

# Privacy Policy For MXV Player

## 1. MXV Player Terms of Privacy Policy

Privacy Policy describes how and when MXV Player collects, processes, uses and shares your information when you use MXV Player, including our mobile applications. MXV Player receives your information through our mobile applications, transfer, processing, storage, disclosure and other uses of your information as described in this Privacy Policy. If you do not agree with any or all of the following terms of the Privacy Policy, please Do Not Use and/or access the Services.

### 1.1 General Information

The general data we collect can include SDK/API/JS code version, browser, Internet service provider, IP address, platform, timestamp, application identifier, application version, application distribution channel, independent device identifier, Android ad master identifier, network card (MAC) address, and international mobile device identification code (IMEI) the equipment model, the terminal manufacturer, the terminal device operating system version, the session start / stop time, the location of the language, the time zone and the network state (WiFi and so on).

### 1.2 Content, Following, and other Public Information

MXV Player is an Over the Top (OTT) digital on demand Service which offers a wide range of content for entertainment purposes including without limitations, audio, visual, audio-visual and gaming content, so most of

the information you provide us is information that you choose to be made public. This includes not only the content that you post and data provided with such content, such as when it was posted, but also the accounts you follow, the content that you like or comment on, and other public interactions on the Services. Your public information is broadly and instantly disseminated. For instance, your profile information and public content are immediately delivered to a wide range of users and other services that access MXV Player. When you share information or content via the Services, you should think carefully about what you are making public.

### **1.3 Location Information**

In addition to profile information, you may also tell us your exact location if you choose to enable your computer or mobile device to send us location information. We may use and store information about your location to manage content copyright and exploitation restrictions applicable to your location and to also provide features of our Services, such as tagging a video with a location, and to improve and customize the Services, for example, with content that has been tagged near your location.

### **1.4 Other Non-Personal Identification Information**

We do not collect the "Personal Information" which can identify you or another person. We may collect non-personal identification information about Users whenever they interact with our apps. Non-personal identification information may include the type of your

phone, apps and other technical information about Users means of connection to our apps, such as the versions of phone model and other similar information.

### **1.5 Third-Party Services**

MXV Player uses a variety of third-party services to help provide our Services, including to host our various blogs and wikis and to help us understand the use of our Services. These third-party service providers may use cookies and other technologies to collect information about your use of our Services and other websites and services, including your IP address, device ID, pages viewed, and links clicked. Our service providers include [Google Analytics](#) its demographics and interests reporting feature, which you can opt out of [here](#).

## **2 Interest-Based Ads**

In order to provide with a personalized advertisement experience to you, third parties, including Facebook, may collect or receive information from our app and other apps and use that information to improve services and targeted ads.

your Android, you can change your device settings to control whether you see online interest-based ads from Facebook and other companies.

your Android (versions 1.0 and up) and Google Play Services (versions 4.0 and up):

- § Go to Google Settings

- § Tap Ads

- § Tap Opt out of interest-based ads and tap OK

on your choice on Admob ad personalization consent page, Admob & its partners will deliver personalized ads or non-personalized ads to you while using our Services. But, if you ever change your mind in the future, you can easily change your choice about interest-based ads anytime by:

§ Tap Help menu in our app

§ Tap Ad Preferences and make your choice

§ Revisit our Services

### **3. Sensitive Personal Data and Information**

MXV Player will never ask you and you must never provide sensitive MXV Player will never ask you and you must never provide Sensitive Personal Data Or Information to MXV Player or to any person/entity representing MXV Player. Any disclosure of Sensitive Personal Data Or Information shall be at your sole risk and without any liability to MXV Player (including its directors, key managerial personnel, officers and employees). You understand, acknowledge and agree that MXV Player or any other person acting on behalf of MXV Player shall not in any manner be responsible for the authenticity of the Personal Information or Sensitive Personal Data or Information provided by you to MXV Player.

You must note that any information that is freely available or accessible in public domain shall not be regarded as Personal Information or Sensitive Personal Data or Information for the purposes of this Privacy Policy and MXV Player shall not be obliged to take any measures to protect the same since the

same is freely available in the public domain. Please further note that identity theft and the practice currently known as "phishing" are of great concern to MXV Player. We do not and will not, at any time, request your credit card information/debit card information/financial pin numbers and passwords.

#### **4. Information Sharing and Disclosure**

To improve our products and provide you with better service, We also share Personal Data with vendors or agents working on our behalf for the purposes described in this Privacy Policy. For example, companies we've hired to provide data analytical services may need collect and access to Personal Data to provide those functions. In such cases, these companies must abide by our data privacy and security requirements.

##### **4.1 Your Consent**

MXV Player may share or disclose your information at your direction, such as when you choose to publicly post a video or update your profile information.

##### **4.2 Service Providers**

MXV Player engages service providers to perform functions and provide services to us in Pakistan and abroad. We may share your Personal Information with such service providers subject to confidentiality obligations consistent with this Privacy Policy, and on the condition that the third parties use your Personal Data only on our behalf and pursuant to our instructions.

##### **4.3 Non-Private or Non-Personal Information**

MXV Player may share or disclose your non-private, aggregated or otherwise non-personal information, such as your public user profile information, public posts, the people you follow or that follow you, or the number of users who clicked on a particular link (even if only one did).

## **5. Age of Consent and Child Policy**

Services is primarily meant for the Users who have attained the age of 18 years or above and you have given us your consent to allow any of your minor dependents ( less than 13 years) to use and access our Services. If you access our Services, then you shall be bound by our [Age Suitability Terms](#).

## **6. Legal Basis for Personal Data Processing**

MXV Player processes Personal Data for the purposes set out in this Privacy Policy, as described above. Our legal basis to process Personal Data includes processing that is: necessary for the performance of the contract with you (for example, to provide you with the services you request and to identify and authenticate you so you may use our Service); necessary to comply with legal requirements (for example, to comply with applicable accounting rules and to make mandatory disclosures to law enforcement); necessary for our legitimate interests (for example, to manage our relationship with you, to ensure the security of our services, to communicate with you about our products and services); and based on consent by our customers (for example, to place certain cookies and to share your

information with third parties for advertising purposes). In some instances, you may be required to provide us with Personal Data for processing as described above, in order for us to be able to provide you all of our services, and for you to use all the features of our Services.

## **7. Third Party Websites / Apps**

Service may contain links to other websites/services owned and operated by third parties which are not under the control of MXV Player ("Third-Party Websites/Apps"). Any Third Party Websites/App you visit by a link from our Service is solely the responsibility of owners of such Third Party Websites/Apps. The content of, including materials and information contained on, any Third Party Websites/Apps to which you link from our Service is solely the responsibility of the owner and provider of such Third Party Websites/Apps. Any transactions that you enter into with a third party listed in this Service or linked from our Service are solely between you and owner/provider of such Third Party Websites/Apps. MXV Player is and shall not be responsible for any such Third Party Websites/Apps, any products or services sold or provided by such Third Party Websites/Apps, nor the organizations publishing those Third Party Websites/Apps, and hereby disclaim any responsibility and liability for the same. The inclusion of any links does not constitute or imply an endorsement or recommendation by us of the Third Party Websites/Apps and the services and products offered therein, of the quality of any product or service, advice, information or other materials displayed, purchased, or obtained

by you as a result of an advertisement or any other information or offer in or in connection with the Third Party Websites/Apps. MXV Player shall not be liable, accountable or responsible for your Personal Information and/or Sensitive Personal Data or Information being used or misused by such Third Party Websites/Apps.

access and usage of any Third Party Websites/Apps is entirely at your own risk. MXV Player shall not be a party to any transaction between you and a Third Party Websites/Apps. Your use of a Third Party Websites/Apps is subject to the terms and conditions and privacy policy of such Third Party Websites/Apps in addition to our Terms of Use/User Agreement and Privacy Policy.

## **8. Limited Liability**

Security of your Personal Information is a paramount importance for us and we want the same to be as safe as possible while using and accessing our Services. To this extent, we have implemented reasonable technical safeguards to protect your Personal Information. Whilst we will take all the reasonable steps to protect your Personal Information against potential risks and exposures, there is no absolute security in the online/ internet sphere as known to public. Therefore, you must not disclose any information on our Services that is Sensitive Personal Data or Information. You understand that the transmission of information over the internet is not completely secure and there are risks associated with it. Although we strive to protect your personal information, we cannot guarantee the

security of the same while it is being transmitted to our Services and any transmission is at your own risk.

## **9. Support**

If you do not consent to any part of the terms of this Privacy Policy or wish to withdraw consent to process Your Personal Data then you may stop using the Services and ask us to remove your Personal Data/ Information from our records by writing to our team @ [onictechinc@gmail.com](mailto:onictechinc@gmail.com)