

Privacy Policy

This appendix pertains to certain information provided by you or inferred from your usage of Word Game, and stored in electronic form on Word Game' servers (in general, "Electronically-stored Information"). Throughout this Privacy Policy, it is understood that your "computer" includes the computing device on which Word Game is operating, including a personal computer, smartphone, tablet, or other similar computing device capable of running the Word Game software.

Word Game respects the rights and privacy of our end users and partners, and believe in protecting personal information. This updated privacy policy takes into consideration how data is collected, used and shared. Word Game will continue to strive to meet the changes in data protection regulations, and may update the policy time to time for operational, legal or regulatory reasons.

By accessing the Word Game website at <http://www.thewordgame.app> or installing or using the Word Game app, you agree to be bound by this Privacy Policy.

1. Registration Information

You will be required to provide an email address or other similar contact information ("Your E-mail Address") in connection with obtaining this product. You may also be required to, or may elect to, provide other registration information ("Registration Information").

2. Non-Personal Information

Word Game' servers automatically collect and record certain "Non-Personal Information." This information may include session data, usage data, connection and service-related data, browser "user agent" strings, network metrics, data quality metrics, connection location and time, and data logs. In some cases, Non-Personal Information may be aggregated across numerous users.

Non-Personal Information may be used to improve Word Game, track server usage, analyze statistical data, track problems, prevent fraud, enhance security, and for other lawful purposes. Word Game may store this information on its servers, commercially exploit this information, or resell this information to its commercial affiliates. Statistical information is disclosed only in its aggregate form. Word Game may also disclose this information pursuant to any lawful order.

3. Personal Information

“Personal Information” is information that identifies you or that could be used, in the aggregate, to identify you. This information may include, but is not limited to your name, Your E-mail Address, other contact information, your Registration Information, your IP address, geographic location data, photographs stored on your computer including any metadata, contacts stored on your computer, usage statistics, any and all potentially related purchases, any and all potentially related earnings, and any data you send or receive using Word Game. Unless you have opted out of your computer providing location data or services to applications, Word Game will collect your location data and services, including when Word Game is or appears to be inactive.

The type of personal information that we collect and process falls into three categories:

- Information provided by End Users in connection with the provision of our Services;
- Information we collect and use when End Users interact with the mobile application and which we need to provide our Services; and
- Information we collect from Site Visitors via the Site.

A. Information provided by End Users

If you are one of our End Users, we collect the following information provided by you in connection with our legitimate business interests in order to appropriately target advertisements as part of our Services and, to allow you to set up a user account and profile, to contact you, to fulfil your requests for certain Services, to analyze how End Users utilize the Services:

- Email
- Date of Birth
- Gender
- Geographic data

Customers and Partners wishing to opt out of receiving information from Word Game can click “UNSUBSCRIBE” in marketing emails or email us at wordgame@playtowinapps.com.

We also collect certain types of information automatically through the use of Cookies as outlined below and other similar tracking technologies. These tracking technologies enable us to personalize the Services to End Users.

If you would like to request that it be removed from our database, please contact us at wordgame@playtowinapps.com

B. Information We Collect and Use About End Users When They Interact With Our Mobile Applications

If you are an End User, we collect certain device information provided by our advertising exchange Partners or our Customers to serve targeted ads to you, to measure performance of targeted ads, to analyze trends in aggregated data and to analyze data to identify the demographic and interests of End Users across the app ecosystem (all of which could include the sharing of data with the applicable advertising Partners for such purposes).

This information includes:

- Generic geographic location consisting of IP address
- Device ID
- Android ID or Identifier for Advertisers (IDFA)

C. Information We Collect From Site Visitors via Our Site

We collect and store any information that Site Visitors provide to us as required for us to provide you with access to the Site and the Services, pursuant to the Site's Terms of Use. For example, we collect personal information such as your email address and browser information. You can choose not to provide us with certain information, but then you may not be able to register with us or take advantage of some of our features.

If you have provided us with a means of contacting you, we will use such means to communicate with you in relation to the purposes for which you provided your contact details and in relation to similar products or Services. If you do not want to receive communications from us, please indicate this by contacting us at wordgame@playtowinapps.com.

Additionally, you may sign up to receive reports and communications from us by submitting your email address via the Site. If you would like to opt-out of receiving any information that you receive from us, you may update your email preferences by using the "UNSUBSCRIBE" link found in emails we send to you or at your member profile on our Site or by contacting us at wordgame@playtowinapps.com. Where we ask for your consent to send you communications, we process the relevant data you provide us on the basis of that consent.

D. Tracking Technologies on Our Website

In operating the Services, we along with our third party partners may use tracking technologies such as cookies, E-Tags, JavaScript and Local Storage such as HTML5. Our third party partners also use Local Shared Objects (LOSs) such as Flash. A cookie is a small piece of text that is sent to a browser. The browser provides this piece of text to the originating server when the visitor returns. Word Game uses cookies

to help direct users to the appropriate page based on their interests. Word Game does not store any personal data in cookies. Most Web browsers are initially configured to accept cookies, but you can change this setting so your browser either refuses all cookies or informs you when a cookie is being sent. Also, you are free to delete any existing cookies at any time. Please note that some features of Word Game may not function properly when cookies are disabled or removed.

E-Tag is a technology that is part of the standard HTTP protocol that allows our website to validate temporary storage (cache) of our pages and images. This ensures that you are viewing the latest version of our website since your last visit.

JavaScript is a dynamic object oriented computer programming language. JavaScript is used to understand user behavior on our website.

Local Storage (LS) such as HTML5 and Local Shared Objects (LOSs) such as Flash are used to store content information and preferences. Various browsers may offer their own management tools for removing HTML5 LS's.

As is true of most websites, we gather certain data automatically, such as Internet protocol (IP) addresses.

We advertise our services on other sites. Such sites may use cookies or similar technologies in order to provide you advertising based upon your browsing activities and interests. If you wish to opt out of such advertising, please contact us at wordgame@playtowinapps.com

E. Social Widgets

Our website includes Social Media Features, such as the Share button or links to social networks like Twitter and Facebook. These Features may collect your Internet protocol address, which page you are visiting on our website, and may set a cookie to enable the Feature to function properly. Social Media Widgets allow you to share our Blog articles on your social media page. Your interactions with these features are governed by the privacy policy of the company providing the service.

4. User Information

User information includes Statistical Information, Personal Information, and any other information that Word Game gathers about you. User Information may be collected based on your individual use of Word Game, based on Word Game's ability to access data stored on your computer, or via your interaction with the Word Game website at <http://www.Thewordgame.app>, including "cookies" stored on your computer and your participation in forums, if any.

5. Use and Disclosure of User and Personal Information

You grant Word Game the right to collect and use User Information for any lawful purpose. Without limitation, Word Game may use User Information to improve service, answer inquiries, fix software bugs, refine features, create an individual user profile about you, enforce this Privacy Policy or the Word Game End User License Agreement, in response to a court order or other similar legal request that Word Game is required to

respond to, and for targeted advertising and other commercial purposes. Word Game may also sell, rent, distribute, disclose or otherwise provide the information to its commercial affiliates for similar purposes without prior consent from or notice to you other than your agreement to this Privacy Policy. Your agreement to this Privacy Policy is consideration, in part, of Word Game' cost of providing Word Game to you. Word Game will not sell your User Information to known spammers or for any illegal purpose. Word Game contractually requires commercial affiliates who receive User Information from Word Game to verify that they have in place security and privacy measures conforming to section 8 of this Privacy Policy.

The personal data collected or processed through our Services (concerning our End Users or visitors to the Word Game mobile application or website) will be used for: (i) creating aggregate data and anonymous data (as specified below), (ii) providing the Services, and (iii) improving and maintaining our Services. For example, we use such data to help diagnose problems with our servers, to diagnose and prevent fraudulent activity, to process payment requests, to consider and develop new services and features and to improve the Services and make them more useful.

By analyzing the data we collect, we may compile aggregate and anonymized data ("Aggregate Data"). Aggregate Data is anonymous and is not linked to any personal data. Aggregate Data helps understand trends and End User needs so that new services can be considered and so existing products and services can be tailored to End User desires.

6. Sensitive Information

Word Game will never directly ask you for certain sensitive information, such as your social security number, or questions about your health, sexual orientation, gender identification, or religious beliefs and practices ("Sensitive Information). Word Game requests that you not try to provide Sensitive Information directly to Word Game. To the extent Sensitive Information may be inferred from your use of Word Game, Word Game requests that you refrain from using Word Game in a manner that implicates the Sensitive Information if you prefer not to be associated with your Sensitive Information. Word Game does not screen User Data to ensure that Sensitive Information has not been disclosed or cannot be inferred.

7. Financial Information

Word Game does not collect or store financial information, including credit card or bank account numbers. If Word Game starts collecting such information in the future, Word Game will provide an updated End-User License Agreement and Privacy Policy addressing practices with respect to financial information.

8. Retention and Security of Information

Word Game may retain Electronically-stored Information for as long as is lawful and for as long as is commercially reasonable, practical and necessary for Word Game' purposes. Word Game expressly makes no covenant to retain or destroy information within a certain time, except that Word Game will retain or destroy information as required by law. Word Game protects User Information with commercially-reasonable security measures, including administrative procedures, physical security, electronic security. Word Game stores Personal Information in encrypted databases. In the event of a data breach that Word Game is required by law to inform you of, you agree that notice is complete and effective upon Word Game' delivery of notice to Your Email Address.

9. International Transfer

EU-U.S. Privacy Shield

As we are based in the United States, if you are located outside the United States and provide personal information to us, or to one of our group companies, your information will be transferred to us in the United States in accordance with this privacy policy.

Word Game is striving to certify its compliance with the EU-U.S. and the Swiss – U.S. Privacy Shield Framework. Word Game is committed to subjecting all personal data received from European Union (EU) member countries, in reliance on the Privacy Shield Framework, to the Framework's applicable Principles. To learn more about the Privacy Shield Framework, visit the U.S. Department of Commerce's Privacy Shield List. [<https://www.privacyshield.gov/list>]

10. California Residents

California Civil Code § 1798.83 gives you the right to request specific information about Word Game' use of your personal information. If you would like to request information with respect to your rights in California, please email Word Game at wordgame@playtowinapps.com and please include "California Privacy Information" in the subject line.

11. Commitment to Protecting Children's Privacy

Word Game does not knowingly collect or process personal data from or with respect to children under the age of 16, and you must be 16 years of age or older in order to establish an account for Word Game Services.

If you are a parent or legal guardian and believe that your child under the age of 16 has submitted his or her personal data or other data without your consent, permission, or authorization – please let us know immediately, and we will promptly act to remove your

child's data from our database, cease the use of such data and inform any other party we suspect to have access to such data to do the same.

12. Access, Correction, Deletion and Portability of Data

We may partner with third-party service providers to serve ads regarding goods or services that may be of interest to you when you access and use the Site and third party-platform. Some of the ads on this Site or on third party platform may be personalized, meaning that they are intended to be relevant to you based on what we or the online advertising network serving the ad know about you or your computer's browsing activity on both the Site and third-party platform. To do so, these companies may place or recognize a unique cookie on your browser (including through the use of pixel tags).

The Network Advertising Initiative offers useful information about internet advertising companies, including information about how to opt-out of interest-based advertising by their members. See <http://www.networkadvertising.org> for general information about the NAI and http://www.networkadvertising.org/managing/opt_out.asp for the opt-out page. You may also visit <http://www.aboutads.info/consumers/> to learn about interest-based advertising and how to opt-out from ads served by some or all participating companies.

These opt-out mechanisms rely on cookies to remember your choices. If you delete your cookies, use another computer or device, or change browsers, you will need to repeat this process. In addition, opting out of interest-based ads will not opt you out of all ads, but rather only those ads that are personalized to your interests.

Word Game respects the privacy rights of our Customers, and to the extent required by applicable law, will make reasonable commercial efforts to allow them to access, correct, object to the processing of, delete or port any of their personal data, provided that we are able to properly verify their identity and link them to any personal data in our possession. For any inquiries related to this, please contact us at wordgame@playtowinapps.com.

13. Contacting Word Game

If you have questions or concerns about this Privacy Policy, or if you need to report a violation of this Privacy Policy, please email Word Game at wordgame@playtowinapps.com and please include "Privacy Policy Inquiry" in the subject line.

14. Modification

Word Game may update this Privacy Policy from time to time, and will deliver updates to Your Email Address. If you do not agree to the new Privacy Policy, your remedy is to immediately cease use of the Thewordgame.app website, immediately uninstall all copies of the Word Game software, and otherwise comply with your obligations under the Word Game EULA.