

# Smoot Mobile Privacy Policy

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## PRIVACY POLICY

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## Privacy Policy

Smoot Mobile team has adopted this privacy policy (“Privacy Policy”) to explain how Smoot Mobile collects, stores, and uses the information collected in connection with Smoot Mobile’s Services.

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

## Non-personal data

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

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

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

## Personal Data

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

Personal information collected by Smoote Mobile is information voluntarily provided to us by you when

you create your account or change your account information. The information includes your facebook id, name, gender, location and your friends'id on facebook. Smoote Mobile also stores your game checkins, likes, dislikes, recommendations and messages.

Smoote Mobile may use collected personal data for purposes of analyzing usage of the Services,

providing customer and technical support, managing and providing Services (including managing advertisement serving) and to further develop the Services and other Smoote Mobile services and products. Smoote Mobile may combine non-personal data with personal data. Please note that certain features of the Services may be able to connect to your social networking sites to obtain additional information about you. In such cases, Smoote Mobile may be able to collect certain information from your social networking profile when your social networking site permits it, and when you consent to allow your social networking site to make that information available to Smoote Mobile. This information may include, but is not limited to, your name, profile picture, gender, user ID, email address, your country, your language, your time zone, the organizations and links on your profile page, the names and profile pictures of your social networking site "friends" and other information you have included in your social networking site profile. Smoote Mobile may associate and/or combine as well as use information collected by Smoote

Mobile and/or obtained through such social networking sites in accordance with this Privacy Policy.

#### Disclosure and Transfer of Personal Data

Smoot Mobile collects and processes personal data on a voluntary basis and it is not in the business of selling your personal data to third parties.

Personal data may, however, occasionally be disclosed in accordance with applicable legislation and this Privacy Policy. Additionally, Smoot Mobile may disclose personal data to its parent companies and its subsidiaries in accordance with this Privacy Policy.

Smoot Mobile may hire agents and contractors to collect and process personal data on Smoot Mobile's behalf and in such cases such agents and contractors will be instructed to comply with our Privacy Policy and to use personal data only for the purposes for which the third party has been engaged by Smoot Mobile.

These agents and contractors may not use your personal data for their own marketing purposes. Smoot Mobile may use third party service providers such as credit card processors, e-mail service providers, shipping agents, data analyzers and business intelligence providers. Smoot Mobile has the right to share your personal data as necessary for the aforementioned third parties to provide their services for Smoot Mobile. Smoot Mobile is not liable for the acts and omissions of these third parties, except as provided by mandatory law.

Smoot Mobile may disclose your

personal data to third parties as required by law enforcement or other government officials in connection with an investigation of fraud, intellectual property infringements, or other activity that is illegal or may expose you or Smoote Mobile to legal liability. Smoote Mobile may also disclose your personal data to third parties when Smoote Mobile has a reason to believe that a disclosure is necessary to address potential or actual injury or interference with Smoote Mobile's rights, property, operations, users or others who may be harmed or may suffer loss or damage, or Smoote Mobile believes that such disclosure is necessary to protect Smoote Mobile's rights, combat fraud and/or comply with a judicial proceeding, court order, or legal process served on Smoote Mobile. To the extent permitted by applicable law, Smoote Mobile will make reasonable efforts to notify you of such disclosure through Smoote Mobile's website or in another reasonable manner.

#### Safeguards

Smoote Mobile follows generally accepted industry standards and maintains reasonable safeguards to attempt to ensure the security, integrity and privacy of the information in Smoote Mobile's possession. Only those persons with a need to process your personal data in connection with the fulfillment of their tasks in accordance with the purposes of this Privacy Policy and for the purposes of performing technical maintenance, have access to your personal data in Smoote Mobile's

possession. Personal data collected by Smoote Mobile is stored in secure operating environments that are not available to the public. To prevent unauthorized on-line access to personal data, Smoote Mobile maintains personal data behind a firewall-protected server. However, no system can be 100% secure and there is the possibility that despite Smoote Mobile's reasonable efforts, there could be unauthorized access to your personal data. By using the Services, you assume this risk.

#### Other

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

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

Mobile has inadvertently gathered personal data from children under the aforementioned age, Smoote Mobile will take reasonable measures to promptly erase such personal data from Smoote Mobile's records.

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

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