

House of Gul, LLC. (“House of Gul”) is committed to protecting your privacy. We have prepared this Privacy Policy to describe our practices regarding the Personal Data we collect via any House of Gul application (each, an “App”) and our websites, including www.HouseofGul.com, a “Site”). This Privacy Policy generally applies to all users of House of Gul’s Apps who are age 13 or older. For users under age 13, please refer to our Children’s Privacy Policy [here](#).

Types of Data We Collect

Information You Provide

We collect information about you in various ways when you use our Site and Apps. We collect personal information you provide to us. For example, we collect your name, email address or other address you provide, and any other information you provide us when you contact us for support or provide feedback. We may also collect any information you provide us, such as your name, postal address, zip code, country of origin, and email, when you: (i) respond to one of our surveys, (ii) participate in a contest, sweepstakes or other promotion, (iii) sign up for one of our newsletters, or (iv) sign up to one of our pre-registration sites. We may also obtain information from other sources and combine that with information we collect on our Apps.

We may request that you provide your age information, including your date of birth to customize our App’s content and other features. If your child identifies himself or herself as under the age of 13, please see our Children’s Privacy Policy [here](http://www.HouseofGulstudios.com/help/privacy-policy-children) [http://www.House of Gul studios.com/help/privacy-policy-children] for a description of how we collect, use and share information we collect from children under the age of 13.

We may also collect personal information at other points on the App that state that personal information is being collected.

Information Automatically Collected Via Technology

When you use one of our Apps, some information is automatically collected. For example, we collect a unique identifier for the device on which you install an App (“DID”, which may be your Apple Game Center ID (if you have signed up to Game Center and we have access to that ID)) and develop a profile about you keyed to that DID. We may store your DID with your contact information (like your email address) when you contact us for support, but otherwise we do not associate your DID with Personal Data we collect about you.

Our servers (which may be hosted by a third party service provider) also collect information from you, including your browser type, device type, operating system, application software, Internet Protocol (IP) address (a number that is automatically assigned to your computer when you use the Internet, which may vary from session to session), MAC address, Open Device Identification Number (ODIN), domain name, date/time stamps for your use of the App, and your DID.

Our Apps may also allow you to make “in-App” purchases. If you make an “in-App” purchase we will automatically collect information related to your purchase, or may receive such information from the platform provider (e.g. Apple or Google), including the item purchased, the name of the game you are playing, billing information and other information about your purchase.

Our Apps may also automatically receive age information, including date of birth, from the platform provider or which is associated with your DID.

Our Apps may periodically examine the contents of your device to determine the presence of

other House of Gul Apps on the device. The App will transmit the results of that examination to House of Gul and our advertising service providers to be used in targeting advertisements to your device. For example, if you have PaperToss and Ninjump installed on your device, when you play PaperToss, we will not send you ads for Ninjump and will instead send you other more relevant ads. When you start or stop an App, it may display an ad and during gameplay, a rotating banner ad may be displayed.

We may also automatically collect information related to the overall effectiveness of our advertising campaigns via our advertisements delivered on third party web sites, apps and services ("Our Ads"). For example, we may collect information related to the number of people who click on Our Ads, and the number of people who download one of our Apps or other products via Our Ads. We may combine the information we collect via Our Ads with other information we collect via our Apps.

Third Parties Who Collect Information On Our Site and Apps

(a) Social Networking Sites. If you use one of our Apps in connection with a social networking site (such as Facebook, Twitter, Google+, or LinkedIn) ("Social Networking Site"), we may receive information about you from such Social Networking Site, in accordance with such Social Networking Site's terms of use and privacy policy ("SNS Terms"). For instance, if you associate your App with your Facebook account, Facebook will provide the App the applicable information (which may include your name, profile picture, gender, networks, user ID, list of friends, your email address, location, birthday and publishing stream, and other information you store on Facebook. This Social Networking Site information is not sent to the House of Gul servers, but is stored on the App. We may add this information to the information we have already collected from you via the App. If you elect to share your information with these Social Networking Sites, we will share information with them in accordance with your election. The SNS Terms will apply to the information we disclose to them.

(b) Analytics. We may share your DID or other information with companies that perform analytics regarding our Apps (or enable such companies to collect your DID or other information): to analyze the use of the Apps for us; and for advertising about House of Gul and other companies. These companies may combine data we provide to them or allow them to collect from or about you with data they collect in connection with other websites or applications.

(c) Third Party Offers. Our Apps may provide you access to third party services that offer in App rewards in exchange for your participation in the third party's offer or activity (each an "Activity"). If you click on or otherwise participate in any Activity, the third party(ies) providing the Activity may automatically collect certain information about you and your participation in the Activity. House of Gul is not responsible for any third party providing any Activity on its App, or the information collected by such third parties.

Third Party Advertisements

We may also use third parties to serve ads on the Apps. Certain third parties may automatically collect information about your visits to this and other websites, your IP address, your ISP, your DID, the browser you use to visit our Site (but not your name, address, email address, or telephone number). They do this using cookies, clear gifs, or other technologies. Information collected may be used, among other things, to deliver advertising targeted to your interests and to better understand the usage and visitation of our Site and the other sites tracked by these third parties. This policy does not apply to, and we are not responsible for, cookies or clear gifs in third party ads, and we encourage you to check the privacy policies of advertisers and/or ad services to learn about their use of cookies and other technology. If you would like more information about this practice and to know your choices about not having this information used by these companies, click here: <http://www.networkadvertising.org>.

Use of Your Data

We use personal information collected through our Site and Apps for purposes described in this Policy or disclosed to you on the Site, in our Apps, or in connection with our services. For example, we may use your information to:

- operate and improve our Apps, products, and services;
- understand you and your preferences to enhance your experience and enjoyment using our Site, Apps, products, and services;
- process and deliver contest entries and rewards;
- to send you push notifications;
- respond to your comments and questions and provide customer service;
- to track (via your DID) your in-App currency, to send relevant ads to you, to save your scores, and to provide the services you request;
- to send you related information, including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages;
- communicate with you about new contests, promotions, rewards, upcoming events, and other news about products and services offered by House of Gul and our selected partners; and link or combine it with other personal information we get from third parties, to help understand your needs and provide you with better service.

We may also create anonymous and/or deidentified data records from your personal data by excluding information (such as your name) that make the data personally identifiable to you. We may use such anonymous/deidentified information to back up App-related data, high scores, levels completed, in-game currency earned or purchased, and improve our products and services.

Sharing Of Personal Information

We do not share your personal information with third parties other than as follows:

- 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;
- with third party vendors, consultants and other service providers who work for us and need access to your information to do that work;
- to (i) comply with laws or to respond to lawful requests and legal process, (ii) to protect the rights and property of House of Gul our agents, customers, members, and others including to enforce our agreements, policies and terms of use or (iii) in an emergency to protect the personal safety of House of Gul , its customers, or any person ;
- in connection with or during negotiation of any merger, financing, acquisition, or dissolution, transaction or proceeding involving sale, transfer, divestiture, or disclosure of all or a portion of our business or assets to another company.

We may also share aggregated or deidentified information in our sole discretion.

Our Apps may enable you to post content to Social Networking Sites. If you choose to do this, we will provide information to such Social Networking Sites in accordance with your elections. You acknowledge and agree that you are solely responsible for your use of those websites and that it is your responsibility to review the terms of use and privacy policy of the third party provider of such Social Networking Sites. We will not be responsible or liable for: (i) the availability or accuracy of such Social Networking Sites; (ii) the content, products or services on or availability of such Social Networking Sites; or (iii) your use of any such Social

Networking Sites.

Security of Your Personal Data

House of Gul is committed to protecting the security of your Personal Data. We use a variety of industry-standard security technologies and procedures to help protect your Personal Data from unauthorized access, use, or disclosure. While House of Gul uses reasonable efforts to protect your Personal Data, House of Gul cannot guarantee its absolute security.

Your Choices Regarding Your Personal Data

You can stop all collection of information by an App by uninstalling the App. You may use the standard uninstall process as may be available as part of your mobile device or via the mobile application marketplace or network.

A Note to Users Outside of the United States

If you are a non U.S. user of an App, by using such App and providing us with data, you acknowledge and agree that your personal information may be processed for the purposes identified in the Privacy Policy. In addition, your personal information may be processed in the country in which it was collected and in other countries, including the United States, where laws regarding processing of personal information may be less stringent than the laws in your country. By providing your data, you acknowledge such transfer.

Contact Information

House of Gul welcomes your comments or questions regarding this Privacy Policy. Please contact us at the following: [support@House of Gul studios.com](mailto:support@HouseofGulstudios.com)

Changes to This Privacy Policy

This Privacy Policy is subject to occasional revision, and if we make any material changes in the way we use your personal information, we will notify you by prominently posting notice of the changes on our Site. Any changes to this Privacy Policy will be effective thirty (30) calendar days following our posting of notice of the changes on our Site. These changes will be effective immediately for new users of our Site or App. Changes to this Privacy Policy may affect our use of personal data that you provided us prior to our notification to you of the changes. If you do not wish to permit changes in our use of your personal data, you must notify us prior to the effective date of the changes. Continued use of our Site or App, following notice of such changes shall indicate your acknowledgement of such changes and agreement to be bound by the terms and conditions of such changes.