

# Privacy Policy

## INTRODUCTION

Lucky Bear Game values your privacy. This Privacy Policy informs you of your choices and our practices regarding any Information you provide to us.

The use of our services may involve the collection and use of your Information (as defined in the “The Information We Collect and How We Collect It” section below) on our services (including our websites and mobile applications). It is important for you to understand how this happens and how you may control it, so please read this Privacy Policy carefully.

By using our services, you agree that we may collect, use and share your Information in accordance with this Privacy Policy, as revised from time to time.

If you wish to contact us regarding this Privacy Policy or any privacy-related matters, please contact our Privacy Officer via email at [luckybeargamestuido@gmail.com](mailto:luckybeargamestuido@gmail.com).

## SCOPE OF THIS PRIVACY POLICY

This Privacy Policy applies across all of our services. In addition, some of our services have specific privacy guidance applicable to

their use. Such service-specific privacy guidance is incorporated into and form part of this Privacy Policy. If any service-specific privacy guidance says something different from this Privacy Policy, the service-specific privacy guidance will apply to the extent of the difference.

This Privacy Policy is incorporated into and form part of the Terms of Service that you have agreed to in order to use our services. Any terms used in this Privacy Policy will have the same meaning as the equivalent defined terms in the Terms of Service , unless otherwise defined in this Privacy Policy or the context requires otherwise.

Please also note that this Privacy Policy does not apply to Information collected: (i) through third party services (including any third party websites) that you may access through our services; or (ii) by other companies and organisations who advertise their services on our services.

## **THE INFORMATION WE COLLECT AND HOW WE COLLECT IT**

In providing our services, we collect, store and use the following Information relating to you:

“Information” is Personal Information and Non-Personal Information;

“Personal Information” is any information or combination of information that relates to you, and can be used to identify you.

Personal Information may include the following:

information you make available to us when you open an account or use our services, such as your name, telephone number, email address and credit card details;

information which you make available to our services as you use them, including Shared Information you make available to others through our services and information you store using our services;

Shared Information that others using our services make available about you, such as information contained in posts they make and communications they make to you and others using our services;  
and

information we collect as you use our services, such as certain Location Data, Log Data and public information.

“Location Data” is information that we collect regarding your location (when you use a location-enabled service), including:

the location of your device when you use our services, such as from the GPS, WiFi, compass, accelerometer or other sensors in your device;

the IP address of the device or internet service you use to access our services,

other information made available by you or others that gives an indication as to where you are or have been located, such as account information that indicates where you are located and Shared Information you or others post indicating your location, such as any geotag information that is embedded in any photos you make available to us; and

If you have provided us with your location data previously and would like us to delete such existing location data, you may be able to do so via our services.

“Log Data” is technical information that is automatically collected by us when you use our services, whether through the use of cookies (as explained in more detail in the Cookies Policy ) or otherwise, including:

technical information such as your mobile carrier, configuration information made available by your web browser or other programs you use to access our services, your IP address and your device’s version and identification number,

information about what you have searched for and looked at while using our services, such as web search terms used, social media profiles visited and details of other information and content accessed or requested by you in using our services;

information about what apps and other software you have used and how you have used them;

information about communications you have made using our services, such as the people you've communicated with and the time, data and duration of your communications; and

metadata, which means information related to items you have made available through our services, such as the date, time or location that a shared photograph or video was taken or posted.

“Non-Personal Information” is any information that relates to you but from which it is not practicable to directly or indirectly identify you, including Personal Information in aggregated, anonymised or pseudonymised form.

“Shared Information” is information about you or relating to you that is voluntarily shared on our services, including postings that you make on our services (including your public profile, the lists you create), any postings from others that you re-post and including Location Data and Log Data associated with these postings. Shared Information also includes information about you (including Location Data and Log Data) that others who are using our services share about you.

## **HOW WE USE YOUR INFORMATION**

We may use your Information for any of the following purposes:

to provide our services to you;

for customer service, security, fraud-detection, archival and backup purposes in connection with the provision of our services;

to provide you with advertising (as discussed in more detail under the “Advertising” section below);

to better understand how you access and use our services, for the purposes of trying to improve our services and to respond to customer desires and preferences, including language and location customisation, personalised help and instructions, or other responses to your and other customers’s usage of our services;

to help us develop our new services and improve our existing services;

to assess the effectiveness of and improve advertising and other marketing and promotional activities on or in connection with our services;

for the purposes of software verification or administering software upgrades; and

to allow you to participate in surveys and other activities about our products and services.

Please note that for the purposes of seeking to provide our users with a better experience, to improve our services or otherwise

where you have consented, Personal Information collected through one of our services may, subject to user privacy controls (where available), be used by our other services (including in an aggregated or individualised manner).

For example, Personal Information collected during your use of one of our services may be used to suggest particular content that can be made available to you on another service or be used to try to present more relevant advertising to you in another service. You may also from time to time ask us to migrate or export your Personal Information contained in one of our services to another of our services, where such migration option is available.

If any of your Personal Information comprises Your Content (as defined in the Terms of Service ), we and our affiliate companies may (subject to this Privacy Policy) use such Personal Information in accordance with the “Your Content” section of the Terms of Service .

Our service-specific privacy guidance may more particularly describe how we use Personal Information within the relevant services.

As noted under the “Use of your device by our services” section in the Terms of Service , we may require access to or use of your Personal Information within your device in order to provide our services to you. Any Personal Information that we use or access

within your device will be treated in accordance with this Privacy Policy and the Terms of Service.

## **COOKIES, WEB BEACONS AND SIMILAR TECHNOLOGIES**

Please review our Cookies Policy for more information regarding how we use cookies, web beacons and similar technologies.

## **ADVERTISING**

We may use your Information to try to offer advertising that is more relevant to you.

We may also use your Information for the purpose of sending you direct marketing (whether by messaging within our services, by email or by other means) that offer or advertise our products and services and/or the products and services of selected third parties. Such products and services (of ours or third parties) include the following:

our products and services and the products and services of our affiliate and subsidiary companies and joint venture partners, including messaging services, online media services, interactive entertainment services, social networking services, payment services, internet search services, location and mapping services, application software and services, data management software and



services, on-line advertising services and other social media, entertainment, e-commerce, information and communications software and services (“Internet Services”); and

third party providers of Internet Services and products and services relating to dining, food and beverages, sports, music, film, television, live performances and other arts and entertainment, books, magazines and other publications, clothing and accessories, jewellery, cosmetics, personal health and hygiene, electronics, collectibles, housewares, appliances, home decoration and furnishings, pets, automobiles, hotels, transport and travel, banking, insurance and financial services, loyalty and reward programs and other products and services that we think may be relevant to you.

We will honor your request for us to not use your Personal Information for the marketing purposes noted above. If you wish to make such a request, please: (i) notify our Privacy Officer; (ii) follow the relevant instructions on our marketing communications; or (iii) follow the instructions as set out in certain service-specific guidance (in relation to the relevant service).