

Privacy Policy

Version last updated October 7th 2024

We understand that individuals value their privacy and considers Your privacy to be very important. This Privacy Policy ("**Policy**") explains Our privacy practices, including but not limited to how We handle information that may be collected from You, as further defined below. For the purpose of the following Policy, references to Us include our affiliates, subsidiaries, agents, representatives, successors, and assigns.

Please review Our Platform Terms and Conditions ("**Terms**"), which govern Your use of Services. This Policy will remain in full force and effect, even if Your use of or participation in the Services or any particular service, feature, function or promotional activity offered through Our Services terminates, expires, ceases, is suspended or deactivated. If You do not agree with this Policy, please do not participate in Our Services or any features, activities or services offered through Our Services.

This Privacy Policy applies to:

- The website(s) as operated by Us located at [app-entertainment.com] and all corresponding webpages, subdomains, substitute, or successor domains associated with [app-entertainment.com] ("**Site**");
- Any other Content, applications, features, functionality, information and Services offered by Us through the Site and/or Licensed Application, including, without limitation, viral, embeddable or application/device-based features and related technology ("**Services**"); and
- Any and all Content and software available through the Site and/or the Licensed Application ("**Platform**").

From time to time, We may modify this Policy. Any such modification to this Policy will be posted on the Site and the "Last Updated" date at the top of this webpage will be revised accordingly. Your continued use of the Platform following such modifications indicates Your understanding and acceptance of the revised Policy. It is important that You review this Policy regularly to ensure it is updated as to any changes.

1. Retention and Removal of the Information

We will store Your information for no longer than is necessary for the performance of Services or to otherwise fulfill the purpose(s) for which the information was collected, or as may be permitted under Applicable Law. Unless otherwise required by Applicable Law, at the conclusion of the applicable retention period, We will remove information as described in this Policy from Our systems and records or take appropriate steps to properly anonymize it.

2. Collecting the Information

We collect certain pieces of information from You as detailed further below. We may combine certain automatically collected information with other information We obtain about You, which may include information We obtain from other parties.

We collect Your IP address, device identifiers, browser characteristics, operating system details, internet service provider details, language preferences, referring URLs, pages viewed, time of visits and duration of visits for:

1. location verification,
2. content delivery performance and enhancement,
3. site performance operation and enhancement,
4. service performance operation and enhancement,
5. licensed Application performance and enhancement,
6. platform performance operation and enhancement,
7. marketing and targeted content delivery,
8. investigation of possible unlawful activities, fraud, or Policy violations and
9. to protect and defend Our rights. For these purposes We need the following personal information of You:

10. IP address

We collect the personal information automatic upon the visit to the site, the use of the Licensed Application and the use of the Platform.

We collect Your name, physical address, email address, age, account settings and preferences, telephone number and payment information to:

1. provide services through Our Site, licensed application, and/or platform
2. access content through Our site, licensed application, and/or platform
3. complete a transaction for use and/or access to Our site, licensed application, and/or platform
4. provide customer service or support for use of Our Services and/or access to Our Site, licensed application, and/or platform
5. provide information about Our Services, site, licensed application, and/or platform
6. marketing and targeted content delivery
7. sweepstakes and promotional administration
8. dispute resolution and appeals
9. investigation of possible unlawful activities, fraud, or Policy violations
10. protect and defend Our rights

You provide the personal information to Us directly upon registration for the creation of Your account, the use of Services, the license application use and the platform use. For participation in marketing or informational communications You provides the information to Us directly upon signing up.

We collect Your name, physical address, email address, age, account settings and preferences, telephone number and payment information to:

1. provide services through Our Site, licensed application, and/or platform,
2. access content through Our site, licensed application, and/or platform,
3. complete a transaction for use and/or access to Our site, licensed application, and/or platform
4. provide customer service or support for use of Our Services and/or access to Our Site, licensed application, and/or platform
5. provide information about Our Services, site, licensed application, and/or platform
6. marketing and targeted content delivery
7. sweepstakes and promotional administration
8. dispute resolution and appeals
9. investigation of possible unlawful activities, fraud, or Policy violations
10. protect and defend Our rights

You provide the personal information to Us through Our vendors upon registration for the use of services, the license application use and the platform use. For participation in marketing or informational communications You provide the information to Us through Our vendors upon signing up.

3. Disclosure to Third Parties

We may share information We collect with vendors, affiliates, contractors, and other parties as further detailed below and/or as required by Applicable Law. Additionally, in the event of a business occurrence requiring We sell and/or transfer all or a portion of Our business or assets (e.g., merger with another entity, bankruptcy, reorganization, etc.). We reserve the right to disclose any information We may obtain through Our Site, Licensed Application, and/or Platform.

We collect and share Your IP address, device identifiers, browser characteristics, operating system details, internet service provider details, language preferences, referring URLs, pages viewed, time of visits, duration of visits to:

1. Location verification
2. Content delivery performance and enhancement
3. Site performance operation and enhancement
4. Service performance operation and enhancement
5. Licensed Application performance and enhancement
6. Platform performance operation and enhancement
7. Marketing and targeted content delivery
8. Provide Services through Our Site, Licensed Application, and/or Platform
9. Access Content through Our Site, Licensed Application, and/or Platform
10. Complete a transaction for use and/or access to Our Site, Licensed Application, and/or Platform
11. Provide customer service or support for use of Our Services and/or access to Our Site, Licensed Application, and/or Platform
12. Provide information about Our Services, Site, Licensed Application, and/or Platform
13. Marketing and targeted content delivery
14. Sweepstakes and promotional administration
15. Dispute resolution and appeals
16. Investigation of possible unlawful activities, fraud, or Policy violations
17. Protect and defend Our rights
18. Compliance with legal process (e.g., search warrant, subpoena, or court order)
19. Emergency response
20. Investigation, protection, and remediation of unauthorized use, misuse, or abuse of Our Site, Services, Licensed Application, and/or Platform

We collect and share Your name, physical address, email address, age, telephone number and payment information to:

1. Send commercial messages, marketing and targeted content delivery
2. Provide Services through Our Site, Licensed Application, and/or Platform
3. Access Content through Our Site, Licensed Application, and/or Platform
4. Complete a transaction for use and/or access to Our Site, Licensed Application, and/or Platform
5. Provide customer service or support for use of Our Services and/or access to Our Site, Licensed Application, and/or Platform
6. Provide information about Our Services, Site, Licensed Application, and/or Platform
7. Marketing and targeted content delivery
8. Sweepstakes and promotional administration
9. Dispute resolution and appeals
10. Investigation of possible unlawful activities, fraud, or Policy violations
11. Protect and defend Our rights
12. Compliance with legal process (e.g., search warrant, subpoena, or court order)
13. Emergency response
14. Investigation, protection, and remediation of unauthorized use, misuse, or abuse of Our Site, Services, Licensed Application, and/or Platform

4. Email Communications

By providing Us with Your email address, You agree that We may communicate with You for marketing, including without limitation emails promoting third-party products and services, or for informational purposes in regard to Our Site, Services, Licensed Application, and/or Platform. If You no longer wish to receive such email communications, You may unsubscribe the using the link provided in the email communication.

5. Interactions with Third Parties

We have interactions with the following Websites, applications and other parties:

1. Social media platforms:

Use of Our Site, Services, Licensed Application, and/or Platform may permit You to interact with social media platforms operated by unaffiliated other parties. If You choose to interact with or share content or post information using a social media platform, that information may be publicly displayed, and the party operating the other platform may receive certain information about You and Your use of Our Site, Services, Licensed Application, and/or Platform. We may have access to information about You from a social media platform operated by another party, if You interact with a social media platform and You mention or comment about Us or Our Site, Services, Licensed Application, and/or Platform in Your post on another platform, that platform may allow Us to publish Your post on Our Site, Licensed Application, and/or Platform. In addition, We may receive information about You if a customer on a social media platform gives Us access to their profile and You are one of their connections, or information about You is otherwise accessible through that customer.

You may also choose to interact with social media platforms if You create an account and/or log in to our Site, Licensed Application, and/or Platform with your access credentials from another website or online service (e.g., by using "Facebook Connect"). Accessing Our Site, Licensed Application, and/or Platform in this way may allow Us to collect (for the other party to share with Us) information about You.

We are not responsible for another party's privacy policy or terms of use or Your decision to interact with another party. We do not exercise any control over, and are not responsible for, the privacy and security practices of other parties' websites and applications. We strongly encourage You to review the privacy policies on any website or application You visit or otherwise interact with.

2. Sweepstakes and promotions:

We may operate sweepstakes and promotions (e.g., contests, raffles, etc.) either jointly sponsored or offered by other parties that may require submitting information. If You choose to participate in such sweepstakes and promotions, Your information may be disclosed to other parties as described in the terms applicable to that particular sweepstakes or promotion. Insofar as the terms applicable to a particular sweepstakes or promotion conflict with this Policy, the terms applicable to the sweepstakes or promotion shall control.

3. Other services:

Services on Our Site, Licensed Application, and/or Platform may be linked to or otherwise rely on integrations with other websites, applications, interfaces, and/or platforms operated by other parties (e.g., PayPal). Information shared with such parties may be shared with Us and We may combine that information with other information We have about You that We obtain from other parties. In the event You submit information to another party, You are subject to that other's party's privacy policy and terms of use as applicable. We are not responsible for another party's privacy policy or terms of use or Your decision to interact with another party.

4. Website links:

Links to other websites or applications of other parties may be provided to You on Our Site, Licensed Application. We provide such links to other websites and applications of other parties because We think You may enjoy or may mind find them to be use full to You. The websites and applications of other parties operate independently of Us and have their own established privacy and security policies. We do not exercise any control over, and are not responsible for, the privacy and security practices of other parties' websites and applications. We strongly encourage You to review the privacy policies on any website or application You visits or otherwise interact with.

6. Information Security

The security of Your information is important to Us, and We take steps to ensure that Your information is treated securely and in accordance with this Policy. We take reasonable measures to protect Your personal information from loss, theft, misuse, unauthorized access, disclosure, alteration, and destruction. Although We will do Our best to protect Your information, We cannot guarantee the security of Your information transmitted through the Site, Licensed Application, and/or Platform or in Your written communications to Us. Transmission via the Internet and online digital storage are not completely secure, so We cannot guarantee the security of Your information collected through the use of the Services, transmission is at Your own risk.

7. Children's Privacy

Our Site, Licensed Application, and/or Platform are not intended for children under 13 years of age. We do not knowingly allow anyone under the age of 13 to utilize to Our Services, including, but not limited to, those that may be offered through Our Site, Licensed Application, and/or Platform. We do not knowingly collect personal information from any individual under 13 years of age. If We learn that an individual is under 13 and has submitted personal information to Us, We will delete such personal information promptly in accordance with Applicable Law.

8. California Residents

California's "Shine the Light" law (Civil Code Section § 1798.83) permits California residents to request certain information regarding Our disclosure of Your personal information to third parties for their own direct marketing purposes. We do not share personal information for third parties for their own direct marketing purposes. As a California resident, You may request information about Our compliance with this law by contacting Us. Your name, physical address, city, state, and ZIP code. Please note that the Company is only required to respond to one request per individual each year.

9. Cookies and Similar Techniques

We may use cookies, which are small data files stored by Your web browser on Your computer, to automatically collect certain information. Cookies, for example, may allow a website to recognize a device, to record You preferences, track page clicks and navigation while visiting the website, and identify the website visited immediately beforehand. We and Our vendors may use first-party cookies or other first-party identifiers as well as third-party cookies or other third-party identifiers to deliver advertisements, create a profile of You, measure Your interests, detect Your demographics, detect Your location, detect Your device, and personalize content. Please note that blocking cookies may affect the availability and functionality of Our Site, Services, Licensed Application, and/or Platform. Also, disabling cookies may invalidate opt outs that use cookies to recognize devices that have opted out.

Your web browser may have settings that allow You to transmit a "Do Not Track" signal when You visit Our websites or use online services. We will not disable tracking technology that may be active on the Site, Licensed Application, and/or Platform in response to any "do not track" requests that are sent to the Site, Licensed Application, and/or Platform. To learn more about "Do Not Track" signals, visit www.allaboutdnt.com.

We use the following features:

1. Web analytics:

- a. We may use certain web analytics services offered by other parties such as Google Analytics to help Us understand and analyze how individuals use Our Site, Services, Licensed Application, and/or Platform and serve advertisements on Our behalf across the Internet.

Further information on how Google Analytics uses data collected through Your use of Our Site, Licensed Application, and/or Platform is available through www.google.com/policies/privacy/partners/.

To opt out of Google Analytics cookies, visit: <http://www.google.com/settings/ads> and <https://tools.google.com/dlpage/gaoptout/>

2. Advertisements and online services:

- a. We may use vendors to provide advertisements or other online services.

We are not responsible for the effectiveness of, or compliance with, other parties' opt out options or the accuracy of their statements regarding any applicable opt out programs.

Please note, even if You is able to opt out of certain kinds of interest-based advertisements, You will continue to receive non-targeted advertisements.

- b. **Digital Advertising Alliance ("DAA"):** Certain external parties may participate in the DAA AdChoices Program and may display an Advertising Option Icon for interest-based advertisements that links to an opt out tool which allows individuals to exercise certain choices regarding targeting and targeted advertisements.

You can learn more about the DAA AdChoices Program at: <http://www.youradchoices.com/>

You can learn about the DAA opt out program for mobile applications at: <http://www.aboutads.info/appchoices>.

- c. **Network Advertising Initiative ("NAI"):** In addition, certain advertising networks and exchanges may participate in NAI.

NAI has developed a tool that allows individuals to opt out of certain interest-based advertisements delivered by NAI members' advertisement networks.

To learn more about opting out of such targeted advertising or to use the NAI tool, see: <http://www.networkadvertising.org/choices/>.

To learn more about the NIA opt out program from mobile applications, see: <https://www.networkadvertising.org/mobile-choice/>.