

**ATTACHMENT A**  
**Respondent's Email Notice**

**Email Sender:** [Company] <company email>

**Email Subject Line:** Location data updates for [INSERT name of Respondent App]

We're contacting you because you used the mobile app [INSERT name of Respondent App]. InMarket, the app publisher, has settled with the Federal Trade Commission to resolve their allegations that we collected, used, and stored your location data without disclosing our marketing and analytics uses. As part of the settlement, we have changed our practices to provide consumers more control over their privacy choices.

**What happened?**

If you gave the app permission to access location data, InMarket collected and used your location data (including your exact physical location and movements) to provide app features. The FTC alleges that we also used and shared this location data with other companies for advertising purposes without your permission—for example, to target you with ads for a nearby drugstore or restaurant.

**What we're doing in response**

As part of our settlement with the FTC, we will:

- update our app permission screens to disclose the purposes for which we can collect, use and share your location data, including for advertising and analytics;
- delete any location data we collected through the app before updating our permission screens, unless you consent to us keeping this data;
- allow you to request deletion of your data by submitting a request at [inmarket.com/delete-my-personal-information](https://inmarket.com/delete-my-personal-information) or by emailing [privacy@inmarket.com](mailto:privacy@inmarket.com); and
- publish a policy on our website ([inmarket.com](https://inmarket.com)) that explains how long we will keep location data going forward.

If you use more than one app, you can make different choices for each app.

**What you can do**

Please update [name of Respondent App] on your device to ensure you have the latest version so you can benefit from our updated privacy settings. To opt out of our collection of your location data, visit [LINK]. You can make different location data choices for each app you use. Additionally, as noted above, you can request deletion of your data on our website.

**Learn more**

Learn more about our privacy and security practices at [inmarket.com/privacy/](https://inmarket.com/privacy/). If we have any updates, we will post them there. If you have questions or concerns, email us at [privacy@inmarket.com](mailto:privacy@inmarket.com).

Sincerely,  
[FULL NAME]  
[ROLE], InMarket Media, LLC]