

Privacy Policy

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Xe Alpha team has adopted this privacy policy ("Privacy Policy") to explain how Xe Alpha .collects, stores, and uses the information collected in connection with Xe Alpha's Services

BY INSTALLING, USING, REGISTERING TO OR OTHERWISE ACCESSING THE SERVICES, YOU AGREE TO THIS PRIVACY POLICY AND GIVE AN EXPLICIT AND INFORMED CONSENT TO THE PROCESSING OF YOUR PERSONAL DATA IN ACCORDANCE WITH THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT INSTALL, USE, REGISTER TO OR OTHERWISE ACCESS THE SERVICES. Xe Alpha reserves the right to modify this Privacy Policy at reasonable times, so please review it frequently. If Xe Alpha makes material or significant changes to this Privacy Policy, Xe Alpha may post a notice on Xe Alpha's website along with the updated Privacy Policy. Your continued use of Services will signify your acceptance of .the changes to this Privacy Policy

Non-personal data

For purposes of this Privacy Policy, "non-personal data" means information that does not directly identify you. The types of non-personal data Xe Alpha may collect and use include, but are not limited to: application properties, including, but not limited to application name, package name and icon installed on your device. Your checkin (include like, .recommendation) of an app will be disclosed to all Xe Alpha users

Xe Alpha may use and disclose to Xe Alpha's partners and contractors the collected non-personal data for purposes of analyzing usage of the Services, advertisement serving, managing and providing the Services and to further develop the Services and other Xe .Alpha services and products

You recognize and agree that the analytics companies utilized by Xe Alpha may combine the information collected with other information they have independently collected from other services or products relating to your activities. These companies collect and use information .under their own privacy policies

Personal Data

For purposes of this Privacy Policy, “personal data” means personally identifiable information that specifically identifies you as an individual

Xe Alpha may use collected personal data for purposes of analyzing usage of the Services, providing customer and technical support, managing and providing Services (including managing advertisement serving) and to further develop the Services and other Xe Alpha services and products. Xe Alpha may combine non-personal data with personal data

Disclosure and Transfer of Personal Data

Xe Alpha collects and processes personal data on a voluntary basis and it is not in the business of selling your personal data to third parties. Personal data may, however, occasionally be disclosed in accordance with applicable legislation and this Privacy Policy. Additionally, Xe Alpha may disclose personal data to its parent companies and its subsidiaries in accordance with this Privacy Policy

Xe Alpha may hire agents and contractors to collect and process personal data on Xe Alpha’s behalf and in such cases such agents and contractors will be instructed to comply with our Privacy Policy and to use personal data only for the purposes for which the third party has been engaged by Xe Alpha. These agents and contractors may not use your personal data for their own marketing purposes. Xe Alpha may use third party service providers such as credit card processors, e-mail service providers, shipping agents, data analyzers and business intelligence providers. Xe Alpha has the right to share your personal data as necessary for the aforementioned third parties to provide their services for Xe Alpha. Xe Alpha is not liable for the acts and omissions of these third parties, except as provided by mandatory law

Xe Alpha may disclose your personal data to third parties as required by law enforcement or other government officials in connection with an investigation of fraud, intellectual property infringements, or other activity that is illegal or may expose you or Xe Alpha to legal liability. Xe Alpha may also disclose your personal data to third parties when Xe Alpha has a reason to believe that a disclosure is necessary to address potential or actual injury or interference with Xe Alpha’s rights, property, operations, users or others who may be harmed or may

suffer loss or damage, or Xe Alpha believes that such disclosure is necessary to protect Xe Alpha's rights, combat fraud and/or comply with a judicial proceeding, court order, or legal process served on Xe Alpha. To the extent permitted by applicable law, Xe Alpha will make reasonable efforts to notify you of such disclosure through Xe Alpha's website or in another reasonable manner

Safeguards

Xe Alpha follows generally accepted industry standards and maintains reasonable safeguards to attempt to ensure the security, integrity and privacy of the information in Xe Alpha's possession. Only those persons with a need to process your personal data in connection with the fulfillment of their tasks in accordance with the purposes of this Privacy Policy and for the purposes of performing technical maintenance, have access to your personal data in Xe Alpha's possession. Personal data collected by Xe Alpha is stored in secure operating environments that are not available to the public. To prevent unauthorized on-line access to personal data, Xe Alpha maintains personal data behind a firewall-protected server. However, no system can be 100% secure and there is the possibility that despite Xe Alpha's reasonable efforts, there could be unauthorized access to your personal data. By using the Services, you assume this risk

Other

Please be aware of the open nature of certain social networking and other open features of the Services Xe Alpha may make available to you. You may choose to disclose data about yourself in the course of contributing user generated content to the Services. Any data that you disclose in any of these forums, blogs, chats or the like is public information, and there is no expectation of privacy or confidentiality. Xe Alpha is not responsible for any personal data you choose to make public in any of these forums

If you are under 15 years of age or a minor in your country of residence, please ask your legal guardian's permission to use or access the Services. Xe Alpha takes children's privacy seriously, and encourages parents and/or guardians to play an active role in their children's online experience at all times. Xe Alpha does not knowingly collect any personal information from children below the aforementioned age and if Xe Alpha learns that Xe Alpha has inadvertently gathered personal data from children under the aforementioned age, Xe Alpha

will take reasonable measures to promptly erase such personal data from Xe Alpha's records

Xe Alpha may store and/or transfer your personal data to its affiliates and partners in and outside of EU/EEA member states and the United States in accordance with mandatory legislation and this Privacy Policy. Xe Alpha may disclose your personal data to third parties in connection with a corporate merger, consolidation, restructuring, the sale of substantially all of Xe Alpha's stock and/or assets or other corporate change, including, without limitation, during the course of any due diligence process provided, however, that this Privacy Policy shall continue to govern such personal data

Xe Alpha regularly reviews its compliance with this Privacy Policy. If Xe Alpha receives a formal written complaint from you, it is Xe Alpha's policy to attempt to contact you directly to address any of your concerns. Xe Alpha will cooperate with the appropriate governmental authorities, including data protection authorities, to resolve any complaints regarding the collection, use, transfer or disclosure of personal data that cannot be amicably resolved between you and Xe Alpha

3rd party services

We use 3rd party services in our apps. These services collect usage data in compliance with their Privacy Policies. The services are described below

Advertising

3rd party ad serving systems allow user data to be utilized for advertising communication purposes displayed in the form of banners and other advertisements on Xe Alpha apps, possibly based on user interests

Admob

We use Admob by Google as the main ad server. Please see Admob Privacy Policy – [/https://www.google.com/intl/en/policies/privacy](https://www.google.com/intl/en/policies/privacy)

Analytics

3rd party analytics services allow us to monitor and analyze app usage, better understand our audience and user behavior

Google Analytics

Google Analytics is an analysis service provided by Google Inc. Google utilizes the collected data to track and examine the use of Xe Alpha Apps, to prepare reports on user activities and share them with other Google services. Google may use the data to contextualize and personalize the ads of its own advertising network.

(<http://www.google.com/intl/en/policies/privacy>)

Children's Online Privacy Protection Act Compliance

We are in compliance with the requirements of COPPA, we do not collect any personal information from anyone under 13 years of age. Our products and services are all directed to .people who are at least 13 years old or older