**Choose11(Privacy Policy)**

Choose11 Private Limited, will be operating the app and the portal in Pakistan. The company offers cricket fantasy games through the website choose11.com and the mobile app choose11. (Choose11 Private Limited is referred to as “**Choose11**”, “**we**”, “**us**” or “**our**” in this document).

Any person using the Mobile App or Web Portal (referred to as “**User**”, “**you**” or “**your**”) or any features including participating in various contests or fantasy games (referred to as "**Game**" or “**Amusement Facilities**”) being conducted on the Mobile App or Web Portal, shall be bound by this Privacy Policy.

At Choose11, we respect the privacy of our Users and are committed to protecting it in every regard. Most of the Games or Contests on the App and Portal are offered free of cost, but you might have to register to participate in the various online games on Choose11. We collect the information about the User as

1. Information supplied by Users, and
2. Information automatically tracked during User's navigation on Choose11

Before you submit any information to the Portal or App, please read this Privacy Policy for a detailed view about how your personal information will be treated. By using any part of the Portal, you consent to the collection, use, disclosure and transfer of your personal information for the purposes outlined in this Privacy Policy and to the collection, processing and maintenance of this information. If you do not agree to this Privacy Policy, please do not use the App or Portal. Using any part of the Portal indicates your acceptance of this Privacy Policy and of the collection, use and disclosure of your personal information in accordance with this Privacy Policy. While you have the option not to provide us with certain information or withdraw consent to collect certain information, kindly note that in such an event you may not be able to take full advantage of the entire scope of features and services offered to you and we reserve the right not to provide you with our services.

**Purpose and Usage:**

To avail certain Amusement Facilities or Contests on the App and Portal, you would be required to provide certain information for the registration process namely:

**1.**Username   
**2.**Password   
**3.**Emailaddress   
**4**. Date of birth

In order to prove you with access to the Amusement Facilities, and in order to provide you access to the features and services offered through the App and Portal and to verify your identity, you may be required to furnish additional information, including your Permanent Account Number.

In the course of providing the Amusement Facilities, Users also get the option to invite other existing Users or new users (referred to as “**Invited Users**”) to participate in any of the Contests or Online Games by providing the email address or Facebook username of such users. Choose11 may thereafter use this information to contact the Invited User and invite such user to register with Choose11 (if the Invited User is not an existing User) and participate in the Game/Amusement Facility in relation to which the User invited the person. The participation of the Invited User in any of the Contests or Amusement Facilities shall be subject to the terms of this Privacy Policy and the Terms and Conditions for the use of the Portal. The User hereby represents that the Invited Users have consented and agreed to such disclosure to and use of their email address and Facebook username by Choose11.

All required information is specific and based on the kind of Game/ Amusement Facility the User wishes to participate in or access, and will be utilized for the purpose of providing services, including but not limited to the Amusement Facility, requested by the User. The information as supplied by the Users enables us to improve the Amusement Facilities and provide you the most user-friendly game experience. Choose11 may also share such information with affiliates and third parties in limited circumstances, including for the purpose of providing services requested by the User, complying with legal process, preventing fraud or imminent harm, and ensuring the security of our network and services.

**Disclosure/Sharing:**

Choose11 may also share information as provided by you and data concerning usage of the Amusement Facility and participation in the Games with third party service providers engaged by Choose11, for the purpose of data analytics or other similar purposes, for the purpose of storage, improving the services and helping us serve you better.

Where we propose to use your personal information (that is, information that that may be used to identify the User and that is not otherwise publicly available) for any other uses we will ensure that we notify you first. You will also be given the opportunity to withhold or withdraw your consent for your use other than as listed above.

By using the Portal, you hereby expressly agree and grant consent to the collection, use and storage of this information by us. Choose11 reserves the right to share, disclose and transfer information collected hereunder with its own affiliates. In the event Choose11 sells or transfers all or a portion of its business assets, consumer information may be one of the business assets that is shared, disclosed or transferred as part of the transaction. You hereby expressly grant consent and permission to Choose11 for disclosure and transfer of information to such third parties. Furthermore, Choose11 reserves the right to disclose personal information as obligated by law, in response to duly authorized legal process, governmental requests and as necessary to protect the rights and interests of Choose11.

**Use of Cookies:**

To improve the effectiveness and usability of the App and Portal for our Users, we use "cookies", or similar electronic tools to collect information to assign each visitor a unique random number, which is known as a User Identification (User ID). This is done to understand the User's individual interests using the identified computer. Unless the you voluntarily identify yourself (through registration), Choose11 has no way of knowing who you are, even if we assign a cookie to your computer. The only personal information a cookie contains is information supplied by the User. A cookie cannot read data off the User's hard drive. Our advertisers may also assign their own cookies to the User's browser (if the User clicks on their ad banners), a process that Choose11 does not control.

Choose11's web servers automatically collect limited information about your computer's connection to the Internet, including your IP address, when you visit the App or Portal. (User's IP address is a number that lets computers attached to the Internet know where to send data to the User -- such as the web pages viewed by the User). The User's IP address does not identify the User personally. Choose11 uses this information to deliver its web pages to Users upon request, to tailor its App and Portal to the interests of its users, to measure traffic within the App and Portal and let advertisers know the geographic locations from where Choose11's visitors come.

**Links:**

Choose11 also includes links to other websites. Such websites are governed by their respective privacy policies, which are beyond Choose11's control. Once the User leaves our servers (the User can tell the same by checking the URL in the location bar on the User's browser), use of any information provided by the User is governed by the privacy policy of the operator of the site, which the User is visiting. That policy may differ from Choose11's own. If the User can't find the privacy policy of any of these sites via a link from the site's homepage, the User may contact the site directly for more information. Choose11 will not be responsible for the privacy practices or the content of such websites.

**Security Procedures:**

All information gathered on Choose11 is securely stored within our controlled database. The database is stored on servers secured behind a firewall; access to such servers being password-protected and strictly limited based on need-to-know basis. However, we understand that as effective as our security measures are, no security system is impenetrable. Thus, we cannot guarantee the security of our database, nor can we guarantee that information you supply will not be intercepted while being transmitted to us over the Internet. Furthermore, any information you include in a posting to the discussion areas will be available to anyone with Internet access. In using the App and Portal, you understand and agree that your information may be used in or transferred to countries other than Pakistan.

Choose11 also believes that the internet is an ever-evolving medium. We may periodically review from time to time and change our privacy policy to incorporate such future changes as may be considered appropriate, without any notice to the Users. Our use of any information we gather will always be consistent with the policy under which the information was collected, regardless of what the new policy may be. Any changes to our privacy policy will be posted on this page, so you are always aware of what information we collect, how we use it, how we store it and under what circumstances we disclose it.

**Advertising:**

When Choose11 presents information to its online advertisers to help them understand our audience and confirm the value of advertising on the App and Portal, it is usually in the form of aggregated statistics on traffic to various pages within our site. When you register with Choose11, we contact you from time to time about updating your content to provide features which we believe may benefit you.

Several deceptive emails, websites, blogs and other content pieces claiming to be from or associated with Choose11 may be circulating on the Internet. These emails, websites, blogs etc. might include our logo, photos, links, content or other information. Some of these emails, websites, blogs etc. call the user to provide login name, password etc. or that the user has won a prize/ gift or provide a method to commit illegal/unauthorized act or deed or request detailed personal information or a payment of some kind. The sources and contents of these emails, websites, blogs etc. and accompanying materials are in no way associated with Choose11. For your own protection, we strongly recommend not responding to emails or using any of the websites, blogs etc. We may use the information provided by you to Choose11, including your email address or phone number, to contact you about the Amusement Facilities or other services availed by you or to inform you of our Amusement Facilities and services.

**Conditions of Use:**

Choose11 does not ensure that this portal, its servers or emails sent by us or on our behalf are virus free. Choose11 shall not be liable for any damages of any kind arising from the use of this portal, including, but not limited to compensatory, direct, indirect, incidental, punitive, special and consequential damages, loss of data, goodwill, business opportunity, income or profit, loss of or damage to property and claims of third parties. In no event will Choose11 be liable for any damages whatsoever.

**Retention of Data:**

Your personal information may be retained and may continue to be used until:

1. The relevant purposes for the use of your information described in this Privacy Policy are no longer applicable
2. We are no longer required by applicable law, regulations, and contractual obligations or legitimate business purposes to retain your personal information and the retention of your personal information is not required for the establishment, exercise or defense of any legal claim.

**Applicable Law and Jurisdiction:**

By visiting this Portal, you agree that the laws of the Republic of Pakistan without regard to its conflict of laws principles, govern this Privacy Policy and any dispute arising in respect hereof shall be subject to and governed by the dispute resolution process set out in the Terms and Conditions.

**Updating Information:**

You will promptly notify Choose11 if there are any changes, updates or modifications to your information. Furthermore, you may also review, update or modify your information and user preferences by logging into your Profile page on the Portal.