

## **Wolfgang Ventures Privacy Policy**

Effective Date: January 1, 2014

Wolfgang Ventures, Inc. and its affiliates ("Wolfgang Ventures", "our" or "we") are dedicated to protecting the privacy rights of our users ("users" or "you").

This Privacy Policy (the "Policy") describes

the information we collect, how we do so and the purposes of our collection

how we use and with whom we share such information

how we protect the information we store about you

Please note that the scope of this Policy is limited to information collected or received by Wolfgang Ventures through your use of the Service. Wolfgang Ventures is not responsible for the actions of third parties (individuals or companies), the content of their sites, the use of information you provide to them or any products or services they may offer. Any link to those sites does not constitute our sponsorship of, or affiliation with, those third parties.

Your use of any Wolfgang Ventures Services (the "Service" or "Services") constitutes your acceptance of and agreement with this Policy and the collection, use and processing of your data, including your personal information, in the manner provided in this Policy. If you do not fully agree with this Policy, you should not use the Service.

### **Information Collection and Use**

Wolfgang Ventures collects information as described below. Wolfgang Ventures' primary goals in collecting and using information are to create and manage your account, provide Services to you, improve the Service, contact you and create reports for internal use.

### **Mobile and Web Platforms**

When you play a Wolfgang Ventures game or use another Service on your computer or mobile phone or other mobile device, including iPads and tablets, we collect mobile device identifiers, including UDID, and IP Address. In certain games we will create and assign to your device an identifier that is similar to an account number. We may collect the name you have associated with your device, device type, telephone number, country, and any other information you choose to provide, such as user name, geo-location or e-mail address. We may also access your contacts to enable you to invite friends to join you in the Service.

In addition, we create a unique user ID to track your use of our Service. This unique user ID is stored in connection with your profile information.

Whenever you play our games or use another Service, we collect data about all of your interactions with the game or Service and with the other players inside the game via server log files.

### **Facebook Connect, Game Center and Google+**

You may connect your Wolfgang Ventures user account to your Facebook account, Google+ account or to Apple's Game Center (an "SN Service"). We may collect and record information through the SN Service in accordance with the policies and terms of that SN Service. The information we collect when

you connect your user account to an SN Service may include: (1) your name, (2) your SN Service user identification number and/or user name, (3) locale, city, state and country, (4) sex, (5) birth date, (6) email address, (7) profile picture or its URL, and (8) the SN Service user identification numbers for your friends that are also connected to Wolfgang Ventures' game(s) or Services.

If you want us to delete the data we receive from Facebook, Game Center or Google+ about you, please contact us [support@memorycastgame.com](mailto:support@memorycastgame.com).

### **SMS Notifications, Push Notifications & Local Notifications**

We receive and store the information you provide, including your telephone number, when you sign up to have SMS notifications sent directly to your mobile phone.

We may send push notifications to your mobile device to provide game updates and other relevant messages. You can manage push notifications from the "options" or "settings" page within the relevant game.

We may send local notifications to your mobile device to provide game updates and other relevant information. You can manage local notifications from the "options" or "settings" page within the relevant game.

### **Invite Friends**

Wolfgang Ventures may offer you the opportunity to invite your contacts from a SN Service (such as your Facebook friends) so that those contacts can be located in Wolfgang Ventures games and/or you can invite them to join you in Wolfgang Ventures games. Such contact information will be used only for the purpose of sending communications to the addressee. You or the third party may contact us at [support@memorycastgame.com](mailto:support@memorycastgame.com) to request the removal of this information from our database to the extent Wolfgang Ventures stores any of this information.

### **Third Party Services**

Our Services may contain third party tracking tools from our service providers, examples of which include Google Analytics, and Flurry. Such third parties may use cookies, APIs, and SDKs in our Services to enable them to collect and analyze user information on our behalf. The third parties may have access to information such as your UDID, MAC address, IMEI, locale (specific location where a given language is spoken), geo-location information, and IP address.

You can opt-out of Flurry Analytics tracking by going to [www.flurry.com/user-opt-out.html](http://www.flurry.com/user-opt-out.html)

### **Ad Networks**

We may feature advertising within our Services. The advertisers may directly or indirectly collect and use information about you, such as your Service session activity, UDID, MAC address, IMEI, geo-location information and IP address. They may use this information to provide advertisements of interest to you. If you wish to know more about this practice or would like to know more about your options, you can visit the Network Advertising Initiative ("NAI") at <http://www.networkadvertising.org>. The NAI is a cooperative of online advertising companies who are committed to responsible practices and consumer protection.

### **Customer Support**

We may collect your email address when you contact our customer service group and use that email address to contact you about your gaming experience with Wolfgang Ventures games and notify you about company news and promotions.

### **Purpose of Information Collected**

We use information collected through our Services for purposes described in this Policy or as disclosed to you in connection with a Service. Among other reasons, we may use your information to:

- create game accounts and allow users to play our games;
- enable user-to-user communications via chat or other forums;
- notify users of in-game updates;
- identify and suggest connections with other Wolfgang Ventures users;
- provide in-game leader boards and promote in-game player achievements;
- deliver and target advertising;
- understand you and your preferences to enhance your experience and enjoyment using our Service;
- respond to your comments and questions and provide customer support;
- send you related information, including confirmations, technical notices, updates, security alerts, and support and administrative messages;
- communicate with you about promotions, rewards, upcoming events, and other news about products and services offered by Wolfgang Ventures and our selected partners; and
- link or combine it with other information we get from third parties, to help understand your preferences and provide you with better services.

### **Sharing of Your information**

Wolfgang Ventures does not share your personal information except as approved by you or as described below:

- With your consent, for example, when you agree to our sharing your information with other third parties for their own marketing purposes subject to their separate privacy policies.
- Wolfgang Ventures may engage other companies and individuals to perform services on our behalf. These agents and service providers may have access to your personal information in connection with the performance of services for Wolfgang Ventures.
- We may release your information as permitted by law or when we believe that release is appropriate to comply with the law; enforce or apply our rights; or protect the rights, property, or safety of us or our users, or others. This includes exchanging information with other companies and organizations for fraud protection.
- Wolfgang Ventures may share your information in connection with any merger, sale of our assets, or a financing or acquisition of all or a portion of our business to another company.
- We may share aggregate or anonymous information about you with advertisers, publishers, business partners, sponsors, and other third parties.

### **Security Measures**

Wolfgang Ventures takes reasonable measures to protect your information from unauthorized access or against loss, misuse or alteration by third parties.

Although we make good faith efforts to store the information collected on the Services in a secure operating environment that is not available to the public, we cannot guarantee the absolute security of that information during its transmission or its storage on our systems. We cannot guarantee that our security measures will prevent third-party "hackers" from illegally obtaining access to this

information. We do not warrant or represent that your information will be protected against, loss, misuse, or alteration by third parties.

### **Policy Regarding Children**

We do not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to use our Service. No one under the age of 13 may provide any personal information. In the event we learn we have collected personal information from a child under age 13, we will take reasonable measures to promptly erase that information from our records.

### **International Data Transfer**

We may transfer information that we collect about you to affiliated entities or to other third parties not from your country or jurisdiction to other countries or jurisdictions around the world. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that you are transferring information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the U.S. and the use and disclosure of information about you, including personal information, as described in this Policy.

### **Policy Changes**

We reserve the right to change this Policy at any time. If we decide to change this Policy, we will post those changes on this page and update the date at the top of the page. The changes will be effective when posted. Please check this page on a regular basis so that you remain aware of what information we collect and how we use it.

### **Contact Information**

Wolfgang Ventures

1995 57<sup>th</sup> Court N., Boulder, Colorado 80301

If you have any questions about this Policy, please contact us at [support@memorycastgame.com](mailto:support@memorycastgame.com)