

We greatly respect your privacy, and this Privacy Policy is designed and created in that spirit! This Privacy Policy applies to all Users and visitors of the PlayIntent app, and describes our information policies and procedures.

PlayIntent Inc. (together, and with our parent corporations, subsidiaries and affiliates, “playintent,” “we,” or “us”) is on a mission to become your premier shopping companion, anytime and anywhere.

This Privacy Policy governs the collection, use, and disclosure of the information we collect and receive from your use, access, and all interactions with the playintent mobile application (“Application”), any of playintent’s services (the “Services”), the playintent.io website, and any other website associated with playintent or pages where this Privacy Policy is displayed and accessible (collectively, “Website”) (together, the Website, Application and Services are the “playintent Program”). Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms of Service.

## Information We May Collect and How We Collect It

We may collect various types of information, including information you provide or make available to us directly, information collected from your devices (including web and mobile), and information collected from other sources, like social networking sites and gaming partners. We have provided more details and examples of each category of information, below.

Some of this information may be considered “personal information” or “personal data” under applicable privacy or data protection laws. As used herein, the terms “personal information” or “personal data” generally refer to information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked with a particular data subject, consumer, or household.

## Information You Provide

You may provide personal information directly to PlayIntent when you:

- Use or access the Services;
- Communicate with or contact others using our Services, including when you use “invite a friend,” or other similar features;
- Contact us, including in writing or by telephone for customer or technical support; or
- Complete surveys offered by us or on our behalf.

In order to register an account, you must provide us with a first and last name and a phone number. Depending on how you choose to use the Services, you may also provide us with the following personal information:

- Your email address, home address or shipping address, and other contact information; and
- Your age, date of birth, and gender.

## Information Collected or Generated When You Use our Services

When you access or use our Services, we collect information from and about you and the device(s) you use. This may include the following information:

- IP address, unique device identifiers, advertising identifiers, device serial numbers, and similar identifiers;
- Hardware model, device software platform/OS and firmware, mobile carrier, preferred languages, and mobile network information, and in some cases, browser type, Internet service provider, referring/exit pages and URLs, or clickstream data;
- App activity data, including which third party apps you have installed and data related to the use of third party apps installed via our Services;
- Approximate geolocation data, zip/postal code (inferred from your IP address, using publicly available data); and/or
- Scores and achievements, points accrued, and other information as reasonably required to offer and enhance our Services.

## Information Collected Using Cookies and Similar Technologies

We may use cookies, beacons, software development kits, mobile analytics software, and/or similar technologies (which we refer to in this Privacy Policy under the general term “cookies”) for a number of purposes, including to authenticate users, prevent fraud, remember preferences and settings, analyze advertising and messaging campaigns, analyze traffic and trends, personalize content (including ads), and otherwise provide the Services. These technologies may collect information about your use of our Services, pages you view, links you tap, third party applications you access, messages you open, and other actions taken in connection with our Services, as well the information referred to above, under the sub-heading “*Information Collected or Generated When You Use our Services*”.

Depending on the choices and settings available for the browser(s) you use, you may be able to disable cookies in your browser settings. Additionally, depending on your location, we may be required to seek your consent before cookies can be used, in which case we will present you with consent options when you access the Services. If you disable cookies or refuse consent, the availability and functionality of our Services may be impacted. For information on interest-based advertising and how to opt out, see the Interest-Based Advertising section below.

## Information Collected From Other Sources

We may also collect information about your approximate location (including your zip/postal code, which we infer from your IP address), from other sources, including from our third-party partners or service providers and publicly available sources. We may also receive feedback from other players, or social networking sites as described below. We may combine this information with other

information in our possession, which helps us to update, enhance, and analyze our Services, and provide tailored experiences for you.

## How We Use Information

We may use the information we collect for a number of business and commercial purposes, including to:

- Internal operations: Perform internal operations necessary to develop, provide, maintain, and improve our Services, including troubleshooting, providing customer and technical support, and conducting data analysis, testing, and research.
- Business model: To support our business model, which requires us to track third party app installations (conversions).
- Core in-app Services: Perform our core in-app Services, including awarding points and rewards to users based on their active usage of our third party partner applications and enabling in-app gift card redemption.
- Personalization: Understand how you interact with our Services and personalize the product experience and content (including advertising and messaging campaigns and tailoring third party app recommendations to you based on your location, your gender and age, and your mobile device's operating system).
- Security and integrity: Maintain the safety, security, and integrity of our Services (and monitor compliance with our Terms of Use), for example by authenticating users and providing account security and fraud detection.
- Facilitation of social connections: Facilitate your communication with friends and other users, and enable features that allow you to share information with other people, including via social media and other third party platforms (for example, if you choose to use our invite a friend feature or embedded sharing options).
- Legal: Comply with legal requirements and/or to investigate or address claims or disputes relating to your use of the Services.
- Marketing: Market our Services (including any new features, promotions or offers, as well as any existing, new or related Apps) to potential and existing users, including through in app messaging and push notifications.

## How We Share Information

We may share the information we collect about you with a variety of third parties in various ways, including:

- With vendors, business partners, and other third-party service providers as necessary to carry out work on our behalf and otherwise support our provision of the Services, including vendors that provide us with IT infrastructure and software, professional

services (such as legal, tax and accounting), marketing or promotional strategy, and analytics tools.

- With our game developer business partners, for the purpose of establishing appropriate conversion rates based on your app installations;
- With other players, to enable you to interact with them, including when you use “invite a friend,” or other similar features, and to share App-related data such as gift card wins and other leaderboard information;
- With the general public, if you choose to share information when contributing content to our Services through a forum, blogs, social features, or the like (to the extent such opportunities may be made available, from time to time);
- With others who share your device, if you make your account available to them through that device;
- With specific third parties if we believe disclosure is required by applicable law, regulation, or legal process;
- With law enforcement officials, government authorities, or other third parties if we believe your actions are inconsistent with our terms or other policies, and/or are fraudulent or in violation of applicable law, or as we determine necessary to protect the rights, property, or safety of PlayIntent or others;
- In connection with a merger, consolidation, restructuring, sale of company stock and/or assets or other corporate change, including during the course of any due diligence process; and/or
- In an aggregated form or otherwise in a form that cannot reasonably be used to identify you.

In some cases, we may enable you to access third-party products or services through our Services. Please note that those products or services are offered by people or companies not affiliated with or controlled by us, and we are not responsible for their actions, their terms, their use of information, or their products or services. If you submit your information to a third party, that third party’s treatment of your information is governed by their privacy policy, which may differ from this Privacy Policy and which we encourage you to review. In the event of any conflict between this Privacy Policy and any such other privacy policy, the other privacy policy will govern only with respect to the applicable services covered by such other privacy policy.

## Interest-Based Advertising

We may work with third-party advertising partners in the event that we serve third party advertisements within our Services. In such a case, we may share information about you (including your approximate location, advertising identifiers, gender and age) with these partners to make advertising more relevant, measure its effectiveness, and help recognize your devices and serve ads. We or they may also employ cookies or similar technologies, as described above, to ensure appropriate advertising and personalized experiences.

If you prefer to opt out of having your information used for interest-based advertising, you can learn how to do so by clicking [here](#), or if located in the European Economic Area (“EEA”), the United Kingdom, or Switzerland, by clicking [here](#). If you would prefer to opt out of having information about your App usage used for interest-based advertising, you may do so through your device settings (“Limit Ad Tracking” on iOS and “Opt Out of Ads Personalization” on Android). Depending on your location, we may be required to obtain your consent prior to obtaining your personal information, including for interest-based advertising purposes, in which case we will present you with consent options when you access the Services. Please note that if you opt out or fail to provide consent, you may continue to receive generic ads that are not based on your preferences.

## Your Rights and Choices

You can access and modify any personal and other information that is made available to you in your account or otherwise through functionality within our apps, as may be made available from time to time. You can manage your information as described below, by contacting us, and you may also have additional rights related to that information as described elsewhere in this Privacy Policy.

## Accessing, Updating, or Correcting Your Data

You are expected to maintain accurate, complete, and up-to-date information in connection with your account, but we provide you functionality to update or correct that information directly in-app.

## Deleting Your Data

We offer you the ability to request deletion of personal information we have collected and stored about you, subject to our Data Retention policy described below. If you would like to have your personal information deleted, please email us at [datadelete@playintent.io](mailto:datadelete@playintent.io). We will respond to your request consistent with applicable law. Please also note that if you request deletion of your personal information, you may no longer be able to use or access the Services, and if you share devices with someone else who uses the Services, that person may lose their progress or related account information and access. If you decide to use or access the Services again, PlayIntent may consider this a new account and may collect personal information associated with that account in accordance with this Privacy Policy.

## Communication Preferences

Email, phone, and text: We may contact you (for customer support or user authentication purposes) at the email address(es) or phone number(s) provided in connection with your account. You may opt out of these messages by following the unsubscribe instructions in the message (e.g. by tapping an unsubscribe link or replying “STOP”).

Push: In connection with certain Services, you may choose to opt in to receiving push notifications. If you no longer want to receive them, you can turn them off at the device level.

**Cookies:** Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Depending on your location, we may be required to obtain your consent prior to using cookies to access your information, in which case we will present you with consent options when you access the Services. Please note that if you choose to remove or reject cookies (or fail to consent to their use), this could affect the availability and functionality of our Services.

## **Other Rights**

In some cases, particularly if you are a resident of the EEA, the United Kingdom, or Switzerland, or if you are a resident of the State of California, you may have additional rights with respect to your personal data or personal information as defined under applicable laws. For more information on these rights, please refer to the additional disclosures below.

## **Data Retention**

We may retain personal information where required by law or where we have an ongoing legitimate business need to do so. For example, we may retain such information to provide you a service you have requested, to comply with applicable legal, tax or accounting requirements, or where necessary for fraud prevention, dispute resolution, enforcement of our contracts and terms, or for safety reasons (e.g., we may retain certain information about an account to prevent that user from opening a new account).

## **Security**

We follow generally accepted industry standards and maintain reasonable safeguards designed to secure the information in our possession, and only those at PlayIntent with a legitimate business need to access your personal information are permitted to do so. We also take reasonable steps to assure that third parties to whom we transfer information will provide protections appropriate to that type of information. If you have reason to believe that your interaction with us is no longer secure, please immediately contact us.

## **Use by Minors**

We do not knowingly collect or process personal data from or about, or direct or target interest-based advertising to, anyone under the age of 16, nor do we knowingly allow such individuals to use our Services. If you believe we might have any data from or about a child under this age, please contact us. If we learn that we have inadvertently gathered such information, we will delete it.

## **Additional Information for persons located in the EEA, United Kingdom, and Switzerland**

### **Location of data processing and data transfers**

PlayIntent is a global business headquartered in the United States. When you provide personal data to us or when we otherwise collect or obtain your personal data for processing as described in this Privacy Policy, we process your personal data in the United States or such other jurisdictions in which we utilize third party service providers. The laws governing our processing of personal data in such jurisdictions may differ from those in the jurisdictions in which you are located. Regardless of where your personal data is processed, we will treat it in accordance with applicable data protection laws and this Privacy Policy.

With respect to personal data originating in the EEA, UK or Switzerland, we will only transfer it in or to a country that provides an adequate level of protection or by implementing appropriate safeguards to protect your personal data, including through the use of standard contractual clauses or another lawful transfer mechanisms approved by the European Commission and/or the UK or Swiss authorities (as applicable). For more information about the lawful transfer mechanisms we rely on, please contact us.

## **Rights and Choices Available to persons in the EEA, UK or Switzerland**

If you are located in a member country of the European Economic Area (“EEA”), the United Kingdom, or Switzerland, you may have the following rights with respect to any information about you that constitutes “personal data” under EEA and UK law:

**Access your personal data:** You may have the right to obtain confirmation regarding whether we process your personal data and obtain a copy of the personal data we have collected about you. (Note that this right only applies to personal information relating to you, and not to any other player.)

**Rectify or correct your personal data:** You may have the right to correct your personal data where it contains inaccuracies.

**Request erasure (deletion) of your personal data:** You may have the right to request that PlayIntent delete your personal data in certain cases, for example when it is no longer necessary to fulfill the purposes for which PlayIntent collected it. This right may be limited to the extent that PlayIntent is permitted or required by applicable law to retain the data. (Note that if you request deletion of your personal data, you may no longer be able to use or access the Services. If you share devices with someone else who uses the Services, that person may also lose game progress or related account information and access. If you decide to use or access the Services again, PlayIntent may consider this a new account and may collect personal data associated with that account in accordance with this Privacy Policy.)

**Restrict or object to the processing of your personal data:** In certain cases, you may have the right to object to PlayIntent processing of your personal data, or request that PlayIntent restrict that processing. Because the data that PlayIntent collects is generally required to provide the Services to you, if you object to the processing of your personal data, this may have the same effect as requesting deletion of this data (i.e., you may no longer be able to use or access the Services). This right may be limited to the extent that PlayIntent is permitted or required by applicable law to continue processing the data.

Request a portable copy of your personal data: In certain limited cases, you may be able to request that PlayIntent provide you with a copy of your personal data in a structured, commonly used and machine-readable format so that you can transmit it elsewhere.

To protect the privacy of your information, PlayIntent verifies your identity and processes all rights requests through our customer support system. If you wish to exercise any of the rights described above, please at [web@playintent.io](mailto:web@playintent.io)

In addition to the rights described above, if we have collected and processed certain types of personal data with your consent, you may withdraw that consent in the manner described when you provided consent. Withdrawing your consent will not affect the lawfulness of any processing conducted prior to then, nor will it affect any processing based on lawful grounds other than consent.

In some cases, you may have the right to file a complaint with a data protection authority about our collection and use of your personal data. We will cooperate with the appropriate governmental authorities to resolve any privacy-related complaints that cannot be amicably resolved between you and us.

## Contact Us

We are always trying to make our services better. If you have any questions about this Privacy Policy, please contact us at [privacy@playintent.io](mailto:privacy@playintent.io).