

# **PRIVACY POLICY**

**(updated on March 24, 2018)**

This Privacy Policy governs the manner in which **AXgamesoft** (represented by the individual person **Alexandru Cristian Petre**) collects, uses, maintains and discloses information gathered from the users of products and services created by AXgamesoft (which will be referred to here on as “**we**”).

## **What information do we collect about our users?**

When using our products and services, we may collect non-personal information about the devices of our users, the version of their operating system (“OS”), and general stats about the way our apps are used: how long was the app active, what game settings are used, how far the user has progressed in the app, etc.

## **What information is collected by third parties?**

Our products may contain advertising and analytics. The providers of these services in our products are: Google (and its technology partners), Unity Technologies, and Chartboost. These providers may collect and record information from our users’ devices, such as: bundle ID, language ID, operating system version (“OS”), device model, software developer kit (“SDK”) version, unique device identifier (persistent / non-persistent), international mobile equipment identity (“IMEI”), Internet Protocol (“IP”) address, and media access control (“MAC”) address. When an app of ours is launched, the services providers may collect the following: the time when the app was launched, how long it was active, and in-app purchases (“IAP”) data. In addition, when users access video ads within our product, the ads providers may collect additional stats about videos and video playback such as: start/boot-up information, amount played/session length information, memory on device used for the video cache, videos cached on a device, and complete view events. The services providers may identify the users’ devices using their internal device ID, which is linked to an end user’s Google Advertising ID (“GAID”), Android ID, or Apple IDFA, as applicable.

## **For which purposes is this information collected?**

The information is used to improve our products and services, to conduct research and to create internal reports for future reference. The adverts and analytics providers and their partners may use the information to optimize their advert services, for industry analysis, tracking ad conversions, and demographic profiling.

## **With who else is this information shared?**

We do not share individual information with anyone else, except in cases of legal requirements. Only generic statistics and aggregated demographic info might be shared with third parties at our discretion. The providers of adverts and analytics may share this information with their

business partners, such as advertisers, publishers, sponsors, measurement & attribution companies, and advertising services companies. Additionally, the information may be disclosed to government and law enforcement officials if legal proceedings require it.

### **What can the users do to better protect their information?**

Users may choose not to consent to personalized ads by using the "CHANGE CONSENT" button, which in the app is located below the listing of this privacy policy. Alternatively, users may opt out of interest-based advertisements by adjusting the settings on their mobile devices. For iOS mobile devices, the users can go to "Settings" from the device's home screen, then scroll down to "Privacy", select "Advertising", and turn on "Limit Ad Tracking." For Android mobile devices, the users can go to "Google Settings" on the device, then select "Ads", and check the box labeled "Opt Out of Interest-Based Ads".

### **Confidentiality and security**

While we cannot guarantee that loss, misuse or alteration to users' information will not occur, we make good-faith efforts to prevent such occurrences. We do not warrant or represent that the users' information will be protected against, loss, misuse, or alteration by third parties.

### **Effective date of this Policy**

The previous version of this Privacy Policy was effective from December 9, 2017, and the latest updated version of it is effective from March 24, 2018.

### **Changes to this Policy**

We reserve the right to change this Policy at any time. If we decide to change this Policy, we will post those changes on this page and update the date at the top of the page and the one from the effective date section. The changes will be effective when posted. Please check this page on a regular basis so that you remain aware of what information we collect and how we use it.

### **Your acceptance of these terms**

By using our products and services, you signify your acceptance of this Policy. **If you do not agree with this Policy, please do not use our products and services.** Your continued use of our products and services following the posting of any changes to this Policy will be considered your acceptance of those changes.

### **Contacting us**

If you have any questions about this Privacy Policy, or our products and services, you may contact us by email at [AXgamesoft@gmail.com](mailto:AXgamesoft@gmail.com)