

PLAYERMAKER PRIVACY POLICY

Last Updated: December 22, 2020

This privacy policy (“**Privacy Policy**”) governs how we, Motionize Israel Ltd. (together, “**Playermaker**” “we”, “our” or “us”) use, collect and store Personal Data we collect or receive from or about you (“**you**”) such as in the following use cases:

- (i) When you browse or visit our website, <https://playermaker.com/> and or <https://playermaker.co.uk/> and or <https://playermakeruno.com/> and or <https://uno.football/> (“**Website**”);
- (ii) When you make use of, or interact with, our Website
 - a. When you request a free trial or a product a demo
 - b. When you subscribe to our email list / newsletters / blog
 - c. When you contact us (e.g. customer support, help, submit a request)
- (iii) When you make use of our dashboard and or platform (“**Dashboard**”)
 - a. When you create or access your account as a coach and/or player and/or as parent
 - b. When an account or profile is created by you, or on your behalf
- (iv) When you make use of our Playermaker UNO product (“**UNO**”)
 - a. When you create or access your account on the Playermaker UNO mobile software application (“**UNO App**”)
 - b. When you make use of the UNO App and accompanying sensors
- (v) When you attend a marketing event and provide us with your Personal Data
- (vi) When you exchange business cards with us
- (vii) When we process your job application
- (viii) When we use the Personal Data of our resellers, distributors, agents and/or finders (e.g. contact details)
- (ix) When we use the Personal Data of our service providers (e.g. contact details)
- (x) When we use the Personal Data of our customers (e.g. contact details)
- (xi) When you interact with us on our social media profiles (e.g., Facebook, LinkedIn, Instagram, Twitter)

We greatly respect your privacy, which is why we make every effort to provide a platform that would live up to the highest of user privacy standards. Please read this Privacy Policy carefully, so you can fully understand our practices in relation to Personal Data. “**Personal Data**” and/or “**Personal Information**” means any information that can be used, alone or together with other data, to uniquely identify any living human being.

Important note: Nothing in this Privacy Policy is intended to limit in any way your statutory right, including your rights to a remedy or means of enforcement.

Table of contents:

1. What information we collect, why we collect it, and how it is used
2. How we protect and retain your personal data
3. How we share your personal data
4. Additional information regarding transfers of personal data
5. Your privacy rights
6. Use by children
7. Public information about your activity on the services
8. How can I delete my account?
9. Links to and interaction with third party products
10. Log files
11. Use of analytics tools
12. California privacy rights
13. Our California do not track notice
14. Deletion of content from California residents
15. How to contact us

This Privacy Policy can be updated from time to time and, therefore, we ask you to check back periodically for the latest version of this Privacy Policy. If we implement significant changes to the use of your Personal Data in a manner different from that stated at the time of collection, we will notify you by posting a notice on our Website or by other means.

1. WHAT INFORMATION WE COLLECT, WHY WE COLLECT IT, AND HOW IT IS USED

Personal Data we collect	Why is the Personal Data collected and for what purposes?	Legal basis (GDPR only, if applicable)	Third parties with whom we share your Personal Data	Retention Period	Consequences of not providing the Personal Data
When you browse or visit our Website					
Cookies, analytic tools and log files For more information, please read our Cookies Policy, available at: www.playermaker.com/legal	<ul style="list-style-type: none"> • Review or improve the usage and operations of our Website • Analyze trends. • Administer the Website • Track users’ movement around the Website • Gather demographic information 	Consent Legitimate interest (e.g. essential cookies)	<ul style="list-style-type: none"> • Our Cookies Policy, available at: www.playermaker.com/legal • HubSpot (CRM) 	For more information, please read our Cookies Policy, available at: www.playermaker.com/legal	Cannot collect and store the information Cannot use or access some parts of the Website
When you make use of, or interact with, our Website					
When you request a free trial or a product a demo					
<ul style="list-style-type: none"> • First name • Last name • Job title • Academy/team • Country • Email address • Phone number • Any other information that you decide to provide/supply us 	To provide you with a demo	Performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract Legitimate interest (e.g. to provide a demo)	<ul style="list-style-type: none"> • Zoom (conferences tool) • Google (tools) • AWS (cloud) • IOS (activation of the sensors and data sync) • GoDaddy (Storage domain) • Rapid SSL (SSL certification) • CrashLytics (analytic tool) 	The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in	Cannot provide you with a demo

				accordance with data retention laws.	
<ul style="list-style-type: none"> • Full name • Email address • Academy/team 	<ul style="list-style-type: none"> • To send you marketing communications 	Depends on the context, legitimate interest (B2B marketing) or consent	<ul style="list-style-type: none"> • HubSpot (CRM) • Shopify (e-commerce platform and other marketing tools) 	The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.	Cannot send you marketing communications
When you subscribe to our email list / newsletters / blog					
<ul style="list-style-type: none"> • Full name • Email address • Academy/team 	<ul style="list-style-type: none"> • To add you to our mailing list • To send newsletters or other marketing communications. 	<p>Consent</p> <p>Legitimate interest (to send you B2B marketing communications)</p>	<ul style="list-style-type: none"> • Mailchimp (marketing tool) 	The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.	<ul style="list-style-type: none"> • Cannot add you to our mailing list • Cannot send you marketing communications
When you contact us (e.g. customer support, help, submit a request)					
<ul style="list-style-type: none"> • Full name • Email address • Academy/team • Any other information that you decide to provide/supply us 	<ul style="list-style-type: none"> • To process and answer questions • To provide support (e.g., to solve problems, bugs or issues) 	<p>Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. respond to your request).</p>	<ul style="list-style-type: none"> • Google (tools) • AWS (cloud) 	The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.	<ul style="list-style-type: none"> • Cannot process and answer questions • Cannot provide support (e.g., to solve problems, bugs or issues)
When you make use of our Dashboard					
When you access your account as a coach and/or player and/or as parent					
<ul style="list-style-type: none"> • User name and password 	<ul style="list-style-type: none"> • To allow you to access the Dashboard • To provide you with the services • To verify your identity 	<p>Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. to allow you to access the Dashboard).</p>	<ul style="list-style-type: none"> • Rapid SSL (SSL tool) 	The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.	<ul style="list-style-type: none"> • Cannot allow you to access the Dashboard • Cannot provide you with the services • Cannot verify your identity
When an account or profile is created by you, or on your behalf					
<ul style="list-style-type: none"> • User name and password • Full name • Email address • Nationality • Age • Gender • Weight and Height • Profile picture • Preferred/dominant foot 	<ul style="list-style-type: none"> • To create your account on our Dashboard • To provide you with the services • To optimize the results to your performance profile 	<p>Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. to create your account).</p>	<ul style="list-style-type: none"> • Google (tools) • AWS (cloud) • IOS (activation of the sensors and data sync) • GoDaddy (Storage domain) • Rapid SSL (SSL certification) • CrashLytics (analytic tool) 	The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.	<ul style="list-style-type: none"> • Cannot create your account • Cannot provide you with the services • Cannot optimize the results to your performance profile
When you make use of UNO					
When you create or access your account on the UNO App					
<ul style="list-style-type: none"> • Full name • Email address • Nationality • Age/date of birth 	<ul style="list-style-type: none"> • To create your account on the UNO App 	Processing is necessary for the performance of a contract to which the data subject is party or	<ul style="list-style-type: none"> • Google Analytics • Amazon Cloud (DB and S3) 	The information we collect will be stored until we no longer need the	Cannot create your account on the UNO App

<ul style="list-style-type: none"> Gender Weight and Height Profile picture Preferred/dominant foot 	<ul style="list-style-type: none"> To provide you with the UNO App To optimize the results to your performance profile If you choose to enable the relevant functionality, to share the data (other than your password) and related analytics with the sports club or team in this you are defined as a player on the UNO App (“Your Club”) to inform your club of your training and game performance and statistics. 	<p>in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. to create your account).</p>	<p>If you choose to enable such functionality, your data and related analytics will be shared with Your Club.</p>	<p>information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.</p>	<p>Cannot provide you with the UNO App</p> <p>Cannot optimize the results to your performance profile</p> <p>Cannot share the data and related analytics with Your Club</p>
<p>When you make use of the UNO App and accompanying sensors</p>					
<ul style="list-style-type: none"> Location Physical metrics when sensors are active (i.e., Speed, accelerations/decelerations, distance covered) Technical metrics when sensors are active (i.e., touch by leg, release by leg, playing tempo, possession types) 	<ul style="list-style-type: none"> To provide you with the UNO App To optimize the results to your performance profile If you choose to enable the relevant functionality, to share the data and related analytics with Your Club to inform your club of your training and game performance and statistics 	<p>Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. to allow you to make use of the UNO App).</p>	<ul style="list-style-type: none"> Google Analytics Amazon Cloud (DB and S3) <p>If you choose to enable the such functionality, your data and related analytics will be shared with Your Club.</p>		<p>Cannot provide you with the UNO App</p> <p>Cannot optimize the results to your performance profile</p> <p>Cannot share the data and related analytics with Your Club</p>
<p>When you attend a marketing event and provide us with your Personal Data</p>					
<ul style="list-style-type: none"> Full name Email address Phone number Corporate position Academy/team Any other information that you decide to provide/supply us 	<ul style="list-style-type: none"> To establish a business connection To send marketing communications 	<p>Depends on the context, legitimate interest (B2B marketing) or consent</p>	<ul style="list-style-type: none"> Mailchimp (marketing tool) Zoho (CRM) HubSpot (CRM) 	<p>The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.</p>	<p>Cannot establish a business connection</p> <p>Cannot send you marketing communications</p>
<p>When you exchange business cards with us</p>					
<ul style="list-style-type: none"> Full name Email address Phone number Corporate position Academy/team Any other information that you decide to provide/supply us 	<ul style="list-style-type: none"> To establish a business connection To send marketing communications 	<p>Depends on the context, legitimate interest (B2B marketing) or consent</p>	<ul style="list-style-type: none"> Mailchimp (marketing tool) Zoho (CRM) HubSpot (CRM) 	<p>The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.</p>	<p>Cannot establish a business connection</p> <p>Cannot send you marketing communications</p>
<p>When we process your job application</p>					
<ul style="list-style-type: none"> Full name Email address Phone number CV/resume Cover letter Any other information that you decide to provide/supply us 	<ul style="list-style-type: none"> To assess you as a candidate 	<p>Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. to assess you as a candidate).</p>	<ul style="list-style-type: none"> Monday.com (task tool and managing potential employees process) HubSpot (CRM) 	<p>The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.</p>	<p>Cannot assess you as a candidate</p>
<p>When we use the Personal Data of our resellers, distributors, agents and/or finders (e.g. contact details)</p>					
<ul style="list-style-type: none"> Full name Email address Phone number Company name Job position 	<ul style="list-style-type: none"> To contact our resellers distributors, agents and/or finders 	<p>Processing is necessary for the performance of a contract to which the</p>	<ul style="list-style-type: none"> Zoho (CRM) Google (tool) Mailchimp (tool) HubSpot (CRM) 	<p>The information we collect will be stored until we no longer need the information and</p>	<p>Cannot contact the resellers distributors, agents and/or finders</p>

<ul style="list-style-type: none"> Any other information that you decide to provide/supply us 	<ul style="list-style-type: none"> To perform/execute the agreement 	<p>data subject is party or in order to take steps at the request of the data subject prior to entering into a contract</p> <p>Legitimate interest (e.g., to send related communications)</p>		<p>proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.</p>	<p>Cannot perform/execute the agreement</p>
<p>When we use the Personal Data of our service providers and suppliers (e.g. contact details)</p>					
<ul style="list-style-type: none"> Full name Email address Phone number Company name Job position Any other information that you decide to provide/supply us 	<ul style="list-style-type: none"> To contact our service providers and suppliers. To perform/execute the agreement with our service providers and suppliers. 	<p>Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. to perform the contract and contract related communications)</p>	<ul style="list-style-type: none"> Zoho (CRM) Google (tool) Mailchimp (tool) HubSpot (CRM) 	<p>The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.</p>	<ul style="list-style-type: none"> Cannot contact our service providers and suppliers. Cannot perform/execute the agreement with our service providers and suppliers.
<p>When we use the Personal Data of our customers (e.g. contact details)</p>					
<ul style="list-style-type: none"> Full name Email address Phone number Company name Job position Any other information that you decide to provide/supply us 	<ul style="list-style-type: none"> To provide our products and services To perform the applicable customer agreement To communicate with our customers/clients 	<p>Processing is necessary for the performance of a contract to which the data subject is party,</p> <p>Legitimate interest (e.g. to provide you with our services)</p> <p>In order to comply with our legal obligations (e.g. tax laws, bookkeeping laws, etc.)</p>	<ul style="list-style-type: none"> Zoho (CRM) Google (tool) Mailchimp (tool) HubSpot (CRM) 	<p>The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.</p>	<ul style="list-style-type: none"> Cannot provide the services and/or our products Cannot perform the applicable customer agreement Cannot communicate with our customers/clients
<p>When you interact with us on our social media profiles (e.g., Facebook, Instagram, Twitter, LinkedIn)</p>					
<ul style="list-style-type: none"> Full name Email address Phone number Company name Job position Any other information that you decide to provide/supply us 	<ul style="list-style-type: none"> To answer your questions 	<p>Depends on the context, legitimate interest (to answer your questions) or consent</p>	<ul style="list-style-type: none"> Facebook (social media channel) Instagram (social media channel) Tweeter (social media channel) LinkedIn (social media channel) HubSpot (CRM) 	<p>The information we collect will be stored until we no longer need the information and proactively delete it or you send a valid deletion request. Please note that we may retain it for a longer or shorter period in accordance with data retention laws.</p>	<p>Cannot answer your questions</p>

Finally, please note that some of the abovementioned personal data will be used for detecting, taking steps to prevent, and prosecution of fraud or other illegal activity, to identify and repair errors, to conduct audits, and for security purposes. Personal Data may also be used to comply with applicable laws, with investigations performed by the relevant authorities, law enforcement purposes, and/or to exercise or defend legal claims. In certain cases, we may or will anonymize or de-identify your Personal Data and further use it for internal and external purposes, including, without limitation, to improve the services and for research purposes. "Anonymous Information" means information which does not enable identification of an individual user, such as aggregated information about the use of our services. We may use Anonymous Information and/or disclose it to third parties without restrictions (for example, in order to improve our services and enhance your experience with them).

2. HOW WE PROTECT AND RETAIN YOUR PERSONAL DATA

- 2.1. Security. We have implemented appropriate technical, organizational and security measures designed to protect your Personal Data. However, please note that we cannot guarantee that the information will not be compromised as a result of unauthorized penetration to our servers. As the security of information depends in part on the security of the computer, device or network you use to communicate with us and the security you use to protect your user IDs and passwords, please make sure to take appropriate measures to protect this information.
- 2.2. Retention of your Personal Data. In addition to the retention periods mentioned above, in some circumstances we may store your Personal Data for longer periods of time, for example (i) where we are required to do so in accordance with legal, regulatory, tax or accounting requirements, or (ii) for us to have an accurate record of your dealings with us in the event of any complaints or challenges, or (iii) if we reasonably believe there is a prospect of litigation relating to your Personal Data or dealings. We have an internal data retention policy to ensure that we do not retain your personal data perpetually. Regarding retention of cookies, you can read more in our cookie policy www.playermaker.com/legal.

3. HOW WE SHARE YOUR PERSONAL DATA

In addition to the recipients described in Section 1, we may share your Personal Data as follows:

- 3.1. With our business partners with whom we jointly offer products or services. We may also share Personal Data with our affiliated companies.
- 3.2. To the extent necessary, with regulators, courts or competent authorities, to comply with applicable laws, regulations and rules (including, without limitation, federal, state or local laws), and requests of law enforcement, regulatory and other governmental agencies or if required to do so by court order;
- 3.3. If, in the future, we sell or transfer, or we consider selling or transferring, some or all of our business, shares or assets to a third party, we will disclose your Personal Data to such third party (whether actual or potential) in connection with the foregoing events;
- 3.4. In the event that we are acquired by, or merged with, a third party entity, or in the event of bankruptcy or a comparable event, we reserve the right to transfer, disclose or assign Personal Data in connection with the foregoing events, including, in connection with, or during negotiations of, any merger, sale of company assets, consolidation or restructuring, financing, or acquisition of all or a portion of our business by or to another company; and/or

3.5. Where you have provided your consent to us sharing or transferring your Personal Data (e.g., where you provide us with marketing consents or opt-in to optional additional services or functionality).

For more information, please send an email to info@playermaker.com.

4. ADDITIONAL INFORMATION REGARDING TRANSFERS OF PERSONAL DATA

4.1. **Storage:** Your Personal Data is stored with servers operated by AWS and located in the United Kingdom, Virginia-US or China. Google maintain [servers around the world](#). For more information, regarding Google's legal frameworks for data transfers, please visit the following links: <https://policies.google.com/privacy/frameworks> and https://support.google.com/policies/troubleshooter/7575787?visit_id=637039011088496587-3381196795&hl=en&rd=2#ts=7576505

4.2. Following the Court of Justice of the European Union's invalidation of the EU-US Privacy Shield Framework in Case C-311/18, Playermaker will no longer rely on the EU-US Privacy Shield as a mechanism of international data transfer until further notice. Playermaker will however remain committed to maintaining its self-certification under the EU-US Privacy Shield Principles and respect its principles, as an additional measure of protection of its users' privacy, until further notice.

When Playermaker engages in such transfers of personal information, it relies on i) Adequacy Decisions as adopted by European Commission on the basis of Article 45 of Regulation (EU) 2016/679 (GDPR) (for example, when we access from Israel), or ii) Standard Contractual Clauses issued by the European Commission. Playermaker also continually monitors the circumstances surrounding such transfers in order to ensure that these maintain, in practice, a level of protection that is essentially equivalent to the one guaranteed by the GDPR.

4.3. **Internal transfers:** We ensure transfers within the Playermaker group will be covered by an internal processing agreement entered into by members of the *Playermaker group* (an intra-group agreement) which contractually obliges each member to ensure that Personal Data receives an adequate and consistent level of protection wherever it is transferred to;

4.4. **External transfers:** Where we transfer your Personal Data outside of EU/EEA (for example to third parties who provide us with services), we will obtain contractual commitments from them to protect your Personal Data. Where we receive requests for information from law enforcement or regulators, we carefully validate these requests before any Personal Data is disclosed.

5. YOUR RIGHTS

5.1. The following rights (which may be subject to certain exemptions or derogations), shall apply to certain individuals (some of which only apply to individuals protected by the GDPR):

- You have a right to access Personal Data held about you. Your right of access may normally be exercised free of charge, however we reserve the right to charge an appropriate administrative fee where permitted by applicable law;
- You have the right to request that we amend any Personal Data we hold that is inaccurate or misleading;
- You have the right to request the erasure of the Personal Data that relates to you. Please note that there may be circumstances in which we are required to retain your Personal Data, for example for the establishment, exercise or defense of legal claims;
- You have the right to object, to or to request restriction, of the processing. However, there may be circumstances in which we are legally entitled to refuse your request;
- You have the right to data portability. This means that you may have the right to receive your Personal Data in a structured, commonly used and machine-readable format, and that you have the right to transmit that data to another controller;
- You have the right to object to profiling;
- You have a right to lodge a complaint with your local data protection supervisory authority (i.e., your place of habitual residence, place of work or place of alleged infringement) at any time. We ask that you please attempt to resolve any issues with us before you contact your local supervisory authority;
- You have the right to withdraw your consent. Please note that there may be circumstances in which we are entitled to continue processing your data, in particular if the processing is required to meet our legal and regulatory obligations.
- You also have a right to request details of the basis on which your Personal Data is transferred outside the European Economic Area, but you acknowledge that data transfer agreements may need to be partially redacted for reasons of commercial confidentiality.

You can exercise your rights by contacting us at info@playermaker.com. Subject to legal and other permissible considerations, we will make every reasonable effort to honor your request promptly in accordance with applicable law or inform you if we require further information in order to fulfil your request. When processing your request, we may ask you for additional information to confirm or verify your identity and for security purposes, before processing and/or honoring your request. We reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive. In the event that your request would adversely affect the rights and freedoms of others (for example, would impact the duty of confidentiality we owe to others) or if we are legally entitled to deal with your request in a different way than initially requested, we will address your request to the maximum extent possible, all in accordance with applicable law.

6. USE BY CHILDREN

We do not offer our products or services for use by children under the age of thirteen (13) years. We do not intend to collect Personal Data from anyone we know to be under thirteen (13) years. If you believe that we might have any such information, please contact us at info@playermaker.com. If you are under thirteen (13), you may not use the Website and/or App, or provide any information to the Website and/or App without involvement of a parent or a guardian. For the purposes of the GDPR, we do not intend to *offer information society services directly to children*. Regardless, in the event that we become aware that you provide Personal Data in violation of applicable privacy laws, we reserve the right to delete it.

7. HOW CAN I DELETE MY ACCOUNT?

Should you ever decide to delete your Account, you may do so by emailing info@playermaker.com. If you terminate your Account, any association between your Account and information we store will no longer be accessible through your Account. However, given the nature of sharing on the Services, any public or team activity on your Account prior to deletion will remain stored on our servers and will remain accessible to the public or team.

8. LINKS TO AND INTERACTION WITH THIRD PARTY PRODUCTS

Certain links provided in the Website permit you to leave our Website and enter non-Playermaker sites or services. Those linked sites and services are provided solely as a convenience to you. Those linked sites and services are not under the control of Playermaker and it is not responsible for the availability of such external sites or services and does not endorse and is not responsible or liable for any content advertising, products, services or other information on or available from such linked sites and services or any link contained in a linked site or service. Playermaker reserves the right to terminate any link at any time. You further acknowledge and agree that Playermaker shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any such content, goods or services available on or through any such linked sites or resource. Most of such linked sites and services provide legal documents, including terms of use and privacy policy, governing the use thereof. It is always advisable to read such documents carefully before using those sites and services, inter alia, in order to know what kind of information they are collecting.

9. LOG FILES

We use log files. We use such information to analyze trends, administer the Website, track users' movement around the Website, and gather demographic information.

10. ANALYTIC TOOLS

- **Google Analytics.** The Website uses a tool called "Google Analytics" to collect information about use of the Website. Google Analytics collects information such as how often users visit this Website, what pages they visit when they do so, and what other websites they used prior to coming to this Website. We use the information we get from Google Analytics to maintain and improve the Website and our products. We do not combine the information collected through the use of Google Analytics with Personal Data. Google's ability to use and share information collected by Google Analytics about your visits to this Website is restricted by the Google Analytics Terms of Service, available at <http://www.google.com/analytics/terms/us.html/>, and the Google Privacy Policy, available at <http://www.google.com/policies/privacy/>. You may learn more about how Google collects and processes data specifically in connection with Google Analytics at

<http://www.google.com/policies/privacy/partners/>. You may prevent your data from being used by Google Analytics by downloading and installing the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout/>.

- We reserve the right to remove or add new analytic tools.

11. CALIFORNIA PRIVACY RIGHTS

California Civil Code Section 1798.83 permits our customers who are California residents to request certain information regarding our disclosure of Personal Data to third parties for their direct marketing purposes. To make such a request, please send an email to info@playermaker.com. Please note that we are only required to respond to one request per customer each year.

12. OUR CALIFORNIA DO NOT TRACK NOTICE

We collect personally identifiable information about an individual consumer's online activities over time and across different websites when a consumer uses the Services. If you choose to operate your web browser "do not track" signals or any other mechanism that provides consumers the ability to exercise choice regarding the collection of such information, we will abide by your request and stop collecting such information. We may allow third parties such as such as companies that provide us with analytics tools, to collect personally identifiable information about an individual consumer's online activities over time and across different websites when a consumer uses the Services.

13. DELETION OF CONTENT FROM CALIFORNIA RESIDENTS

If you are a California resident under the age of 18 and a registered user, California Business and Professions Code Section 22581 permits you to remove content or Personal Data you have publicly posted. To remove, please follow these instructions: info@playermaker.com. Please be aware that after removal you will not be able to restore removed content. In addition, such removal does not ensure complete or comprehensive removal of the content or Personal Data you have posted and that there may be circumstances in which the law does not require us to enable removal of content.

14. CONTACT US

If you have any questions, concerns or complaints regarding our compliance with this notice and the data protection laws, or if you wish to exercise your rights, we encourage you to first contact us at info@playermaker.com.