

PlayMesh Privacy Policy

PlayMesh respects the privacy rights of our users and is committed to protecting the information collected on its application and website. We have adopted this privacy policy to explain how we collect, store and use the information collected. All of these policies and disclosures are collectively referred to in this document as the “Privacy Policy”. As used in this Privacy Policy, “PlayMesh”, “we”, “us”, or “our” refer to PlayMesh, DBA.

This Privacy Policy does not apply to any other web sites (even those that are referenced on, or linked to through, PlayMesh) or websites maintained by other companies or organizations.

Our Privacy Policy applies only to the collection, use and disclosure of personal information that you may decide to provide to us in your use of: (i) our applications for mobile platforms or devices and our web applications accessible on third party social networking services (“**SNS**”) (collectively, our mobile and web applications are referred to herein as (“**PlayMesh Applications**”), (ii) our game publisher networks, crowd sourcing service and interactive platforms (“**Networks**”) provided in connection with PlayMesh Applications, (iii) our portal for third-party game developers (“**mobage Developer Portal**”) provided in connection with Third-Party Mobile Applications (defined below), (iv) our web domains and subdomains, including PlayMesh.com. (collectively, our “**Sites**”), and web forums or messaging boards in PlayMesh Applications and our Sites (collectively, our “**Forums**”). Any and all of our PlayMesh Applications, Networks, Sites and Forums are referred to herein as our “**Services**”.

We reserve the right to update this Privacy Policy at any time. We will update the “Last Updated Date” in the Privacy Policy. By continuing to access or use the Services after we have posted an updated Privacy Policy or have provided you with notice of a modification, you are indicating that you agree to be bound by the modified Privacy Policy. If the modified Privacy Policy is not acceptable to you, your only recourse is to cease using the Services.

Please visit this page periodically to remain up-to-date as to any Privacy Policy changes. Take a moment now to read the following to learn about our information collection practices that may impact you as a registered user with full access to our Services (“**Full Account**”), a user of a Limited Account (defined below), or a non-registered user of our Services (each a “**PlayMesh User**”). For information regarding the collection and use of Personal Information (defined below) from children under 14 years old, see the Section below, entitled “Our Policy Toward Children”.

We Collect Personal Information and Non-Identifying Information

In the course of using our Services, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally

identifiable information may include, but is not limited to, your name, phone number, photo representation (“**avatar**”), email address and mailing address (“**Personal Information**”). We will collect, use, transfer and disclose Personal Information in accordance with our Privacy Policy.

We also collect non-personal information, which is data in a form that does not permit direct association with you or any specific individual (“**Non-Identifying Information**”). We may collect, use, transfer and disclose Non-Identifying Information for any purpose; however, we provide details in this Privacy Policy about what Non-Identifying Information we collect currently, and how we use, transfer and disclose such Non-Identifying Information today.

Why We Collect Personal Information

The information that we collect can be Personal Information or Non-Identifying Information, and may be used alone or in the aggregate with information collected from other PlayMesh Users. In addition to our collection of such information, you may be asked explicitly to provide Personal Information or Non-Identifying Information anytime that you are in contact with PlayMesh or an PlayMesh-affiliated company. If your Personal Information or Non-Identifying Information is shared between our affiliates and us, such sharing will be in accordance with this Privacy Policy. Our primary objective is to provide you with a superior and personally relevant user experience.

How we use your Personal Information

Your Personal Information may be used, for instances:

- To help us to develop, deliver, and improve our Services and advertising;
- To recommend products of interest directly to you,
- For market research purposes that support our efforts to deliver a more valuable service to our community of PlayMesh Users;
 - For example, we may use your Personal Information to contact you with announcements, newsletters and promotional materials related to our Services or to offer you opportunities to participate in surveys, contests or sweepstakes (any of these a “Promotion”) via our Services.
 - If you decide at any time that you no longer wish to receive such communications from us, please follow the unsubscribe instructions provided in any of the communications. (See “Changing or Removing Information” below for further information.)
- To allow us to keep you posted regarding our latest Service announcements, software updates, and upcoming events;
- To send important notices, such as communications about your purchases and changes to our Terms of Use, this Privacy Policy, or other Service-specific policies. Because this information is important to your interactions with PlayMesh, you may not opt out of receiving these communications; and

- To audit and analyze data to improve our Services and customer communications.

What Information We Collect

One of the instances when we collect your Personal Information is in connection with your registration to join our Services. Instances when Personal Information may be collected via our Services include the following:

- If you, as an PlayMesh User with a Full Account, choose to link your PlayMesh account to an SNS:
 - Personal Information that you independently submit to an SNS (e.g., Facebook) may be collected and used by us in order to provide you with enhanced functionality. In these instances, you consent to PlayMesh's access and use of your username, alias and any other Personal Information you have independently provided to and made accessible through the SNS. Such access will be in accordance with the privacy settings you have set in your SNS account, if any.
 - Similarly, we may use Personal Information that you have provided to us to help you establish social connections with other PlayMesh Users.
- If you choose to participate in a Promotion:
 - We may request that you provide us with Personal Information like your email address or mailing address in order to administer your participation in the Promotion.

In connection with our Services or Third-Party Mobile Applications, we may collect Non-Identifying Information such as Device ID, device type, mobile carrier, platform version and geo-location. In addition, we may collect navigation, interaction and engagement information regarding PlayMesh Users. This Non-Identifying Information is aggregated and used to help improve our Services and Third Party Mobile Applications by providing a better way to understand the PlayMesh User experience with the level of interest in various portions of our Sites, specific PlayMesh Applications or specific Third-Party Mobile Applications.

Certain Non-Identifying Information would be considered a part of your Personal Information if it were combined with other identifiers (e.g., combining your zip code with your street address) in a way that enables you to be identified. But the same pieces of information are considered Non-Identifying Information when they are taken alone or combined only with other Non-Identifying Information (e.g., your viewing preferences).

Cookies & Other Technologies

As is standard practice, we use "cookies" to help us study traffic patterns and understand the effectiveness of our marketing communications. A cookie is a small string of text that we send to your computer's or mobile device's browser. Other types

of cookies exist, but the cookies we use in connection with our Services are only used to obtain browser-specific information. For example, we do not use cookies to retrieve data from your hard drive, pass on computer viruses, or capture your email address. Cookies we use can reveal, for instance, which pages are the most popular, how much time PlayMesh Users are spending there, and how they are interacting with the content on such pages.

You have the option to disable cookies by changing the options in your browser to stop accepting cookies or to prompt you before accepting a cookie from the pages you visit. If you do not accept cookies, however, you may not be able to view or use all portions of our Services due to limited functionality.

When We Disclose Your Information Within PlayMesh Services

As a user with a Full Account, you may create your own profile, connect with other PlayMesh Users of Services, send messages and transmit information through various channels. Please remember that any communications you have via our Services, depending on, for example, the functionality of any PlayMesh Application or Third-Party Mobile Application connected to our Services, may reveal your screen name and the content of your communications, making this information publicly available to other PlayMesh Users. PlayMesh is not responsible for the activities of other PlayMesh Users or other third parties with whom you choose to provide your Personal Information or otherwise interact.

Customer Support Correspondence

When you ask for assistance from customer support, we will collect and store the contact information you provide (generally your name and e-mail address), information about your game play or activity on the Service, and your user ID number. We will also store the correspondence and any information contained within.

With Third Parties for Industry Analysis

In addition to sharing aggregated Non-Identifying Information with Third Party Publishers, we may also share aggregated Non-Identifying Information with advertisers and ad networks ("**Advertising Entities**") with whom we have strategic relationships. Unless you specifically opt in to share your Personal Information, the information that we share with these third parties will only be used in the form of Non-Identifying Information to support user trend analyses and demographic profiling. Some Third Party Publishers and Advertising Entities also act as Service Providers (defined below) to us, so in those cases we will share your information as described below.

Our Policy Regarding Children

The Service is not directed to children under the age of 14. We do not knowingly collect

or solicit personally identifiable information from children under 14. If you are under 14, please do not attempt to register for an Account on the Service or send any information about yourself to PlayMesh. If we become aware that a child under 14 has provided us with personal information, we will delete such information from our files.

With Preferred Partners

We may share your username, email address and Device ID (“Specific Shared Data”) with certain of our preferred Third Party Publishers and other business partners (“**Preferred Partners**”) for those parties to assist us with providing you with the aspect of the Services for which you provided such Specific Shared Data to us, and to use such Specific Shared Data to provide you with information and marketing materials about Third-Party Applications, and other products and services, for example, to further enhance your use of our Services and to augment your gaming and social networking experience generally. We only share Specific Shared Data with our preferred Third Party Publishers pursuant to an agreement under which the Third Party Publisher is obligated to use such data solely for such purposes.

Some Preferred Partners also act as Service Providers (defined below) to us, so in those cases we will also share your Personal Information and Non-Identifying Information as described below. Notwithstanding any other provisions of this Privacy Policy, we only share Specific Shared Data with our Preferred Partners pursuant to an agreement under which the Preferred Partner is obligated to use and disclose Specific Shared Data in compliance with applicable law.

With our Service Providers

Disclosure of your Personal Information and Non-Identifying Information may also occur where we engage or employ service providers, vendors or other third party entities to facilitate provision of our Services (each a “**Service Provider**”) (e.g., without limitation, improvement of our Services’ features, user account authentication, promotion and marketing, administration, analytics, virtual currency transactions, crowd-sourcing, cloud storage and other related services), to provide the Services on our behalf, or to assist us in analyzing how our Services are being used. Our Service Providers may have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Under Special Circumstances

At times, we may disclose information about you to law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (including but not limited to subpoenas), to protect the property and rights of PlayMesh or a third party, to protect the safety of the public or any person or to prevent or stop activity we may consider to be or to pose a risk of being, any illegal, unethical or legally actionable activity.

Under another special set of circumstances, for example, in connection with a merger, acquisition, reorganization or sale of assets, or in the event of bankruptcy, we may sell, transfer or otherwise share some or all of PlayMesh assets, including your Personal Information.

How We Protect Your Personal Information

PlayMesh takes your privacy very seriously and employs administrative, physical and electronic measures to safeguard your information from identity theft and unauthorized access. We do not and will not, at any time, request your credit card information, your account ID, login password or national identification numbers in a non-secure or unsolicited communication (e.g. via e-mail, telephone, mobile device).

To protect your personal information, we maintain reasonable safeguards to attempt to ensure the security, integrity and privacy of the information you have provided. Playmesh has security measures in place designed to protect against the loss, misuse and alteration of the information under our control. Personal information collected by PlayMesh is stored in secure operating environments that are not available to the public (e.g., locked rooms). To prevent unauthorized electronic access to personal information, PlayMesh maintains information collected online behind a firewall-protected server and uses SSL encryption for purchases made through our online store. However, no system can be 100% secure and there is the possibility that despite our reasonable efforts, there could be unauthorized access to your information. By using our services, you assume this risk.

Links to Other Websites and Services

Our Services may contain links to other websites and online services or offers from third parties. For example, our Services may include offers from third party advertisers or the ability to engage in transactions with such entities. PlayMesh Users with Limited Accounts are not provided access to offers made by third party advertisers requesting Personal Information via our Services. If an PlayMesh User with a Full Account chooses to participate in offer-linked information requests or “clicks on” an advertisement or another third party link, such PlayMesh User may be directed to that third party’s website or service and/or be prompted to provide Personal Information in connection with such activity.

The fact that we link to a third party website or service is not an endorsement or representation of our affiliation with that third party, nor is it an endorsement of such third party’s privacy or information security policies or practices or their compliance with laws. We do not exercise control over third party websites or services. These other websites or services may place their own cookies or other files on your computer or mobile devices, collect data or solicit personal information from you. Other websites and services follow different rules regarding the use or disclosure of the personal information you submit to them. We encourage you to read the privacy policies or statements

of the other websites and services you use and the terms of the offers in which you participate. You agree that PlayMesh is not responsible for, nor will it be liable to you or any third party for, your interaction with such third parties or the information requests initiated by such third parties or the subsequent use, treatment or dissemination of the information you voluntarily choose to provide to them.

International Users

Information that you provide may be transferred or accessed by entities around the world as described in this Privacy Policy. If you are located outside the United States and choose to provide information to PlayMesh, we transfer Personal Information to and process it in the United States. Your consent to this Privacy Policy followed by your submission of Personal Information represents your agreement to that transfer.