

Privacy Policy

2018.09.17

Yomob understands that privacy is important. This Privacy Policy applies to any and all products, services, applications, Applications, websites, or other affiliated ventures operated by Yomob, Inc. Throughout this Policy, “Yomob” and “We” refers to Yomob, Inc. and its affiliates. “You” or “Users” refers to you, our users - everyone who uses, subscribes to, publishes through, advertises through, joins, or visits Yomob. The “Yomob Application and/or Yomob Network” refers to the applications you download from the Apple app store or the Google Play store. The term “Yomob Network” applies to the advertising platform, web site, games, and/or services controlled, operated or produced by Yomob, Inc. and all advertisements and other content referenced therein. By using the Yomob Application and/or Yomob Network and the Yomob Network, you expressly consent to the information handling practices described in this notice. This Privacy Policy is incorporated into and is subject to the Yomob Application and/or Yomob Network Terms of Service. Your use of the Yomob Application and/or Yomob Network and any personal information you provide through the Yomob Application and/or Yomob Network are subject at all times to this Privacy Policy and the Terms of Use. This policy explains how information is collected and used by Yomob.

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1. The Information Yomob Collects:

Information You Provide: You may provide to Yomob personal information (such as your name, email address, and/or other persistent identifier such as a commonly used username, age, zip code, credit card number, postal mailing address, and telephone numbers) if you use the Yomob Application and/or Yomob Network. **“Automatically Collected” Information:**

When you access the Yomob Application and/or Yomob Network (including through your computer or your mobile device) or open one of our HTML emails, we may automatically record certain information from your system by using different types of tracking technology. This “automatically collected” information may include Internet Protocol address (“IP Address”), IDFA, Android ID, geolocation, country code, a unique device or advertiser ID, version of software installed, operating system type, the content and pages that you access on the Yomob Application and/or Yomob Network, and the dates and times that you visit the Yomob Application and/or Yomob Network.

“Cookies” Information: When you access the Yomob Application and/or Yomob Network, we may send one or more cookies - small text files containing a string of alphanumeric characters - to your computer or mobile device. **Your User ID.** Your User ID is displayed throughout the Yomob Application and/or Yomob Network and is therefore available to the public. Other people can see your activity, feedback, ratings and associated comments, etc. Therefore, if you associate your actual name with your User ID, the people to whom you have revealed your name will be able to personally identify your activities on the Yomob Application and/or Yomob Network.

2. The Way Yomob Uses Information

Yomob and its service providers use the information that you provide or that we collect to operate, maintain, enhance, and provide all of the features and services found on the Yomob Application and/or Yomob Network as well as to track user-generated content and Users to the extent necessary to comply as a service provider with the Digital Millennium Copyright Act and other applicable laws.

We may use your email address or other provided contact (e.g. mobile number), without further consent, for administrative communications such as notifying you of major Yomob Application and/or Yomob Network updates, for customer service purposes, to address copyright infringement or defamation issues, or to contact you regarding any content that you have posted and to send privacy or security related notices.

Yomob uses all of the information that we collect to understand the usage trends and preferences of our Users, to improve the way the Yomob Application and/or Yomob Network works and looks, to create new features and functionality.

Yomob may use “Automatically Collected” information and “Cookies” information to: (a) automatically update the Yomob Application and/or Yomob Network on your system; (b) remember your information so that you will not have to re-enter it during your visit or the next time you access the Yomob Application and/or Yomob Network; (c) provide customized third-party advertisements, content and information; (d) monitor and report on the effectiveness of third-party marketing campaigns; (e) monitor and report aggregate usage metrics such as total number of visitors and pages accessed; and (f) provide such metrics to Users as they pertain to such User’s uploaded content; and (g) track your entries, submissions, and status in any promotions or other activities.

3. When Yomob Discloses Information:

Please be aware that any personally identifiable information that you voluntarily choose to display on any publicly available portion of the Yomob Application and/or Yomob Network - such as when you publish contact information to complete your profile information - becomes publicly available and may be collected and used by others without restriction.

Yomob may disclose Automatically Collected and other aggregate non-personally-identifiable information (such as anonymous User usage data, referring / exit pages and URLs, Application types, number of clicks, etc.) with interested third parties to assist those parties in understanding the usage and demographic patterns for certain content, services, advertisements, promotions, or other functionality on the Yomob Application and/or UP LTV Network. Yomob may share your information with third parties with whom Yomob has a strategic relationship, such as advertisers. The information shared with these third parties may be used for industry analysis, tracking ad conversions or demographic profiling. Yomob may also provide your information to our business partners or other trusted entities for the purpose of providing you with information on goods and services Yomob believes will be of interest to you.

We may disclose some limited User information to affiliated companies or other businesses or persons to: provide web site hosting, maintenance, and security services; fulfill orders; conduct data analysis and create reports; offer certain functionality; for advertising attribution; and to assist Yomob in improving the Yomob Application and/or Yomob Network and creating new services features. We contractually require that these parties process such information in compliance with this Privacy Policy, we authorize only a limited use of such information, and we require these parties to use reasonable confidentiality measures.

Yomob may disclose User information if required to do so by law or in the good-faith belief that such action is necessary to comply with state and federal laws or respond to a court

order, judicial or other government subpoena, or warrant in the manner required by the requesting entity.

Yomob also reserves the right to disclose User information including messages, comments, bios, and more that we believe, in good faith, is appropriate or necessary to take precautions against liability; enforce our Terms of Use; protect Yomob from fraudulent, abusive, or unlawful uses; to investigate and defend ourselves against third-party claims or allegations; to assist government enforcement agencies; to protect the security or integrity of the Yomob Application and/or Yomob Network; or to protect the rights, property, or personal safety of Yomob, our Users, or others.

4. Your Choices and Access to your Personal Information

You may, of course, decline to share your personally-identifiable information with Yomob. However, this means you will be unable to use the Yomob Application and/or Yomob Network.

Yomob does respect your choice to use Apple's IFDA opt out option. In the event you are both an Apple user and have chosen to opt out of sharing your personal data, the Yomob Application and/or Yomob Network will be unable to store and use your data. Please be aware that the advertisements and other content served to you by the Yomob Application and/or the Yomob Network will not be optimized for your usage.

To protect your privacy and security, we take reasonable steps to verify your identity before granting you account access or making corrections to your information.

YOU ARE RESPONSIBLE FOR MAINTAINING THE SECRECY OF YOUR UNIQUE PASSWORD AND ACCOUNT INFORMATION AT ALL TIMES

5. Advertisers

Yomob allows other companies, called advertisers, third-party ad servers or ad networks, referred to herein as "Advertisers," to serve advertisements within the Yomob Application and/or Yomob Network and the Yomob Network. Yomob shares information, including your data, with its advertisers and publishers of games and/or services that connect to the Yomob Application and/or Yomob Network. Yomob may use technology to send, directly to mobile devices, the advertisements that appear within the Yomob Network and Application and will receive automatically collected information when this happens. Yomob may also use other technologies (such as cookies, javascript, or web beacons) to measure the effectiveness of advertisements and to personalize advertising content. Please note that if an advertiser asks Yomob to show an advertisement to a certain audience or audience segment and you

respond to that advertisement, the Advertiser may conclude that you fit the description of the audience that they were trying to reach. Yomob does not permit the use of behavioral advertising or advertising specifically targeted toward children under 13 years of age. While we encourage our advertisers to respect your privacy and the law, we take no responsibility for the services and advertisements provided by our advertisers. You should consult the respective privacy policies of these third-party Advertisers. This Privacy Policy does not apply to, and we cannot control the activities of, such other advertisers. Yomob reserves the right to add or remove Advertisers at its discretion and Yomob may not at all times list such updated ad network partners in this Privacy Policy.

6. Advertisers and COPPA

Yomob will not knowingly target any advertisements to children under the age of 13. Yomob will not knowingly collect information about children under the age of 13, and if we become aware of the collection of such knowledge, will purge that information from our systems immediately.

By using the Yomob Application and/or the Yomob Network, advertisers are agreeing not to use our services to provide advertisements to children under 13 and are ensuring their own compliance to COPPA standards. The Yomob Application and/or Yomob Network is not to be used in any child-directed advertisements. The Yomob Application and/or Network is to be used only for contextual targeting and any use of behavioral advertising will result in the advertiser's account being terminated immediately. If an advertiser becomes aware that their advertisements have come into conflict with COPPA, the advertiser is required to report this to Yomob immediately. We rely on our advertisers to report any conflicts to us and do not maintain an aggressive enforcement program regarding our advertisers. If, however, you feel that any advertisers are not in compliance with COPPA or other regulations, we encourage you to contact us.

7. Developers and COPPA

By using the Yomob Application and/or the Yomob Network, developers are agreeing not to use our services to provide applications to children under 13 and are ensuring their own compliance to COPPA standards. The Yomob Application and/or Yomob Network is not to be used in any child-directed applications. If a developer becomes aware that their applications have come into conflict with COPPA, the developer is required to report this to UP LTV immediately. We rely on our developers to report any conflicts to us and do not maintain an aggressive enforcement program regarding our developers. If, however, you

feel that any developers are not in compliance with COPPA or other regulations, we encourage you to contact us.

8. Our Commitment to Data Security:

Yomob uses commercially reasonable physical, managerial, and technical safeguards to preserve the integrity and security of your personal information. We cannot, however, ensure or warrant the security of any information you transmit to Yomob, and you do so at your own risk. Once we receive your transmission of information, Yomob makes commercially reasonable efforts to ensure the security of our systems. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards.

If Yomob learns of a security systems breach, then we may attempt to notify you electronically so that you can take appropriate protective steps. Yomob may post a notice on the Yomob Application and/or Yomob Network if a security breach occurs. Depending on where you live, you may have a legal right to receive notice of a security breach in writing. To receive a free written notice of a security breach you should notify us at support@yomob.com.

9. Our Commitment to Children's Privacy:

Protecting the privacy of children is especially important. For that reason, Yomob does not allow users under 13 years of age to access the Yomob Application and/or Yomob Network nor does Yomob knowingly collect or maintain personally identifiable information from persons under 13 years-of-age. Yomob requires that partners confirm their audience does not target, in whole or in part, users under the age of the 13. If Yomob learns that personally-identifiable information of persons less than 13-years-of-age has been collected on or through the Yomob Application and/or Yomob Network, then Yomob will take the appropriate steps to delete this information.

If you are the parent or legal guardian of a child under 13 who has become Yomob Application and/or Yomob Network member, then please contact Yomob at support@yomob.com to have that child's account terminated and information deleted.

10. Cross-Border Transfers:

Any data you enter into the Yomob Application, the Yomob Network and / or similar applications of Yomob's service providers or affiliates may be transferred, stored and processed in any country where we or our service providers operate. By using the Yomob

Application, the Yomob Network and / or and / or similar applications of Yomob's service providers or affiliates you consent to the transfer of information to countries outside of your country of residence, including but not limited to the United States and countries within the European Union, which may have different data protection rules than those of your country. In addition, because Yomob operates globally, we may make information we gather available to worldwide business units and affiliates. By providing any data on the Yomob Application, the Yomob Network and / or similar applications of Yomob's service providers or affiliates, you hereby expressly consent to such transfers of your data to the United States or other countries.

11. In the Event of Merger or Sale:

In the event that Yomob is acquired by or merged with a third-party entity, we reserve the right, in any of these circumstances, to transfer or assign the information that we have collected from Users as part of that merger, acquisition, sale, or other change of control.

12. Third Parties

Except as otherwise expressly provided otherwise, this document addresses only the use and disclosure of information we collect from you or that you disclose to us. If you disclose your information to others besides Yomob, whether they are users of the Yomob Application and/or Yomob Network or on other sites or services, different rules may apply to their use or disclosure of the information you disclose to them. Yomob does not control the privacy policies of third parties, and you are subject to the privacy policies of those third parties where applicable. We encourage you to ask questions before you disclose your personal information to others.

13. Changes and Updates to this Privacy Policy:

This Privacy Policy may be revised periodically without further notice to you and this will be reflected by a "last modified" date above. Please revisit this page to stay aware of any changes. In general, we only use your personal information in the manner described in the Privacy Policy in effect when we received that personal information. Your continued use of the Yomob Application and/or Yomob Network constitutes your agreement to this Privacy Policy and any future revisions.

For revisions to this Privacy Policy that may be materially less restrictive on our use or disclosure of personal information you have provided to us, we will make reasonable efforts

to notify you and obtain your consent before implementing revisions with respect to such information.

14. Yomob Contact Information:

Please contact Yomob with any questions or comments about this Privacy Policy, to obtain access to your personal information, and our third-party disclosure practices or your consent choices by email: support@yomob.com. We will respond to your inquiry within 30 days of its receipt.