content. When you leave or are removed from a private group, the app clears that group's saved posts, events, and messages from your device. Anyone with access to your unlocked device may be able to see saved content.

5. Data Retention

We retain your personal information for as long as your account is active or as needed to provide you with the Service. When you delete your account, we delete your profile; your posts, comments, likes, and group thread messages; your join requests and introductions; and your RSVPs, including your entries on Organizers' guest lists. Groups you organize are handed to a co-organizer if there is one, and otherwise are deleted along with their events and thread. We delete or anonymize your other personal information within a commercially reasonable period, typically within 30 days for account data and up to 90 days for photos and other content that may persist in caches, content delivery networks, or backup systems.

If you are placed on the waitlist, we keep your phone number, name, and waitlist status so that you can get in once the Service is available to you, until you join, ask us to delete it, or 12 months pass. If you do not confirm that you are 21 or older, no account is created and we delete the information you entered within 30 days.

Deleting your account does not delete copies that other users have made (such as screenshots) or records that Organizers keep outside the Service. Analytics and diagnostic data collected by our third-party service providers is retained according to their respective retention policies,

generally not exceeding 12 months from the date of collection. Moderation and safety records, such as reports, blocks, and enforcement actions, may be retained for up to one year following account closure for safety and enforcement purposes. If an account is banned for a serious violation of our Terms of Service, we may keep a limited record, such as the phone number or a hashed version of it, for longer to prevent the person from creating a new account.

Where retention is required by applicable law, necessary for legitimate business purposes (such as resolving disputes, enforcing our agreements, or maintaining security logs), or where data has been aggregated and anonymized such that it can no longer identify you, we may retain information beyond the periods stated above.

6. Data Security

We implement commercially reasonable technical, administrative, and organizational security measures designed to protect the information we collect. These measures include encryption of data in transit (TLS/SSL), access controls, server-side rules that limit private group content to members, and regular security reviews. However, no method of electronic transmission or storage is 100% secure, and we cannot guarantee absolute security. You are responsible for maintaining the security of your mobile device and phone number. If we learn of a security breach affecting your personal information, we will notify you and others as required by applicable law, including New York's Stop Hacks and Improve Electronic Data Security (SHIELD) Act.

7. Your Rights and Choices

7.1 Account and Profile

You may update your name, profile photo, and profile details at any time through the Service, and you may edit or delete your posts. You may delete your account at any time through the Settings menu. Account deletion is permanent and irreversible.

7.2 Access, Correction, and Deletion Requests

Wherever you live, you may ask us for a copy of the personal information we hold about you, or ask us to correct or delete it, by contacting us at hello@nycwine.app. We will verify your identity before processing your request, typically by sending a verification code to your registered phone number.

7.3 Location

You can deny or revoke the app's access to your location at any time in your device settings. If you decline location access during sign-up, you may be placed on the waitlist.

7.4 Push Notifications

You may opt out of push notifications at any time through your device settings or the Settings menu in the app. Opting out may affect your experience with certain features of the Service, such as learning when a waitlist spot opens or an event changes.

7.5 Blocking and Groups

You can block other users from their profile or from content they post, and unblock them in Settings > Blocked people. You can leave any group at any time.

8. State Privacy Rights

Depending on where you live, you may have additional rights under state privacy laws, such as the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, "CCPA"), to the extent those laws apply to us. This section describes those rights.

8.1 Categories of Personal Information Collected

We collect the following statutory categories of personal information:

CCPA Category	Examples We Collect	Retention
A. Identifiers	Phone number, name, unique user ID, device identifiers, IP address, push token	Duration of account + 30 days, except as described in Section 5
B. Personal info (Cal. Civ. Code 1798.80(e))	Name, phone number	Duration of account + 30 days, except as described in Section 5
C. Characteristics of protected classifications	Confirmation that you are 21 or older	Duration of account + 30 days
D. Commercial information	RSVPs, event attendance, and payment status recorded by Organizers; Organizer Venmo usernames	Duration of account + 30 days
F. Internet or network activity	Usage data, analytics events, diagnostic data, website logs	Up to 12 months
G. Geolocation data	Result of the one-time NYC location check; places you tag	Duration of account + 30 days
H. Audio, visual, or similar info	Photos you upload, profile photos	Duration of account + 90 days
K. Inferences	Content moderation decisions, engagement metrics	Duration of account; moderation records up to 1 year after closure (see Section 5)
L. Sensitive personal information	Precise geolocation, used for the NYC check at sign-up	Not retained (only the result is stored)

We collect this information from you, from your device, from other users and Organizers, and from our service providers (such as Apple and Twilio). We use it for the purposes described in Section 2 and disclose it to the categories of recipients described in Section 3. We do not sell or "share" (as defined by the CCPA) personal information, and we have no actual knowledge of selling or sharing the personal information of anyone under 16.

8.2 Sensitive Personal Information

We use precise geolocation only to confirm that you are in New York City when you sign up, and we do not store your coordinates. We do not use or disclose sensitive personal information for any purpose other than providing the Service and the other purposes permitted by the CCPA, and we do not use it to infer characteristics about you.

8.3 Your Rights

- **Right to Know:** You may request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources from which it was collected, the business purpose for collection, and the categories of third parties with whom it was shared.
- **Right to Delete:** You may request that we delete the personal information we have collected about you, subject to certain legal exceptions.
- **Right to Correct:** You may request that we correct inaccurate personal information that we maintain about you.
- **Right to Opt Out of Sale/Sharing:** We do not sell or "share" (as defined by the CCPA) your personal information for cross-context behavioral advertising. If this changes, we will provide a "Do Not Sell or Share My Personal Information" mechanism.
- **Right to Limit Use of Sensitive Personal Information:** Because we use sensitive personal information only as described in Section 8.2, this right does not currently apply. If that changes, we will provide a way to limit that use.
- **Non-Discrimination:** We will not discriminate against you for exercising any of your privacy rights.

To exercise any of these rights, please contact us at hello@nycwine.app. We will verify your identity before processing your request, typically by sending a verification code to your registered phone number. You may also designate an authorized agent to make a request on your behalf. If we deny your request, you may appeal by replying to our response, and we will review your appeal.

9. Age Requirement

The Service is intended only for adults aged 21 and older. The Service is not directed to, and we do not knowingly collect personal information from, anyone under the age of 21, including children under 13. If you do not confirm that you are 21 or older during sign-up, no account is created, as described in Section 5. If we learn that we have collected personal information from a user under 21, we will take steps to delete that information and terminate the associated account as promptly as possible. If you believe that a user under 21 has created an account or provided us with personal information, please contact us immediately at hello@nycwine.app.

10. Where We Operate

The Service is currently available only in New York City and is operated from the United States. Your information is stored and processed in the United States. If you access the Service from

outside the United States, please be aware that data protection laws in the United States may differ from those in your jurisdiction. By using the Service, you consent to the transfer of your information to the United States.

11. Third-Party Links and Services

The Service contains links to, and works with, third-party websites and services that are not owned or controlled by NYC Wine, including Venmo, ticket sellers, and the websites of venues, producers, and wine shops. We are not responsible for the privacy practices of such third parties. We encourage you to review the privacy policies of any third-party service before providing any personal information.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. For non-material changes, we will post the updated Privacy Policy within the Service, and your continued use of the Service after the effective date constitutes acceptance. For material changes (including changes to our data collection practices, new categories of personal information collected, or changes to how we share personal information), we will notify you through the Service and require your affirmative acceptance before the changes take effect. The "Effective Date" at the top of this policy indicates when it was last revised.

13. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

NYC Wine LLC

134 Charles St
New York, NY 10014
hello@nycwine.app

You can also reach us from Settings > Contact us in the NYC Wine app. If you are a California resident exercising your CCPA rights, please include "California Privacy Request" in the subject line of your communication.