

# PRIVACY POLICY

At MAQ Software, (“we,” “our,” or “us”) we are committed to being transparent with our data and privacy processes and to safeguarding the online and information privacy of the users of our applications. This privacy policy describes the information collected by us through our apps and how the information is used and/or disclosed. We believe that providing this information empowers you to feel secure about the app choices you make. We adhere to the regulations under the Children’s Online Privacy Protection Act (“COPPA”), Federal Educational Rights and Privacy Act (“FERPA”), California’s Student Online Personal Information Protection Act (“SOPIPA”), state breach laws, and European Union’s Global Data Privacy Regulation, (“GDPR”).

## NO THIRD-PARTY ADVERTISING

MAQ Software’s apps are designed to help children experience success in their learning. They do not have third-party advertisements so that young learners stay focused on their learning experience. Any in-app upgrades or purchases, links to our apps in the App Store, links to our websites or social media pages can only be accessed through a parental gate. These apps do not enable children to make their personal information publicly available.

## WHAT INFORMATION WE COLLECT AND HOW WE PROCESS IT

*From Our Apps: चिम्पल – Chimple, बाली - Bali*

In the course of providing services to you, we collect your information. Some of the information you provide to us directly. Some other information is automatically collected when you use our services. We communicate our data collection at the point of collection and ask for your permission. We only collect your information in furtherance of our legitimate interest to provide services to you. We do not sell or rent your information.

### Automatically Collected Information

When you first download and open our apps, we automatically collect data on how you use the app in order to give you a better user experience. The data collected include information such as device ID, IP address, country (only) location, app crashes, usage time, games played, problems missed, and duration and frequency of play. With this data, we work to improve our app design and performance and provide customer service specific to your use of the apps. You may choose to agree to or decline this data collection. You must be at least 18 years old to consent to our data collection. If you do not consent to our collecting this data, we will not be able to provide some services and/or customer support specific to your use of the apps. You can also see your data collection choice behind the parental gate. There, you can change your choice to allow or decline our data collection.

### Account Creation

With some of our apps, you create “Profile Nicknames” for each player, which allows you to set up multiple profiles on a single device. These apps will track each child’s play data separately to provide personalized activities and levels for each profile. Profile Nicknames remain on your device only and are not collected by us until you sign up for a parent or school account. Only parents or educators may sign up for a parent or school account by entering through a parental gate. When you sign up for a parent account, we collect the parent’s email address that you provide to us and we ask you to explicitly agree to this collection. With such an account, we provide you additional services, such as syncing data across devices and progress recovery. The Profile Nicknames set up on your device will be collected in order to personalize your reports. No other personal information is collected. If you do not want us to have your children’s names, please use nicknames or pseudonyms. We also use the email address to communicate with parents about our services and to respond to you when you contact us.

### *Automatic Collection of Information, Cookie Policy*

When you visit our website, we send cookies to your browser, such as through Google Analytics, that uniquely identify your browser. We use such cookies to improve the quality of our service by collecting user preferences and usage information. We also use Google Analytics Demographics and Interest-based Reporting that collects information such as age, gender and interests. With this information we can better understand how parents and educators find out about us and may show Google AdWords advertisements on Google when people search based on our keywords. We do not merge the collected information with any personally identifiable information. Most browsers allow you to disable cookies or set your browser to alert you when cookies are being sent to your computer. Or you can also opt-out of Google Analytics. We do not sell or share information collected with other parties. We may use Web beacons from time to time in our emails to learn which communications with parents and educators work.

### *When You Contact Us*

If you email us either from a computer or one of our apps, we keep your email address, contact information and the content of your message to respond to your request.

## **SERVICE PROVIDERS**

We engage third-party service providers to perform functions and provide services to us in the United States. These include third-party services to help us operate our services, such as Amazon Web Services that stores our data and Google Analytics to help us understand the use of our services. We share your data with such services providers subject to requirements that are consistent with this Privacy Policy. These third-party providers may use your data only for the purpose of providing services we need.

## **HOW WE DISCLOSE OR SHARE INFORMATION WITH OTHERS**

We do not rent, sell or share any personally identifiable information collected through the mobile applications with other people unless we have your consent or under the following circumstances:

1. with trusted third-party service providers who help us process the information for which it is collected and use the information only for that work. We review the data privacy policies of these third-party providers to ensure they maintain the level of privacy and security controls that reasonably protect the data they process;
2. when we have good faith belief it is required to comply with laws or to respond to lawful requests and legal process;
3. when we have in good faith belief it is necessary to protect the rights and property of MAQ Software, our agents, customers, users, and others including to enforce our agreements, policies and terms of use;
4. in an emergency to protect the personal safety of MAQ Software, its customers, or any person;
5. in connection with or during negotiation of any merger, sales of company assets, financing or acquisition of all or a portion of our business to another company;
6. when we share de-identified data with third parties to research ways to improve our services.

## **SECURITY OF INFORMATION AND BREACH NOTIFICATION**

We take care to safeguard the security of collected information. We use reasonable efforts to put in place appropriate physical, technical and procedural safeguards that helps prevent unauthorized access, maintain data security, and properly use the information we collect. We encrypt data in transit and encrypt passwords at storage. We stay abreast of privacy laws and best practices and provide trainings to our team on the importance of privacy considerations from product design to service rollout. We limit access to the data to only our members who need it to perform their roles. Even though we endeavor to provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

If we become aware of unauthorized access of personally identifiable information, we will use reasonable efforts to contact our users through email address they have given us and/or notify through the app.

## **MANAGING YOUR INFORMATION**

### *Data Collection by Our Apps and Revoking Consent*

You may review and change your choice about our data collection in some of our apps by going to the device settings. However, in order to provide services related to account, data on how you use the app is needed and you will need to consent to our data collection when you are signed in to an account.

### *Deleting Information or Stopping Collection of Information*

You may ask to review the information we have collected and ask us to delete the information or to stop collecting any more information. To do so, please email us at [education@maqsoftware.com](mailto:education@maqsoftware.com).

### *Retention of Information*

We will retain your account information for as long as you use our services and for a reasonable time thereafter. We will retain automatically collected information, such as play data on the apps or cookies information, indefinitely, unless you request that we delete it.

## **YOUR CONSENT**

By using our services, you are consenting to our processing of the information you provided to us and information automatically collected as set forth in this Privacy Policy, except where and when you have explicitly declined our data collection or contacted us by email at [education@maqsoftware.com](mailto:education@maqsoftware.com) to stop collecting and processing your information.

If you reside outside the U.S., your information will be transferred to the U.S. to be processed and stored in accordance with Privacy Policy and in compliance with U.S. privacy standards and the GDPR. By using our services, you consent to such transfer to and processing in the U.S.

## **CONTACT US**

If you have questions or comments about this Privacy Policy, please contact us:

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