RSL-IL4Privacy

Word Template

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# Introduction

Zynga Privacy Policy

# Private Data

* 1. **Social Network Account (PD1)**

Type: PersonalInformation

Description: Social Network Account

Attributes:

* First name, last name, profile picture or its URL social network ID number, e-mail, physical location, gender, birthday, age range, other publicly-available information, other information shared with Zynga – First name, last name, profile picture or its URL social network ID number, e-mail, physical location, gender, birthday, age range, other publicly-available information, other information shared with Zynga
  1. **Technical Device Information (PD2)**

Type: UsageInformation

Description: Technical Device Information

Attributes:

* IP address, type of computer or mobile device, operating system version, mobile device’s identifiers, browser types, browser language – IP address, type of computer or mobile device, operating system version, mobile device’s identifiers, browser types, browser language
* Referring and exit pages, and URLs, platform type, number of clicks on a page or feature, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages game state and the date and time of activity on our websites or games – Referring and exit pages, and URLs, platform type, number of clicks on a page or feature, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages game state and the date and time of activity on our websites or games
  1. **Additional Device Information (PD3)**

Type: PersonalInformation

Description: Additional Device Information

Attributes:

* Name associated with device, telephone number, country, specific geolocation (with extra permission), mobile contacts (with extra permission) – Name associated with device, telephone number, country, specific geolocation (with extra permission), mobile contacts (with extra permission)
  1. **Zynga Player Profile (PD4)**

Type: PersonalInformation

Description: Zynga Player Profile

Attributes:

* Profile photo, game username(s), gender, biographic details (age or age range), approximate location information, links to your profiles on various social network, details about the games played Zynga player ID number – Profile photo, game username(s), gender, biographic details (age or age range), approximate location information, links to your profiles on various social network, details about the games played Zynga player ID number
  1. **Zynga Public Player Profile (PD5)**

Type: PersonalInformation

Description: Zynga Public Player Profile

Attributes:

* Zynga player ID number, first name, last name, player profile picture – Zynga player ID number, first name, last name, player profile picture
  1. **Billing Information (PD6)**

Type: PersonalInformation

Description: Billing Information

Attributes:

* Postal address, e-mail address, financial information – Postal address, e-mail address, financial information
  1. **Advertisement-purpose Information (PD7)**

Type: UsageInformation

Description: Advertisement-purpose Information

Attributes:

* Performance data, aggregated and/or de-identified information about users, certain technical information (connect with element 2), social network ID, other contextual data about users' game play – Performance data, aggregated and/or de-identified information about users, certain technical information (connect with element 2), social network ID, other contextual data about users' game play
  1. **Contact Information (PD8)**

Type: PersonalInformation

Description: Contact Information

Attributes:

* Name, email, other contact information – Name, email, other contact information
  1. **Technical Information (PD9)**

Type: UsageInformation

Description: Technical Information

Attributes:

* Geographic area, de-identified demographic information – Geographic area, de-identified demographic information
  1. **Zynga Activity (PD10)**

Type: UsageInformation

Description: Zynga Activity

Attributes:

* Communications, comments, photos, drawings – Communications, comments, photos, drawings
  1. **Gaming Status (PD11)**

Type: UsageInformation

Description: Gaming Status

Attributes:

* Game play or activity – Game play or activity
  1. **Social Network ID Number (PD12)**

Type: UsageInformation

Description: Social Network ID Number

Attributes:

* Social network ID number – Social network ID number
  1. **Zynga Player ID Number (PD13)**

Type: UsageInformation

Description: Zynga Player ID Number

Attributes:

* Zynga player ID number – Zynga player ID number
  1. **Mobile Number (PD14)**

Type: PersonalInformation

Description: Mobile Number

Attributes:

* Mobile number – Mobile number
  1. **Address Book Access Password (PD15)**

Type: PersonalInformation

Description: Address Book Access Password

Attributes:

* Address book access password – Address book access password
  1. **Toolbar Usage (PD16)**

Type: UsageInformation

Description: Toolbar Usage

Attributes:

* Statistics regarding how players use the toolbar – Statistics regarding how players use the toolbar
  1. **Log Files (PD17)**

Type: UsageInformation

Description: Log Files

Attributes:

* Log files with information regarding players' activity on Zynga – Log files with information regarding players' activity on Zynga
  1. **Communications (PD18)**

Type: PersonalInformation

Description: Communications

Attributes:

* Communications you have with the Customer Service team and any information in those communications – Communications you have with the Customer Service team and any information in those communications

# Services

* 1. **Business Purposes (S10)**

Description: industry analysis, demographic profiling, marketing, analytics, and advertising, and other business purposes, legitimate business processes

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **Development (S17)**

Description:

Sub-Services:

* + 1. **Provide Services (S18)**

Description: provide our Service, operate, administer rewards, surveys, sweepstakes, contests, or other promotional activities or events sponsored or managed by us or our business partners, e-mail delivery, hosting services

* + 1. **Improve Services (S19)**

Description: provide a better gaming experience, improve and optimize our Services and our players’ experiences, conduct research, undertake web analytics, analyzing data, optimizing game play

* + 1. **Personalize Services (S20)**

Description: identify and suggest connections with other Zynga players and personalize our Services to you

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
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* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **Legal (S11)**

Description: response to legal process (for example, a court order, search warrant or subpoena), satisfy any laws or regulations that apply, legal and accounting purposes, legal requirements, create a safer and more trusted environment for our players by preventing potential illegal activities, legal obligations, resolve any disputes we may have with you or other players, and to enforce our agreements with third parties

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
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* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **Account (S1)**

Description:

Sub-Services:

* + 1. **Interaction With Services (S2)**

Description: play Zynga’s games or access any of our other Services on a social network, use our Services (whether through a social network or through Zynga directly), play through a social network, play Zynga games on your mobile device, allow you to play our games

* + 1. **Registration (S3)**

Description: a more traditional registration or account set-up process, register through a social network (for example, Facebook Connect), create your game accounts

* + 1. **Contacts Connection (S4)**

Description: help you and your contacts connect through our Services, access your address book

* + 1. **Provide Support (S5)**

Description: provide support, provide technical support and respond to player inquiries, respond to customer support inquiries, customer service

References to Private Data:

* Social Network Account (PD1)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
  1. **Financial (S6)**

Description:

Sub-Services:

* + 1. **Purchases (S7)**

Description: process your charges, purchases, fulfill your order, properly credit player accounts, processing payments

* + 1. **Business Transition (S8)**

Description: merger, acquisition by another company, or sale of all or part its assets (like selling a game)

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
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* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **Advertising (S9)**

Description: place ads in our Services, direct marketing purposes, serve you advertising more tailored to your interests, manage and deliver contextual and behavioral advertising, measure how effective ads are, to offer you targeted advertising in order to personalize your experience by showing you advertisements for products and services that are more likely to appeal to you, managing and delivering contextual and tailored advertisements

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **Between Players (S22)**

Description: enable players to communicate with each other, keep you informed of your in-game activity, including comments from friends, let you know about in-game status such as “crops ready”, game requests or even friend requests from other players

Sub-Services:

* + 1. **Between Players (S22)**

Description: enable players to communicate with each other, keep you informed of your in-game activity, including comments from friends, let you know about in-game status such as “crops ready”, game requests or even friend requests from other players

* + 1. **Notifications (S23)**

Description: notify players of in-game updates, new products or promotional offers, tell you about gift and neighbor requests, send promotional e-mail messages and promotional SMS messages

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **Security (S12)**

Description:

Sub-Services:

* + 1. **Criminal Activity (S13)**

Description: report such criminal activity

* + 1. **Financial Protection (S14)**

Description: fraud protection, credit risk reduction, and other security precautions, prevent fraud, create a safer and more trusted environment for our players by preventing fraud activities

* + 1. **Health Protection (S15)**

Description: emergency that poses a threat to the health and/or safety of you, another person or the public generally, protect the safety and well-being of our players

* + 1. **Rights (S16)**

Description: protect Zynga's rights and property in connection with our Services, enforcing our Terms of Service

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **Communication (S21)**

Description:

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
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* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

# Recipients

* 1. **Zynga (R1)**

Description: Zynga

Scope: Internal

Type: Organization

Sub-Recipients:

* + 1. **Zynga players (R2)**

Description: Zynga players

* 1. **Third parties (R3)**

Description: Third parties

Scope: External

Type: Organization

Sub-Recipients:

* + 1. **Third party advertisers (R4)**

Description: Third party advertisers

* + 1. **Zynga's payment processors (R5)**

Description: Zynga's payment processors

* + 1. **Offer wall provider (R6)**

Description: Offer wall provider

* 1. **Successor organization (R7)**

Description: Successor organization

Scope: External

Type: Organization

* 1. **Companies located overseas (R8)**

Description: Companies located overseas

Scope: External

Type: Organization

* 1. **Zynga's Affiliates (R9)**

Description: Zynga's Affiliates

Scope: Internal/External

Type: Organization

* 1. **Visitors (R10)**

Description: Visitors

Scope: External

Type: Individual

* 1. **Social network friends (R11)**

Description: Social network friends

Scope: External

Type: Individual

# Enforcements

* 1. **Children Advisoring (En1)**

Description: Zynga's services are not for children and Zynga does not collect their information on purpose; if it ends up happening, such information will be quickly removed as soon as the company is aware.

Type: Action

* 1. **Toolbar (En2)**

Description: Users may install a toolbar (the 'Toolbar') when playing games. It intends to provide a better user experience.

Type: Tool

* 1. **Toolbar Updates (En3)**

Description: The Toolbar updates automatically.

Type: Config

* 1. **Payment Information Encryption (En4)**

Description: Payment information is encrypted using secure socket layer technology ('SSL') by the processors (Zynga or others).

Type: Algorithm

* 1. **Stop SMS Messages (En5)**

Description: The user just needs to reply STOP to the number that sends SMS messages to cancel such service.

Type: Process

* 1. **Policy changes notification (En6)**

Description: Users are notified regarding changes to the privacy policy on Zynga.com or its equivalent in-game, or by receiving a notice to the e-mail address Zynga has of the user prior to the change becoming effective.

Type: Action

* 1. **Cookies (En7)**

Description: You can set your web browser to warn you about attempts to place cookies on your computer or limit
the type of cookies you allow.

Type: Config

* 1. **Information management (En8)**

Description: By emailing Zynga, you can review in any way the use of your information.

Type: Action

# Statements

* 1. **St1**

Description: If you play Zynga’s games or access any of our other Services on a social network like Facebook, Zynga receives certain information about you from the social network automatically.

Type: Collection

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)

References to Services:

* Account (S1)
* Interaction With Services (S2)
  1. **St2**

Description: Zynga may collect some or all of the information provided by the social network like your first and last name, your profile picture or its URL, your social network ID number (like your Facebook ID number), which is linked to publicly-available information like your name and profile photo, the social network ID numbers and other public data for your friends, the login e-mail you provided to that social network when you registered with it, your physical location and that of the devices you use to access our Services, your gender, your birthday and/or age range, other publicly-available information on the social network and/or any other information that you or the social networks share with Zynga.

Type: Collection

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
  1. **St3**

Description: We and our service providers use these log files, tags, and tracking technologies to collect and analyze certain kinds of technical information, including IP addresses, the type of computer or mobile device you are using, your operating system version, your mobile device’s identifiers, like your MAC Address, Identifier For Advertising (IDFA), and/or International Mobile Equipment Identity (IMEI), your browser types, your browser language, referring and exit pages, and URLs, platform type, the number of clicks on a page or feature, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages and game state and the date and time of activity on our websites or games.

Type: Collection

Modality: Permitted

References to Private Data:

* Technical Device Information (PD2)
  1. **St4**

Description: If you play Zynga games on your mobile device, in addition to your device identifiers, we may also collect the name you have associated with your device, your telephone number, your country and with your permission, your specific geolocation and your mobile contacts.

Type: Collection

Modality: Permitted

References to Private Data:

* Additional Device Information (PD3)

References to Services:

* Account (S1)
* Interaction With Services (S2)
  1. **St5**

Description: When you use our Services (whether through a social network or through Zynga directly), you may give us information directly (like when you’re setting up your account) and we will store that on our systems and use it for the purposes described in this Privacy Policy.

Type: Collection

Modality: Permitted

References to Private Data:

* Zynga Player Profile (PD4)

References to Services:

* Account (S1)
* Interaction With Services (S2)
  1. **St6**

Description: Some games or parts of our Services may use a more traditional registration or account set-up process where you may be asked to give us your age or birthday, your first and last names, your e-mail address, a password and other information that helps us make sure it’s you accessing your account or helps us improve our services.

Type: Collection

Modality: Permitted

References to Private Data:

* Zynga Player Profile (PD4)

References to Services:

* Account (S1)
* Registration (S3)
  1. **St7**

Description: Your player profile may include information like a profile photo, game username(s), your gender, biographic details (like your age or age range), approximate location information that you provide, links to your profiles on various social network, details about the games you play and a Zynga player ID number that is created by Zynga and used to identify your profile.

Type: Collection

Modality: Permitted

References to Private Data:

* Zynga Player Profile (PD4)
  1. **St8**

Description: We may also get information about you from other Zynga users importing or entering their contacts.

Type: Collection

Modality: Permitted

References to Private Data:

* Contact Information (PD8)
  1. **St9**

Description: If you purchase a license to use in-game virtual currency or virtual items in a game you play on Zynga.com, our third party payment processor will collect the billing and financial information it needs to process your charges.

Type: Collection

Modality: Permitted

References to Private Data:

* Billing Information (PD6)

References to Services:

* Financial (S6)
* Purchases (S7)
  1. **St10**

Description: Billing and financial information may include your postal address, e-mail address and financial information.

Type: Collection

Modality: Permitted

References to Private Data:

* Billing Information (PD6)
  1. **St11**

Description: Zynga does not collect your financial information, like credit card numbers.

Type: Collection

Modality: Forbidden

References to Private Data:

* Billing Information (PD6)
  1. **St12**

Description: Zynga may also obtain the billing and payment information that you provide when your purchase is processed by someone else (like Facebook, Apple or Google) such as when you purchase something in a game you play on a social network or that you downloaded on your mobile device.

Type: Collection

Modality: Permitted

References to Private Data:

* Billing Information (PD6)
  1. **St13**

Description: When you ask for help from our Customer Support team, we will collect the contact information you give them (generally, your name and e-mail address), information about your game play or activity on our Services, and your Zynga player and/or social network ID number.

Type: Collection

Modality: Permitted

References to Private Data:

* Contact Information (PD8)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
  1. **St14**

Description: The Toolbar itself may collect information like your social network ID.

Type: Collection

Modality: Permitted

References to Private Data:

* Zynga Activity (PD10)
  1. **St15**

Description: Our websites and games are not for children under the age of 13 and we do not knowingly collect any personal information from children under 13.

Type: Collection

Modality: Forbidden

References to Private Data:

* Social Network Account (PD1)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Contact Information (PD8)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Communications (PD18)

References to Enforcements:

* Children Advisoring (En1)
  1. **St16**

Description: We receive the information you provide, including your mobile telephone number, when you choose to sign up to receive SMS messages.

Type: Collection

Modality: Permitted

References to Private Data:

* Mobile Number (PD14)
  1. **St17**

Description: When advertisers or ad networks place ads in our Services, they may collect performance data, aggregated and/or de-identified information about you and other players collectively that is not
intended to specifically identify you, certain technical information, your social network ID and other contextual data about your game play.

Type: Collection

Modality: Permitted

References to Private Data:

* Advertisement-purpose Information (PD7)

References to Services:

* Financial (S6)
* Advertising (S9)
  1. **St18**

Description: Certain information in your Zynga profile will be publicly accessible on Zynga’s websites that offer direct access to Zynga games, including Zynga player ID, first and last names, and player profile picture.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Zynga Public Player Profile (PD5)

References to Recipients:

* Zynga players (R2)
* Offer wall provider (R6)
  1. **St19**

Description: You may be able to take part in certain activities on our Service that let you communicate or share information not just with Zynga, but also with other Zynga players.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Zynga Activity (PD10)

References to Recipients:

* Zynga (R1)
* Zynga players (R2)
  1. **St20**

Description: Zynga’s payment processors may share non-financial information with us related to your purchases, like your name, billing address and the items purchased in order to fulfill your order.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Billing Information (PD6)

References to Recipients:

* Zynga's payment processors (R5)

References to Services:

* Financial (S6)
* Purchases (S7)
  1. **St21**

Description: We may disclose or publish aggregated information (information about you and other players collectively that is not intended to specifically identify you, for example, players between the ages of 21 and 25 who live San Francisco) and other non-personal information about our players for industry analysis, demographic profiling, marketing, analytics, and advertising, and other business purposes.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Advertisement-purpose Information (PD7)

References to Services:

* Financial (S6)
* Business Purposes (S10)
  1. **St22**

Description: In addition, we will share your information (which may include personal information) with third parties (in other words, parties other than Zynga) or allow third parties to collect this information from our Services.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
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* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Recipients:

* Third parties (R3)
  1. **St23**

Description: With your consent, we may share your information with third parties or allow them to collect your information from our Services in some ways not specifically described in this Privacy Policy.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
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* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Recipients:

* Third parties (R3)
  1. **St24**

Description: In most Zynga games, if you play through a social network or register through a social network (for example, Facebook Connect), your social network friends will see your name, profile photo and descriptions of your game activity.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Zynga Public Player Profile (PD5)

References to Recipients:

* Social network friends (R11)

References to Services:

* Account (S1)
* Interaction With Services (S2)
* Registration (S3)
  1. **St25**

Description: In many Zynga games friends and other players will be able to see your game profile, which may include your name or a “game name” and your profile photo, which in certain cases can reveal your social network ID or Zynga player ID.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Zynga Public Player Profile (PD5)
* Zynga Player ID Number (PD13)

References to Recipients:

* Zynga players (R2)
  1. **St26**

Description: Access to a social network ID or Zynga player ID may allow others to view the public information associated with your related social network profile or Zynga account.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Zynga Public Player Profile (PD5)
* Zynga Player ID Number (PD13)
  1. **St27**

Description: We do not actively share personal information with third party advertisers for their direct marketing purposes unless you give us your consent.

Type: Disclosure

Modality: Forbidden

References to Private Data:

* Social Network Account (PD1)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Contact Information (PD8)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Communications (PD18)

References to Recipients:

* Third party advertisers (R4)

References to Services:

* Financial (S6)
* Advertising (S9)
  1. **St28**

Description: When advertisers or ad networks place ads in our Services, they may share performance data, aggregated and/or de-identified information about you and other players collectively that is not intended to specifically identify you, certain technical information, your social network ID and other contextual data about your game play.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Advertisement-purpose Information (PD7)

References to Recipients:

* Third party advertisers (R4)
  1. **St29**

Description: Your information, and the contents of all of your online communications in our Services and between You and Zynga may be disclosed when we have a good faith belief that we have to disclose the information in response to legal process (for example, a court order, search warrant or subpoena).

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Financial (S6)
* Legal (S11)
  1. **St30**

Description: Your information, and the contents of all of your online communications in our Services and between You and Zynga may be disclosed to satisfy any laws or regulations that apply.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Legal (S11)
  1. **St31**

Description: Your information, and the contents of all of your online communications in our Services and between You and Zynga may be disclosed where we believe in our sole discretion that the Service is being used in committing a crime, including to report such criminal activity or to share information with other companies and organizations for the purposes of fraud protection, credit risk reduction, and other security precautions.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Security (S12)
* Criminal Activity (S13)
* Financial Protection (S14)
  1. **St32**

Description: Your information, and the contents of all of your online communications in our Services and between You and Zynga may be disclosed when we have a good faith belief that there is an emergency that poses a threat to the health and/or safety of you, another person or the public generally.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Security (S12)
* Health Protection (S15)
  1. **St33**

Description: Your information, and the contents of all of your online communications in our Services and between You and Zynga may be disclosed to protect the rights or property of Zynga and other applicable third parties, including to enforce our Terms of Service.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **St34**

Description: To properly credit player accounts and to prevent fraud, a unique identifier, in some cases your social network ID or Zynga player ID, will be shared with the offer wall provider.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)

References to Recipients:

* Offer wall provider (R6)

References to Services:

* Financial (S6)
* Purchases (S7)
* Security (S12)
* Financial Protection (S14)
  1. **St35**

Description: We will share your information with third party companies to perform services on our behalf, like processing payments, analyzing data, optimizing game play, e-mail delivery, hosting services, customer service and to help us in our marketing efforts, including managing and delivering contextual and tailored advertisements.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Recipients:

* Third parties (R3)

References to Services:

* Account (S1)
* Provide Support (S5)
* Financial (S6)
* Purchases (S7)
* Advertising (S9)
* Development (S17)
* Provide Services (S18)
* Improve Services (S19)
  1. **St36**

Description: In the event that Zynga undergoes a business transition, like a merger, acquisition by another company, or sale of all or part its assets (like selling a game), we may transfer all of your information, including personal information, to the successor organization in the transition.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Recipients:

* Successor organization (R7)

References to Services:

* Financial (S6)
* Business Transition (S8)
  1. **St37**

Description: When you use Our Services, your data may be sent to the United States and possibly other countries.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Recipients:

* Companies located overseas (R8)

References to Services:

* Account (S1)
* Interaction With Services (S2)
  1. **St38**

Description: As part of our international operations, we may transfer data to our Affiliates from time to time for our legitimate business purposes.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Recipients:

* Zynga's Affiliates (R9)

References to Services:

* Financial (S6)
* Business Purposes (S10)
  1. **St39**

Description: Personal data collected within Switzerland and the European Economic Area (“EEA”) may be transferred to a destination outside of Switzerland and the EEA.

Type: Disclosure

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Recipients:

* Companies located overseas (R8)
  1. **St41**

Description: We and service providers acting on our behalf, like Google Analytics, store log files and use tracking technologies such as cookies, web beacons, ttracking pixels and local shared objects.

Type: Retention

Modality: Permitted

References to Private Data:

* Log Files (PD17)

Period: Unlimited

* 1. **St42**

Description: We store information about players and visitors to its sites on servers located in the United States, and we may also store this information on servers and equipment in other countries.

Type: Retention

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

Period: Unlimited

* 1. **St43**

Description: Zynga may store some or all of the information provided by the social network like your first and last name, your profile picture or its URL, your social network ID number (like your Facebook ID number), which is linked to publicly-available information like your name and profile photo, the social network ID numbers and other public data for your friends, the login e-mail you provided to that social network when you registered with it, your physical location and that of the devices you use to access our Services, your gender, your birthday and/or age range, other publicly-available information on the social network and/or any other information that you or the social networks share with Zynga.

Type: Retention

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)

Period: Unlimited

* 1. **St44**

Description: We may store this contact information to help you and your contacts connect through our Services.

Type: Retention

Modality: Permitted

References to Private Data:

* Contact Information (PD8)

References to Services:

* Account (S1)
* Contacts Connection (S4)

Period: Unlimited

* 1. **St45**

Description: If you need to enter a password to allow us to access your address book, we will not store that password.

Type: Retention

Modality: Permitted

References to Private Data:

* Address Book Access Password (PD15)

References to Services:

* Account (S1)
* Contacts Connection (S4)

Period: Unlimited

* 1. **St46**

Description: We record and store archives of these communications, comments, photos and drawings on Zynga's servers to protect the safety and well-being of our players and Zynga's rights and property in connection with our Services and you acknowledge and agree to that.

Type: Retention

Modality: Permitted

References to Private Data:

* Zynga Activity (PD10)

References to Services:

* Security (S12)
* Health Protection (S15)
* Rights (S16)

Period: Unlimited

* 1. **St47**

Description: Zynga does not store your financial information, like credit card numbers.

Type: Retention

Modality: Forbidden

References to Private Data:

* Billing Information (PD6)

Period: None

* 1. **St48**

Description: When you ask for help from our Customer Support team, we will store the contact information you give them (generally, your name and e-mail address), information about your game play or activity on our Services, and your Zynga player and/or social network ID number.

Type: Retention

Modality: Permitted

References to Private Data:

* Contact Information (PD8)

Period: Unlimited

* 1. **St49**

Description: We will also store the communications you have with the Customer Service team and any information in those communications in order to provide support.

Type: Retention

Modality: Permitted

References to Private Data:

* Communications (PD18)

References to Services:

* Account (S1)
* Provide Support (S5)

Period: Unlimited

* 1. **St50**

Description: We store the information you provide, including your mobile telephone number, when you choose to sign up to receive SMS messages.

Type: Retention

Modality: Permitted

References to Private Data:

* Mobile Number (PD14)

Period: Unlimited

* 1. **St51**

Description: We may also keep statistics regarding how players use the toolbar on an aggregated basis.

Type: Retention

Modality: Permitted

References to Private Data:

* Toolbar Usage (PD16)

Period: Unlimited

* 1. **St52**

Description: Once Zynga receives your information from a social network or your mobile device, that information is stored by Zynga in accordance with this Privacy Policy.

Type: Retention

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)

Period: Unlimited

* 1. **St53**

Description: Please note that certain records, for example those relating to payments or customer service matters, will be held for legal and accounting purposes.

Type: Retention

Modality: Permitted

References to Private Data:

* Billing Information (PD6)

References to Services:

* Financial (S6)
* Legal (S11)

Period: Unlimited

* 1. **St54**

Description: If we learn that we have inadvertently gathered personal information from a child under 13, we will take reasonable measures to promptly remove that information from our records.

Type: Retention

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Contact Information (PD8)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Communications (PD18)

References to Enforcements:

* Children Advisoring (En1)

Period: Until we learn that we have inadvertently gathered personal information from a child under 13

* 1. **St55**

Description: Personal data collected within Switzerland and the European Economic Area (“EEA”) may be stored at a destination outside of Switzerland and the EEA.

Type: Retention

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

Period: Unlimited

* 1. **St56**

Description: How long we retain your information depends on why we collected it and how we use it.

Type: Retention

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

Period: Unlimited

* 1. **St57**

Description: We will not retain your personal information for longer than is necessary for our business purposes or for legal requirements.

Type: Retention

Modality: Forbidden

References to Private Data:

* Social Network Account (PD1)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Contact Information (PD8)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Communications (PD18)

References to Services:

* Financial (S6)
* Business Purposes (S10)
* Legal (S11)

Period: For no longer than is necessary for our business purposes or for legal requirements.

* 1. **St58**

Description: Your information, and the contents of all of your online communications in our Services and between You and Zynga may be accessed and monitored as needed to provide our Service.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Development (S17)
* Provide Services (S18)
  1. **St59**

Description: In some cases, we will connect the technical device information with your social network ID or Zynga user ID.

Type: Usage

Modality: Permitted

References to Private Data:

* Technical Device Information (PD2)
  1. **St60**

Description: We use this contact information to help you and your contacts connect through our Services.

Type: Usage

Modality: Permitted

References to Private Data:

* Contact Information (PD8)

References to Services:

* Account (S1)
* Contacts Connection (S4)
  1. **St61**

Description: We use the information from other sources along with information you provide us directly, for example, to help you and your friends connect or to serve you advertising more tailored to your interests.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Account (S1)
* Contacts Connection (S4)
* Financial (S6)
* Advertising (S9)
  1. **St62**

Description: The main use of the information we collect and store is to provide a better gaming experience.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Development (S17)
* Improve Services (S19)
  1. **St63**

Description: We use the information we collect and store to operate, improve and optimize our Services and our players’ experiences.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Development (S17)
* Provide Services (S18)
* Improve Services (S19)
  1. **St64**

Description: We use the information we collect and store to create your game accounts and allow you to play our games.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Account (S1)
* Interaction With Services (S2)
* Registration (S3)
  1. **St65**

Description: We use the information we collect and store to identify and suggest connections with other Zynga players and personalize our Services to you.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Development (S17)
* Personalize Services (S20)
  1. **St66**

Description: We use the information we collect and store to enable players to communicate with each other.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Communication (S21)
* Between Players (S22)
  1. **St67**

Description: We use the information we collect and store to provide technical support and respond to player inquiries.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Account (S1)
* Provide Support (S5)
  1. **St68**

Description: We use the information we collect and store to help create a safer and more trusted environment for our players by preventing fraud or potentially illegal activities, and enforcing our Terms of Service.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Financial (S6)
* Legal (S11)
* Security (S12)
* Financial Protection (S14)
* Rights (S16)
  1. **St69**

Description: We use the information we collect and store to manage and deliver contextual and behavioral advertising.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Financial (S6)
* Advertising (S9)
  1. **St70**

Description: We use the information we collect and store to notify players of in-game updates, new products or promotional offers.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Development (S17)
* Provide Services (S18)
* Communication (S21)
* Notifications (S23)
  1. **St71**

Description: We use the information we collect and store to administer rewards, surveys, sweepstakes, contests, or other promotional activities or events sponsored or managed by us or our business partners.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **St72**

Description: We use the information we collect and store to comply with our legal obligations, resolve any disputes we may have with you or other players, and to enforce our agreements with third parties

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Financial (S6)
* Legal (S11)
  1. **St73**

Description: We use the information we collect and store to conduct research.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Development (S17)
* Improve Services (S19)
  1. **St74**

Description: One important use of your information is communication.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Communication (S21)
* Between Players (S22)
* Notifications (S23)
  1. **St75**

Description: If you have provided your e-mail address to Zynga, we willl use it to respond to customer support inquiries, and keep you informed of your in-game activity, including comments from friends, let you know about in-game status such as “crops ready” as well as tell you about gift and neighbor requests.

Type: Usage

Modality: Permitted

References to Private Data:

* Contact Information (PD8)

References to Services:

* Account (S1)
* Provide Support (S5)
* Communication (S21)
* Between Players (S22)
* Notifications (S23)
  1. **St76**

Description: The information collected may be used to measure how effective ads are, to offer you targeted advertising in order to personalize your experience by showing you advertisements for products and services that are more likely to appeal to you and/or undertake web analytics.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Services:

* Financial (S6)
* Advertising (S9)
* Development (S17)
* Improve Services (S19)
  1. **St77**

Description: Once Zynga receives your information from a social network or your mobile device, that information is used by Zynga in accordance with this Privacy Policy.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
  1. **St78**

Description: The data we hold may also be processed by employees operating outside of Switzerland and the EEA who work for us or one of our Affiliates or for one of our vendors.

Type: Usage

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **St40**

Description: We may also let you create a player profile, separate from your social networking site profile (for example, your Facebook profile), that other Zynga players can see.

Type: Informative

Modality: Permitted

References to Private Data:

* Zynga Player Profile (PD4)
  1. **St79**

Description: If you have sent content through or posted content on the Service, we may not be able to delete it.

Type: Informative

Modality: Permitted

* 1. **St80**

Description: If you have previously allowed us to access your geolocation data, you can stop making geolocation available to us by visiting your mobile device's settings for the relevant application or the “settings” page for the relevant game.

Type: Informative

Modality: Permitted

References to Private Data:

* Technical Information (PD9)
  1. **St81**

Description: Advertisers or ad networks may collect this information through the use of tracking technologies like browser cookies and web beacons, and they may use a single tracking technology or multiple tracking technologies at the same time.

Type: Informative

Modality: Permitted

References to Private Data:

* Advertisement-purpose Information (PD7)
  1. **St82**

Description: The information we receive depends on the Zynga game you’re playing, the social network, and your privacy settings and your friends’ privacy settings on that social network.

Type: Informative

Modality: Permitted

* 1. **St83**

Description: If you access our Services from a social network, you should also read that social network’s Terms of Service and Privacy Policy.

Type: Informative

Modality: Permitted

* 1. **St84**

Description: If you are unclear about what information a social network is sharing with us, please go to the social networks where you play our games to find out more about their privacy settings.

Type: Informative

Modality: Permitted

* 1. **St85**

Description: Please note that companies delivering advertisements on our Services may also use cookies or other technologies as described below in Third Party Advertising Including Tailored Advertising and Analytics, and those practices are subject to those companies’ own policies.

Type: Informative

Modality: Permitted

* 1. **St86**

Description: Your Zynga player ID number used to identify your account and player profile will appear in the URL of your profile page.

Type: Informative

Modality: Permitted

References to Private Data:

* Zynga Public Player Profile (PD5)
* Zynga Player ID Number (PD13)
  1. **St87**

Description: The URL of your profile page will only allow access to information you make public in your settings.

Type: Informative

Modality: Permitted

References to Private Data:

* Zynga Public Player Profile (PD5)
  1. **St88**

Description: We may give you the ability to import your address book contacts or manually enter them so that you can locate your contacts on Zynga and invite them to join you in our games or other aspects of our Services.

Type: Informative

Modality: Permitted

* 1. **St89**

Description: You are responsible for getting your contacts' permission when you opt to give their contact details to us.

Type: Informative

Modality: Permitted

* 1. **St90**

Description: If you want to remove your contacts stored by us, follow the instructions provided in the game to request that we remove them from our systems.

Type: Informative

Modality: Permitted

* 1. **St91**

Description: Certain activities on our Service include participating in player forums and message boards, posting public comments to other players’ profiles or gameboards, sending private messages or invitations to other players, either directly on our websites or to their e-mail accounts, chatting with other players and/or posting photos or drawings.

Type: Informative

Modality: Permitted

* 1. **St92**

Description: Please note that purchases of third party credits or currencies may also be subject to those parties’ policies.

Type: Informative

Modality: Permitted

* 1. **St93**

Description: You may have installed a Zynga-branded toolbar (the 'Toolbar') when playing various games. The Toolbar is based on technology provided by Conduit, a third party.

Type: Informative

Modality: Permitted

References to Enforcements:

* Toolbar (En2)
  1. **St94**

Description: The Toolbar will automatically update on your browser with improvements.

Type: Informative

Modality: Permitted

References to Enforcements:

* Toolbar Updates (En3)
  1. **St95**

Description: Some Toolbar features may let you provide personal information (for example, Contact form, Tell-a-friend).

Type: Informative

Modality: Permitted

References to Enforcements:

* Toolbar (En2)
  1. **St96**

Description: We may collect or receive information about you from other sources like third party information providers.

Type: Informative

Modality: Permitted

* 1. **St97**

Description: Some messages, like invites for friends to join you in a game, may include your name and profile photo.

Type: Informative

Modality: Permitted

* 1. **St98**

Description: We may also send promotional e-mail messages and promotional SMS messages (e.g. text messages) ('Promotional Communications') directly or in partnership with other parties, in accordance with your marketing preferences.

Type: Informative

Modality: Permitted

References to Services:

* Communication (S21)
* Notifications (S23)
  1. **St99**

Description: Each Promotional Communication will offer you choices about receiving additional messages.

Type: Informative

Modality: Permitted

* 1. **St100**

Description: The Service supports and often encourages you to interact with other players.

Type: Informative

Modality: Permitted

* 1. **St101**

Description: Other players may also be able to send you game requests or even friend requests through the related social network’s communication channels.

Type: Informative

Modality: Permitted

References to Services:

* Communication (S21)
* Between Players (S22)
  1. **St102**

Description: We have advertising on our Services so we can continue to offer many of our Services for free.

Type: Informative

Modality: Permitted

* 1. **St103**

Description: Please note, after clicking on a third party advertisement, you may no longer be on a site hosted by Zynga or the social network through which you are playing Zynga’s games.

Type: Informative

Modality: Permitted

* 1. **St104**

Description: Zynga games or their purchase pages may display an “offer wall” that is hosted by an offer wall provider.

Type: Informative

Modality: Permitted

* 1. **St105**

Description: The offer wall allows third party advertisers to provide virtual currency to players in exchange for interacting with an advertisement or for completing a marketing offer that may include signing up for an account with one of those advertisers.

Type: Informative

Modality: Permitted

* 1. **St106**

Description: These offers are not made by Zynga and may be shown to you based on certain technical information, like your geographic area or de-identified demographic information.

Type: Informative

Modality: Permitted

References to Private Data:

* Technical Information (PD9)
  1. **St107**

Description: After clicking on one of these offers, you will no longer be on a site hosted by Zynga or the social network through which you are playing Zynga’s games.

Type: Informative

Modality: Permitted

* 1. **St108**

Description: We contractually require these third party service providers to maintain the confidentiality of the information we share with them.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **St109**

Description: We contractually require these third party service providers not use your information for anything other than to provide services on our behalf.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **St110**

Description: We will make reasonable efforts to let you and other players know (in the way described in Changes to Our Privacy Policy) of the business transition before transferring your personal information.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Contact Information (PD8)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Communications (PD18)
  1. **St111**

Description: To manage the information Zynga receives about you from a social network, like Facebook, where you play our games, you will need to follow the instructions at that site for updating your information and changing your privacy settings.

Type: Informative

Modality: Permitted

* 1. **St112**

Description: To review and update information associated with your Zynga game profile in certain games, visit the “settings” page in that game.

Type: Informative

Modality: Permitted

References to Private Data:

* Zynga Player Profile (PD4)
  1. **St113**

Description: You also can manage some aspects of information collection and use by visiting the “settings” page of your mobile device and reviewing the permissions of each application or “app.”

Type: Informative

Modality: Permitted

* 1. **St114**

Description: If you want to review, delete, or change the information Zynga has about you or have additional questions, e-mail us at privacy@zynga.com.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Enforcements:

* Information management (En8)
  1. **St115**

Description: We will respond to your request within thirty days.

Type: Informative

Modality: Permitted

* 1. **St116**

Description: If you no longer want Zynga to make active use of your information, you may send an e-mail to privacy@zynga.com .

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
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* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)

References to Enforcements:

* Information management (En8)
  1. **St117**

Description: Place 'Delete My Account' in the subject line and include your first name, last name, e-mail address and your social network ID for the social network from which you access our Services (if applicable) in the body of the e-mail (for example, your Facebook user ID).

Type: Informative

Modality: Permitted

References to Enforcements:

* Information management (En8)
  1. **St118**

Description: If you want to stop receiving promotional e-mails from Zynga, click on the 'unsubscribe' link in any promotional email from Zynga or visit the e-mail preference page.

Type: Informative

Modality: Permitted

* 1. **St119**

Description: Please note that once we receive your request, it may take an additional period of time for your opt-out to become effective.

Type: Informative

Modality: Permitted

* 1. **St120**

Description: Your unsubscribe or e-mail preference change will be processed promptly, and in no event longer than ten business days.

Type: Informative

Modality: Permitted

* 1. **St121**

Description: You can opt out of receiving SMS messages (for example, text messages) by texting back STOP to the number we send the text from for that particular SMS message program.

Type: Informative

Modality: Permitted

References to Enforcements:

* Stop SMS Messages (En5)
  1. **St122**

Description: In some cases a preferences management page will also be available.

Type: Informative

Modality: Permitted

References to Enforcements:

* Stop SMS Messages (En5)
  1. **St123**

Description: When we receive an opt-out message from you for SMS messages, we may send a message confirming our receipt of your opt-out.

Type: Informative

Modality: Permitted

References to Enforcements:

* Stop SMS Messages (En5)
  1. **St124**

Description: When you install our apps on your mobile device you can choose to receive push notifications, which are messages an app sends you on your mobile device even when the app is not on.

Type: Informative

Modality: Permitted

* 1. **St125**

Description: You can turn off notifications by visiting your mobile device’s “settings” page.

Type: Informative

Modality: Permitted

* 1. **St126**

Description: Note that if you opt-out of our Promotional Communications or other forms of communication, we may still e-mail or communicate with you from time to time if we need to provide you with information about the Service or if we need to request information from you
with respect to a transaction initiated by you or for other legitimate non-marketing reasons, for example, if we update this Privacy Policy or our Terms of Service.

Type: Informative

Modality: Permitted

* 1. **St127**

Description: If you are interested in more information about tailored advertising and your choices to prevent third parties from delivering tailored web and mobile web advertising you may visit some external websites.

Type: Informative

Modality: Permitted

* 1. **St128**

Description: These opt-out tools are provided by third parties, not Zynga. Zynga does not control or operate these tools or the choices that advertisers and others provide through these tools.

Type: Informative

Modality: Permitted

* 1. **St129**

Description: In addition, if you do not want to receive tailored in-application advertisements from third parties that relate to your interests in apps on your mobile device, you may opt-out by adjusting the ad tracking settings on your device.

Type: Informative

Modality: Permitted

* 1. **St130**

Description: In addition, you can reset the “Advertising Identifier” (like an IDFA) from your mobile device’s settings page, which will prevent continued use of existing behavioral data tied to the previous “Advertising Identifier.”

Type: Informative

Modality: Permitted

* 1. **St131**

Description: Please note that you may still receive in-app advertisements even if you opt-out of tailored advertising but they will not be based on your activity across unrelated web sites or apps.

Type: Informative

Modality: Permitted

* 1. **St132**

Description: You can set your web browser to warn you about attempts to place cookies on your computer or limit the type of cookies you allow.

Type: Informative

Modality: Permitted

References to Enforcements:

* Cookies (En7)
  1. **St133**

Description: Flash cookies operate differently than browser cookies and cookie management tools available in a web browser may not remove flash cookies.

Type: Informative

Modality: Permitted

* 1. **St134**

Description: To learn more about and manage flash cookies you can visit the Adobe website and make changes at the Global Privacy Settings Panel.

Type: Informative

Modality: Permitted

* 1. **St135**

Description: If you disable cookies, you may lose some of the features and functionality of our Services because Zynga cookies are necessary to track and enhance your game activities.

Type: Informative

Modality: Permitted

* 1. **St136**

Description: At this time, there is no general agreement on how companies like Zynga should interpret Do Not Track signals.

Type: Informative

Modality: Permitted

* 1. **St137**

Description: Zynga does not currently respond to Do Not Track signals, whether that signal is received on a computer or on a mobile device.

Type: Informative

Modality: Permitted

* 1. **St138**

Description: Our websites and games may contain advertisements from Third Party Services, which are companies other than Zynga that may link to their own websites, online services or mobile applications.

Type: Informative

Modality: Permitted

* 1. **St139**

Description: We are not responsible for the privacy practices or the content of these Third Party Services.

Type: Informative

Modality: Permitted

* 1. **St140**

Description: If you have any questions about how these Third Party Services use your information, you should review their policies and contact them directly.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
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* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **St141**

Description: Children under 13 should not use our websites or games at any time.

Type: Informative

Modality: Permitted

References to Enforcements:

* Children Advisoring (En1)
  1. **St142**

Description: If you don’t live in the United States, Zynga Game Ireland Ltd. and Zynga Luxembourg S.a.r.l. jointly control your personal data through December 31, 2014 and Zynga Game Ireland Ltd. alone will control your personal data from January 1, 2015 onwards.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **St143**

Description: This staff may be engaged in, among other things, (i) the processing of transactions and your payment details and (ii) the provision of support services.

Type: Informative

Modality: Permitted

* 1. **St144**

Description: When we transfer your personal information internationally we will take reasonable steps to ensure that your personal information is treated securely, lawfully and in the manner we describe here.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Contact Information (PD8)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Communications (PD18)
  1. **St145**

Description: Please note that laws vary from jurisdiction to jurisdiction, and so the privacy laws applicable to the places where your information is transferred to or stored, used or processed in, may be different from the privacy laws applicable to the place where you are resident.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **St146**

Description: We comply with the U.S.-EU Safe Harbor Framework and the U.S.-Swiss Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information from European Union member countries and Switzerland.

Type: Informative

Modality: Permitted

* 1. **St147**

Description: We have certified that we adheres to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement.

Type: Informative

Modality: Permitted

* 1. **St148**

Description: We implement appropriate security measures to protect the security of your information both online and offline, and we are committed to the protection of customer information.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **St149**

Description: We will take reasonable steps to ensure that your data is treated securely and in accordance with this Privacy Policy.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Technical Device Information (PD2)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Advertisement-purpose Information (PD7)
* Contact Information (PD8)
* Technical Information (PD9)
* Zynga Activity (PD10)
* Gaming Status (PD11)
* Social Network ID Number (PD12)
* Zynga Player ID Number (PD13)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Toolbar Usage (PD16)
* Log Files (PD17)
* Communications (PD18)
  1. **St150**

Description: If you have an account registered directly with Zynga, your profile information is protected by the password you use to access your Zynga account.

Type: Informative

Modality: Permitted

* 1. **St151**

Description: It is important that you protect and maintain your Zynga account’s security and that you immediately tell us of any unauthorized use of your account.

Type: Informative

Modality: Permitted

* 1. **St152**

Description: If you forget the password to your Zynga account, the Service allows you to request that instructions be sent to you that explain how to reset your password.

Type: Informative

Modality: Permitted

* 1. **St153**

Description: If you access our Services through a social network and your social network account is hacked, this may lead to someone playing your Zynga games without your permission.

Type: Informative

Modality: Permitted

* 1. **St154**

Description: So, be careful to keep your social network account information, including your social network account password, secure as well.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
  1. **St155**

Description: We urge you to log out of your Zynga account and any social network account you have used to access our Services after you use it.

Type: Informative

Modality: Permitted

* 1. **St156**

Description: When you sign into your Zynga account or enter payment information, we or our third party payment processor use secure socket layer technology ('SSL') to encrypt the transmission of that information.

Type: Informative

Modality: Permitted

References to Private Data:

* Billing Information (PD6)

References to Enforcements:

* Payment Information Encryption (En4)
  1. **St157**

Description: While we take reasonable precautions against possible security breaches of our Services and our customer databases and records, no website or Internet transmission is completely secure.

Type: Informative

Modality: Permitted

* 1. **St158**

Description: Although we strive to protect your personal information, we cannot guarantee that unauthorized access, hacking, data loss, or other breaches will never occur, we cannot guarantee the security of your information while it is being transmitted to our Service.

Type: Informative

Modality: Permitted

References to Private Data:

* Social Network Account (PD1)
* Additional Device Information (PD3)
* Zynga Player Profile (PD4)
* Zynga Public Player Profile (PD5)
* Billing Information (PD6)
* Contact Information (PD8)
* Mobile Number (PD14)
* Address Book Access Password (PD15)
* Communications (PD18)
  1. **St159**

Description: Any transmission is at your own risk.

Type: Informative

Modality: Permitted

* 1. **St160**

Description: If we decide to make material changes to our Privacy Policy, we will tell you and other players by placing a notice on Zynga.com or its equivalent in-game, or by sending you a notice to the e-mail address we have on file for you prior
to the change becoming effective.

Type: Informative

Modality: Permitted

References to Enforcements:

* Policy changes notification (En6)
  1. **St161**

Description: We may supplement this process by placing notices on game blogs, social network pages, and/or forums and on other Zynga websites.

Type: Informative

Modality: Permitted

* 1. **St162**

Description: You should periodically check www.zynga.com and this privacy page for updates.

Type: Informative

Modality: Permitted

* 1. **St163**

Description: If you have any questions, comments or concerns regarding our Privacy Policy and/or practices, please send an e-mail to privacy@zynga.com.

Type: Informative

Modality: Permitted

* 1. **St164**

Description: All other inquiries should be directed to Zynga's Support Page.

Type: Informative

Modality: Permitted

* 1. **St165**

Description: If you are not satisfied with our response you can contact TRUSTe.

Type: Informative

Modality: Permitted

* 1. **St166**

Description: When submitting a watchdog complaint, please put www.zynga.com as the website and note the game and/or feature within the details.

Type: Informative

Modality: Permitted

* 1. **St167**

Description: The TRUSTe program only covers information that is collected through Zynga websites and applications (games), and does not cover information that may be collected through any software downloaded from Zynga websites.

Type: Informative

Modality: Permitted