

## **PRIVACY POLICY (FREE APPS)**

### **PRIVACY POLICY**

This privacy policy has been written for the sole purpose of explaining how we collect and use the information as well as what information that might be when you visit or use any of the 01Games and AlphaUnit products and services. By accessing and/or using this or any affiliated websites, you are agreeing to the policies and practices described in this Privacy Policy.

#### **What information do we obtain and how is it used?**

We do not collect any user provided information.

#### **Do we collect precise real time location information of the device?**

We do not collect precise information about the location of your mobile device.

#### **Do third parties see and/or have access to information obtained by 01Games and AlphaUnit?**

No. We do not share your information with third parties.

#### **Automatic Data Collection and Advertising**

We may work with analytics companies to help us understand how our apps and games are being used, such as the frequency and duration of usage. We work with advertisers and third party advertising networks, who need to know how you interact with advertising provided in our services which help us keep the applications free. Advertisers and advertising networks use some of the information collected by the our services, including, but not limited to, the unique identification ID of your mobile device and your mobile telephone number. To protect the anonymity of this information, we use an encryption technology to help ensure that these third parties can't identify you personally. These third parties may also obtain anonymous information about other applications you've downloaded to your mobile device, the mobile websites you visit, your non-precise location information (e.g., your zip code), and other non- precise location information in order to help analyze and serve anonymous targeted advertising in our apps and elsewhere. We may also share encrypted versions of information you have provided in order to enable our partners to append other available information about you for analysis or advertising related use.

#### **AdMob**

AdMob is one of the world's largest mobile advertising platforms and claims to serve more than 40 billion mobile banner and text ads per month across mobile Web sites and handset applications. Read about their privacy policy <https://support.google.com/admob/answer/6128543>.

#### **Chartboost**

Chartboost offers a direct-deal advertising marketplace that enables game publishers to manage the distribution power of their mobile game apps and monetize the success of a Top-100 app in the App Store. With the Chartboost technology platform, publishers can

cross-promote their own games to build awareness or do direct deals with other publishers to drive revenue. Read their privacy policy <https://answers.chartboost.com/hc/en-us/articles/200780269>.

### **Unity Ads**

Unity is more than an engine. It also brings a growing range of integrated services to engage, retain and monetize audiences. Check out their privacy policy <https://unity3d.com/legal/privacy-policy>.

If you'd like to opt-out from third party use of this type of information to help serve targeted advertising, please visit the section entitled "Opt-out" below.

### **What are my opt-out rights?**

There are multiple opt-out options for users of our apps and games:

**Opt-out of all information collection by uninstalling the Application:** You can stop all collection of information by our apps and games easily by uninstalling them. You may use the standard uninstall processes which may be available as part of your mobile device or via the mobile application marketplace or network. You can also request to opt-out via email, at [01games@01games.hk](mailto:01games@01games.hk).

**Opt-out from the use of information to serve targeted advertising by advertisers and/or third party network advertisers:** you may at any time opt-out from further allowing us to have access to your location data by:

Following the third party instructions directly:

- For Google (AdMob) please visit <https://www.google.com/ads/preferences/html/mobile-about.html>;

### **Activating "Do Not Track Settings" in mobile phone**

The providers of advertising services are bound to comply with "Do Not Track" settings in mobile phones, but we cannot provide any guarantees on their behalf. We provide no guarantees regarding the information provided prior to opting out. Some providers may have additional opt-out mechanisms implemented.

If you turn on "Limit Ad Tracking" on your iOS device or "Opt Out of Interest-Based Ads" on your Android device, you can restore interest-based ads by turning the settings off. When you opt out, you may still see the same number of ads on your mobile device; however, these ads may be less relevant because they won't be based on your interests. Our advertising partners may continue to serve you ads based on other non-personal information, such as ads related to the content of the application you are using.

Your iOS or Android mobile device may provide a "Limit Ad Tracking" or "Opt Out of Interest-Based Advertising" setting. When you have opted out using this setting on a device, our partners will not use information collected from that device to infer your interests, or to serve ads to that device that are targeted based on your inferred interests.

You can find the setting for your mobile device by following the directions below, or contact your device provider.

The reason for switching from device IDs to Advertising Identifier is that advertisers are able to use this identifier only for advertising and for no other purpose, while users can choose to opt out of tracking via the settings of mobile phone. Advertising Identifier is an anonymous identifier for advertising purposes which enables users to reset their identifier or opt out of interest-based ads. The parties participating in advertising are obligated to follow users' choice for opting out of tracking according to the app store guidelines.

#### **ANDROID DEVICE**

For Android devices with OS 2.2 and up and Google Play Services version 4.0 and up: Open your Google Settings app > Ads > Enable "Opt Out of Interest-Based Advertising"

#### **IOS DEVICE iOS 7 or Higher**

Go to your Settings > Select Privacy > Select Advertising > Enable the "Limit Ad Tracking" setting

#### **iOS 6**

Go to your Settings > Select General > Select About > Select Advertising > Enable the "Limit Ads Tracking" setting

More information about the iOS setting can be found here: <https://support.apple.com/en-us/HT202074>

#### **Data Retention Policy, Managing Your Information**

We will retain Automatically Collected information. If you'd like us to delete User Provided Data that you have provided via any of our services, please contact us at [01games@01games.hk](mailto:01games@01games.hk) and we will respond in a reasonable time.

#### **Children**

We do not use our products to knowingly solicit data from or market to children under the age of 13. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us at [01games@01games.hk](mailto:01games@01games.hk). We will delete such information from our files within a reasonable time.

#### **Security**

We are concerned about safeguarding the confidentiality of your information. We provide physical, electronic, and procedural safeguards to protect information we process and maintain. For example, we limit access to this information to authorized employees and contractors who need to know that information in order to operate, develop or improve our services. Please be aware that, although we endeavor provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

#### **Changes**

This Privacy Policy may be updated from time to time for any reason. You are advised to consult this Privacy Policy regularly for any changes, as continued use is deemed approval of all changes.

**Your Consent**

By using our services and products, you are consenting to our processing of your information as set forth in this Privacy Policy now and as amended by us. "Processing," means using cookies on a computer/hand held device or using or touching information in any way, including, but not limited to, collecting, storing, deleting, using, combining and disclosing information, all of which activities will take place in the United States. If you reside outside the United States your information will be transferred, processed and stored there under United States privacy standards.

**Contact us**

If you have any questions regarding privacy while using our products and services, or have questions about our practices, please contact us via email at [01games@01games.hk](mailto:01games@01games.hk).