



Open App, LLC

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March 23, 2021

Dear Sundar Pichai,

On Saturday March 6th, #open was blocked from the Google Play store for including the words "threesomes", "3some", "DTF", and "kinky dates" in it's app description, words Google claims violated Google's Sexual Content and Profanity policy as they imply sexual gratification.

As our team made amendments to our store listing, we ultimately decided to keep the term "threesomes" in our metadata. Given the inconsistent enforcement of the Sexual Content and Profanity policy across apps, we wanted to see exactly how arbitrary this suspension really was. For a total of 9 days, #open remained suspended and unavailable for download to Android users, until Tuesday, March 16th when, without any notice or communication from Google, #open was reinstated to the Google Play Store, with "threesomes" still very much a part of our metadata.

This selective enforcement of rules - holding one app accountable for terms that another app is using with impunity - creates confusion for both businesses and individuals, hinders individuals' abilities to find ethical, empowering resources, and gives companies like Google omnipotent control over who and what can contribute to sex-positive spaces.

As we start to re-establish our presence in the GooglePlay Store, we need to have the following questions answered:

- What are the repercussions of this suspension? GooglePlay uses a strike system - does this count as a strike against our app?

- If we are found to be in violation of this GooglePlay policy again, will we be banned?
- How can we avoid violating this policy in the future? Is there a list of terms to serve as a guide for business owners?
- How is it that apps with names like '3some' can exist actively in the GooglePlay Store when we were suspended for that very term? We have found multiple examples of this confusing application of the rules with all 4 key terms we were cited on, including our mention above of our continued use of the term 'threesomes' in our store listing.

We hope to have additional dialogue with GooglePlay to answer the above questions and ensure that #open remains available to the communities we work so hard to represent and advocate for. Being suspended for 9 days means smaller communities (that are not looking for mainstream apps) could not connect - thereby hindering connection and community growth. We estimate that our community lost approximately 2,000 potential new members during this period.

In addition to the loss of potential members, #open has lost its ranking as the number one dating app to appear when someone searches for the terms "polyamorous" and "polyamory." We've worked hard to gain these rankings to help us drive downloads. For a small business and team, these damages are not insignificant.

Best Regards,

A handwritten signature in black ink, appearing to read 'Amanda Wilson and David Epstein'. The signature is fluid and cursive, with the first name 'Amanda' being more prominent.

Amanda Wilson and David Epstein

Co-Founders of #open