1 General
1.1 About this document
This document contains the Privacy Policy of Strawdog Publishing Ltd, an English business registration number 5637185 (in the following referred to as “Strawdog”). In here, we explain how information about you is collected, used and disclosed by us, when you use our website, our mobile applications and our other online products and services (collectively referred to as the "Services") or when you interact with our services in other ways.

1.2 Amendments
We reserve the right to change this Privacy Policy from time to time. When we change the Privacy Policy, we change the date at the top of the document and we may also provide you with a notice such as adding a statement to our website's homepage or sending you a push notification or email. If you want to stay informed about our Privacy Policy we encourage you to read the Privacy Policy from time to time.

1.3 Consent
By accessing or using our Services or otherwise providing information to us, you consent to the terms of this Privacy Policy. You also consent to the processing and transfer of the information mentioned below and in the below mentioned ways, including to the U.S. and other countries outside the European Union.

2 How we collect information
2.1 Information you provide yourself
When you participate in a contest and promotion, or you communicate with us via third party social media sites, you request customer support, you send us an email or otherwise interact with us, we collect this information. The collected information may include your name, your social networking screen names or IDs, your email address and any other information that you choose to provide.

2.2 Information we collect automatically through our Services
We automatically collect information about you when you access or use our Services, including:

- **Device related**: Information about the computer, tablet or mobile you use when you access our Services. This includes information about your computer’s, tablet or mobile device’s hardware and software, Media Access Control address ("MAC address") and other so-called unique device identifiers, device tokens, as well as information on your mobile network and your time zone.
- **Logs**: Your use of our Services is logged, including the type of browser you use, what time you accessed our Services, the pages you viewed, the page you visited before navigating to our Services and your IP address.

- **Usage**: The applications that you use, your game progress, game scores, game achievements and interactions with other players in the games.

- **Data collected by cookies and other technologies for tracking**: We set cookies on your computer, tablet or mobile device. A cookie is a file stored on your computer's hard drive or in device memory. It helps us improve our Services and see which parts of our Services that are popular. We may also use web beacons (sometimes called "tracking pixels"). A web beacon is an electronic image that may be used in our emails or Services and helps us counting visits, deliver cookies and in general help us understand usage and effectiveness of advertising campaigns. Below, in the section “How to increase your privacy” you can find more information on cookies and how to disable them.

### 2.3 Information we collect from third parties

We may obtain information from third parties and combine that information with information we collect ourselves through our Services. If you access our Services using a third party platform or site, we may receive information about you from that third party. This includes your screen name, your profile information and your friend lists. The information is collected in accordance with the procedures determined by such third party. When you download or update one of our applications from an app store we may also receive information.

### 3 How we use the information

#### 3.1
The information is used for various purposes, including to enable communication between players, to respond to your questions and your requests, to provide customer support, to send technical notifications, to provide updates, to provide security alerts, to tell you about products, services, offers, promotions and events offered by us or by others that we think will be of interest to you, to provide tailored advertisements, to provide personalized content and features, to deliver contest entries and rewards, to deliver the products and services you request and send you related information, and to improve our Services.

### 4 How we share information

#### 4.1
We may share information about you with other players, including requests to join multi-player games, and on leaderboards. We may share information about you with other service providers who need access to such information to carry out work on our behalf, including vendors and consultants.

#### 4.2 Merger etc.
In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business to another company we may share information about you to the extent permitted by applicable law.
4.3 Government requests etc.
If a government or other public authority requests information about you and we believe disclosure is in accordance with or required by applicable law we may share information about you with such government. If private persons or entities request information about you and we believe we are required by applicable law, we may share information about you with such private persons or entities.

4.4 Consent
With your consent or at your direction we may share information about you in other ways than described above.

4.5 Aggregate, non identifiable
We may also share information about you together with information about many other users so that it cannot reasonably be used to identify you.

4.6 Advertising and Analytics Services Provided by Others
We allow some third parties to serve advertisements and some third parties to provide analytics services in connection with our Services. These entities usually use cookies, web beacons and other technologies to collect information about your use of our Services, including the above-mentioned technologies. This information may be used by Strawdog and others to track and analyze data, assess the popularity of certain content, deliver advertisements and deliver content targeted to you and your interests. The third-party ad serving and analytics technologies are integrated into our Services. This means that if you do not want to be subject to such advertisement or analytics services you should not use or access our Services.

4.7 API
Our Services may also have third party application program interfaces (also called APIs) integrated that allow third parties to collect and process information about you, including your geo-location information. This allows the third party and/or us to provide you with tailored advertisements and promotions. You can control the collection of your geo-location information at all times. We don't allow third parties to access this information without you opting-in. You may disable location-based services at any time by adjusting the settings of your tablet or mobile device.

4.8 Social Sharing Features
Many of our Services offer social sharing features and other tools integrated in the Services. One example is the Facebook "Share" button that allows you share actions you take on our Services with other media, and vice versa. When using such features information about you is shared with your friends or with the public, depending on your Facebook settings or the settings on the other social media that provides the social sharing feature. You can obtain more information about this by reading the privacy policies of the social media that provide these features. For Facebook, you find your privacy settings here, and the privacy policy here.

5 Security
5.1
Strawdog cares about your personal data and takes reasonable measures to protect information about you from loss, theft, misuse and unauthorized disclosure, or alteration.
6 How to increase your privacy

6.1 Cookies
Almost all browsers are set to accept cookies by default but you can choose to set your browser to remove or reject cookies in the settings of your browser. In different browsers you find the settings in different places. Please remember that if you change the cookie settings by removing or rejecting cookies, this could affect the functionality of certain features and even cause the application not to work properly. Your browser probably allows you to delete one cookie at a time or all cookies altogether. Follow the links below for instructions on how to manage cookies in your browser.

Internet Explorer
Chrome
Firefox
Safari (incl. iPhone, iPad etc.)
Opera
Flash cookies (apply to all browsers)

6.2 Promotions
You can always opt out of receiving promotional communications from Strawdog. You do that by following the instructions in the promotions or by sending an email to support@strawdog.com. If you opt out of receiving promotions, we may still send you non-promotional communications.

6.3 Push Notifications
With your consent, we may send push notifications or alerts to your tablet or mobile device. This information includes notifications related to the games, service updates, promotions and other messages. You can always deactivate such notifications by changing your notification settings on your mobile or tablet device.

6.4 Account information
You can always ask us to update, correct or delete information about you. Just send us an email at support@strawdog.com. Please notice, that we may keep some information for business purposes or if required by law. For some time information about you may also be cached or archived.

7 Contact Us
7.1
You are always welcome to contact us if you have any questions about this Privacy Policy. You can contact us on support@strawdog.com