



PRIVACY POLICY

Upon registration for a Bravo Games (BGS) account, use of this web-site or any BGS products or services, online or for mobile devices, you accept the Privacy Policy of BGS and the fact that BGS may transfer and store the information about your account.

If you do not accept this policy, we ask you not to use any site, product or service of BGS, online or for mobile devices. When registering, you agree that BGS may process your information in accordance with the following Privacy Policy and to abide with the Terms of Use of BGS.

We reserve the right to modify this privacy declaration at any time, and therefore we ask you to consult it frequently. If we introduce significant or essential changes to this policy or the way in which we use the information about your child, we will send a notification to you, the father, the mother, or the guardian by means of this medium, by e-mail or by a notification on our home page. Continued use of our products and services, online or for mobile devices, means that you accept the changes to our online Privacy Policy.

If we change our privacy policy, such changes will be published in this privacy declaration on the home page and in other places, so that you will be aware of the kinds of information is being collected, the way it is used and under which circumstances, if any, it is disclosed.

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I. BGS online privacy policy: introduction

BGS complies with the Directive of the European Commission concerning data protection, which came into effect in October of 1998. Please note that this policy applies only to the websites maintained by BGS and not to the websites maintained by other companies and organizations with which we have links. BGS and its branches respect the privacy rights of their clients and recognize the importance of protecting the information obtained from you. We have adopted this online Privacy Policy in order to explain the usage and storage of personal and non-personal information collected at our web sites while you are using our products (including online games) and services, online and in mobile phone platforms. This policy does not cover data provided online in response to offers of employment.

II. What is personal information and when is it collected by BGS?

Personal information is information that identifies you and that may be used for communicating with you online and offline. The information that is being collected will vary depending on the activity, and may include your name, e-mail address, telephone number, residential address, date of birth, mobile phone number and your credit card information. During your visits to BGS, you may be asked to provide the name of your mobile phone company, the model of your mobile phone and a valid telephone number, so that we can provide purchase instructions directly to your telephone. In this context, the number of your mobile phone will be used only to send you a text message containing a link for downloading a game and it will not be stored for any other purpose. Prize winners may have to provide their Social Security number and other identification numbers for tax purposes, which will be used only for awarding the prize. BGS may collect personal information from our online contacts for:

- creation of a personal profile;
- customer service or technical service requests;
- registration for contests and acceptance of awards
- registration and warranty claims;
- meetings between the players and other online face-to-face competitions;
- registration for games or special events dedicated to gaming;
- subscription to newsletters, referral services and other marketing surveys and campaigns through e-mail.
- registration with BGS or with other service accounts;
- requests for products, services or subscriptions
- requests for service from external service providers on our website.
- access to our products and services in social networks and other third-party services; and
- use of our software services, online and for mobile devices, where personal information is necessary for use or participation.

III. What is non-personal information and when is it collected by BGS?

Non-personal information cannot be used by itself for identifying you or for communicating with you. BGS collects non-personal information about the use of our products, online and for mobile devices, during visits to our website during the course of games and software use.

We store your information while your account is active or as long as necessary to provide our services. If you wish to cancel your account or request us to stop using your information, please contact the administrator of the Privacy Policy in your country. There could be cases where we are obliged by law to preserve your information. When you use BGS's products and services, online or for mobile devices, or when you are playing our games, we may collect certain non-personal information, such as, for example, your gender, postal code, information about your computer, hardware, software, platform, game system, multimedia device, or mobile device, including the ID of the device, incidental data, Internet Protocol address (IP), and the Media Access Control (MAC) address and connection of the network. We also collect other type of non-personal information, such as user name or personality name, use of functions, statistics, scores and accomplishments during a game, classification of users and access routes, as well as any other data that you might provide in surveys, by your account preferences and in online profiles such as, for example, in lists of friends and purchases. We also might receive non-personal or public information from third parties related to demographic and market surveys, which we may use to complement personal information provided directly by you. BGS collects non-personal information as well as personal information when you actively provide it in the context of various activities, online and through mobile devices, such as, for example, purchases made online and by means of mobile devices, game registration and marketing surveys. Moreover, we and other third parties use cookies and other technologies in order to passively collect non-personal demographic information, personalize your experience on our websites and monitor advertising and other activities described below. We may also infer other facts based on the collected information, for example, the applicable tax based on your IP address.

1. Internet log files

BGS and other third parties may keep a log file with IP addresses. IP address is a numeric address assigned by the provider of internet services to your computer. In general, we use log files to monitor the traffic at our websites and for resolving technical issues. Nevertheless, if our website is abused by a user, we may block certain IP addresses or game system ID's provided by our authorized hardware manufacturers. If such are available, IP addresses and game system IDs may be used for personal identification in order to enforce compliance with our Terms of Use.

2. Cookies

Please note that this privacy policy applies only to the use of BGS cookies and does not apply to the use of cookies by any other advertiser. Cookies are small files that are used by your internet browser to trace your movements in websites. We can link the information from the cookies to the personal information Cookies are linked to information about items that you have selected for purchase in our store, pages that you have visited or games that you have played. This information is used to keep track of your shopping cart and guarantee that the same advertisement is not shown to you repeatedly. We also use cookies to provide you content that is customized to your interests and to monitor the use of the website or games. We and the third parties collect information about games that are played, the time dedicated to gaming and advertisements or links that are clicked. Moreover, our websites use the services of external advertisement company to display advertisements. These advertisements contain cookies. Cookies received with banner advertisements are provided by the advertisement companies which collaborate with BGS, and we do not have access to this informa-

tion. The majority of Internet browsers are automatically configured to accept cookies when you visit a website. You can disable the cookies or configure your internet browser to notify you when cookies are being sent. However, if you do that, some of our websites will not function properly. You can configure your browser to notify you when a cookie is to be written to your computer, or to limit the type of cookies allowed.

We and other third parties may also use flash cookies, also known as "Local Shared Objects", in our websites that employ Flash technology. Flash cookies are small files, similar to the cookies written to browsers, which are used to store the layout of the site for the purpose of personalizing its appearance. Just as with regular cookies, flash cookies are small files added to your computer.

3. Invisible GIFs and tracking pixels

Invisible GIFs (also known as spyware, beacons or tags) are small graphic images that are placed on webpages, web-based documents or e-mail messages. The user cannot see these invisible GIFs since they are normally very small (only 1x1 pixel) and of the same color as the background of the webpage, document or e-mail message. We do not use invisible GIFs to collect personal information about you. Nevertheless, we may use GIFs to gather statistical information about our webpages, functions and other elements of webpages. We correlate this information with the user in order to customize his/her experience and to perform statistical analyses of the user's experience on our webpage. We and other third parties may use tracking pixels, which allow us to offer advertising in the most effective manner, sheltering our users from certain promotional messages or identifying the source of new installation.

4. Analytical measurement tool and other technology

BGS also uses its exclusive analytical measurement tool and other third-party analytical technology to collect non-personal information when you use our products and services online or for mobile devices, or our games on your mobile device. These tools and technologies employ server log files, web beacons, cookies and other logging technologies in order to collect certain data, such as cookies, IP addresses, browser ID of mobile devices and other types of hardware, browser languages, referral or exit pages, URL, platform types, number of clicks, data about your multimedia files, domain names, entrance pages, viewed pages and viewing order, amount of time spent on specific pages, other Internet and web page usage data, game usage data, including game statistics, use of functions or purchase history, as well as MAC and mobile ID addresses (if present) and other similar information.

Third-party analytical companies which collect information from our websites as well as in the context of our products and services, online or for mobile devices, may combine the collected data with other data which they have independently collected from other web pages and other products and services, online and for mobile devices, related to your activity on their websites, as well as products and services, online or for mobile devices. Many of these companies collect and use the data in accordance with their own privacy policies.

5. Technology of inserting third-party advertisement

BGS websites as well as BGS online and mobile device products and services may employ advertisement insertion technologies that use cookies, invisible GIFs, web beacons, tracking pixels and other technology to collect information which results from inserting advertisements in our products or services, and to help maintain a log. Some dynamic insertion technologies for third-party advertisements allow the advertisements to be temporarily downloaded to your browser or mobile device and replaced when you are online. We and the third parties that use the advertisement insertion techno-

logy may use demographic information such as age and gender, as well as data recorded on your hardware or device in order to ensure that the website, product, or online or mobile service offers you adequate advertisement, as well as to calculate or control the number of single and repeated appearances of specific advertisements, to deliver advertisements related to your interests and to measure the effectiveness of advertising campaigns. We or the third parties may record data for this purpose, including the IP address or the unique ID of the device, make and model of the device, delivered advertisements, position in the game, length of time during which the advertisement was visible, the size of the advertisement, response to the advertisement (if any) and the angle of viewing. All data mentioned above may be used and disclosed in accordance with this policy and the privacy policy of the company that provides advertisement insertion technology, and to the third parties in a manner which does not allow personal identification.

The companies that offer advertisement in our name may combine the collected data with other data which they have independently collected from other web pages, products and services, online and for mobile devices, related to your browser activity at their websites. Many of these companies collect and use the data in accordance with their own privacy policies. Such advertisement inserting technology is integrated into our websites, online or mobile products and services; if you do not wish to use this technology - do not play.

IV. Personal information provided to BGS by third parties.

BGS also collects personal and non-personal information through third parties. BGS shall only use this information for purposes that are in accordance with this policy.

We may receive information from the third parties related to the operation and distribution of our products and services, as well as demographic and market surveys, which we may use to complement personal information provided directly by you. Some third party services, such as Twitter and Facebook, may also provide information about the accounts that you have with the, with your permission.

By playing a BGS game through a social network or other platform or service of a third party, or by connecting to the network, platform or service of a third party through one of our products or services, you authorize BGS to collect, store and use, in accordance with the stipulations of this Privacy Policy, any information that you have allowed the social network or platform of any third party to provide to BGS through the Application Programming Interface (API) of the social network or platform of the third party, in accordance with your settings on the third-party social network or platform. Your consent is granted when you connect to the social network, platform or service of a third party through our products or services, and when you connect with "accept" or "authorize" (or use any other similar term) to one of our applications through a social network or other third-party platform or service.

We may also collect or receive the information that you provide to other BGS users, who decide to send their contacts by e-mail. We store and use this information mainly to help you to get in touch with your friends.

V. Where is the information stored?

BGS is a worldwide organization and the majority of information systems used by BGS to collect, store and use the collected or received information are located in the European Union. BGS may transfer, use, process or store personal information which includes countries located within and outside of the European Union, and may use this information for the purposes listed in this Privacy Policy.

VI. What happens the information collected by BGS?

A. Use of your information by BGS

BGS uses your information to meet your requests and specific purchase orders as well as to send you purchase confirmations and additional information related to your account. Moreover, personal information provided by you allows us to send you messages about such topics as new products, articles, improvements, special offers, upgrade opportunities, contests and other events of interest. You may waive this BGS service later.

Otherwise, BGS will use your personal and non-personal information, both individually and in combination, in order to gain a better understanding of the behavior and preferences of our clients, as well as to resolve technical issues, to enforce our Terms of Use, to guarantee the correct operation of our products and services, and to help improve them. Moreover, we may combine non-personal information with personal information, such as, for example, e-mail addresses, to tailor our offers, webpages or gaming experience.

Upon using friend search tools like Facebook, Game Center or other third-party services on our online products or services, including mobile ones, you acknowledge that the use of such friend search tools will help you to find your contacts and also allow them to associate their BGS accounts (and related gaming rights, including games played) with your social network profile and e-mail addresses. The resulting friends list, which may be accessible through available BGS social platforms, will be governed by this privacy policy.

If you chose to use our referral services to "share with a friend" the information about a BGS product or about the site, we will ask you for the name and the e-mail address of your friend. We will send your friend an e-mail on your behalf, with an invitation to visit the website or to see our product. BGS will store the name and the e-mail of your friend for a short period of time, with the sole purpose of sending him/her this e-mail and to perform a redundancy check to ensure that your friend does not receive multiple copies of the same e-mail message. We will not store or use this information for any other purpose.

Your participation in tournaments and other online events is also subject to our collection, use, storage, transmission and public display of statistical information (such as scoring and accomplishments) generated during your participation.

BGS will never share your personal information with third parties without your consent. Nevertheless, we may share aggregate non-personal anonymous data and public information with third parties. Circumstances may also arise in which you share your information on your own behalf. Details concerning the rights related to information that is publicly shared in BGS sites and forums as well as with other third parties may be reviewed in section XI. You may also allow BGS to share your personal information with companies and organizations that offer products or services that we think may be of interest to you. In order to stop receiving the communications from a marketing partner or sponsor with which we have shared your information, please contact the partner or sponsor directly.

BGS will not disclose to the third parties any personal information about minors younger than 18 who have registered on any of our web sites, nor will BGS share or disclose more personal information than described in this policy, unless, due to merger, acquisition or the improbable event of a bankruptcy, when the administration of BGS clients' information may be transferred to its successor or independent assignee, regardless of their age.

Periodically, BGS hires external contractors in order to collect personal information on our behalf for the purpose of sending e-mails, products, awards, promotional follow-ups, administration of contents, processing of credit cards, packages or other services found at our websites. When request-

ting such services, you may be asked to provide your name, address, telephone and e-mail address to our contractors. We ask the external contractors, such as credit agencies or market research companies, to supplement the personal information that you provide for our own demographic and marketing research, so that we can improve our websites and related services, as well as to better fulfill the needs and preferences of our visitors. In order to gain a better understanding of our individual clients, we link this information to the personal information provided by you.

When our third-party agents or service providers collect or have access to any information other than non-personal, anonymous or aggregated data, BGS requires that they adhere to our established privacy policy and protect the confidentiality of all personal information that has been collected or accessed to during the performance of their commitments to BGS. Third parties are prohibited from using your personal information for any other purpose without your specific authorization.

You will be notified before any third party that is not our agent or service provider collects your personal information so that you could make an informed decision on whether or not you would like to share your information with this third party.

It is also possible that we access and disclose personal information, including personal communications, in conjunction with reporting abuse of our products or services in order to enforce legal rights and compliance with laws, or to comply with an order from a government entity or other relevant authority, or when we have reason to believe that disclosure is necessary to prevent potential or real damages, or interference with our rights, property, operations, users and others who may be harmed or may suffer losses or damages, or when we believe that disclosure is necessary in order to protect our rights, fight fraud or comply with a judicial order, court order, or legal process in which BGS participates. Do not forget that certain publicly available information that you publish or communicate it on our websites or with our services, or those of third parties, is public information for which you can not expect privacy. Please refer to Section XI for more details.

VII. Revision and correction of your information, request to be deleted from the mailing lists and deletion of your account.

You may correct or update the information in your account at any time by logging in to the website and accessing "My account", "See my profile" and other account settings. If you cannot log in or wish to disable your accounts, please contact the administrator of the Privacy Policy in your country in accordance with what is indicated on our website. We will gladly revise, update or eliminate the corresponding information. Nevertheless, we may keep your information in our files for the purposes of dispute resolution, fulfillment of our contracts with users and for technical and legal restrictions related to the security, integrity and operation of our site.

Some BGS sites or services may collect personal information which may not be accessed through our website. Nevertheless, you may access this information by means of alternative access described by the service.

If you have granted BGS access to your Facebook account through BGS software, you may request that BGS delete its information from Facebook. You may request the removal of the information in Facebook through other BGS applications, removing the link of the EA application from your Facebook account by means of the Application Settings page on Facebook.

VIII. How does BGS protect your personal information?

The safety of you and your child's personal information is important to us. We follow the rules that are generally accepted by the industry in order to protect personal information sent to us, both while

it is being transmitted and also after it has been received. When you enter confidential information (such as your credit card number) in our registration or purchase forms, we encrypt this information by using 128-bit secure connection technology (SSL). Nevertheless, no method of internet transmission or digital storage is 100% secure. Therefore, while we strive to use commercially reasonable means for protecting your personal information, we cannot guarantee that it is totally safe.

Special advice about children

BGS insists that the parents spend time online with their children. We ask parents to teach their children that they should never share their real names, addresses or telephone numbers without permission when using the internet. We recognize a special obligation to protect personal information obtained from young children. Therefore, with respect to children residing in certain jurisdictions, no child under 12 should submit or publish any information on BGS sites.

If a 12-year old or younger child residing in these jurisdictions wishes to participate in online activities that require or permit the disclosure of personal information, we request that they provide the e-mail address of their parents or guardians, in order to notify them and obtain prior authorization or other verifiable consent of the parent or the guardian, if necessary, in order to participate in the activities offered by this site. Some other jurisdictions may require notifications, written permission or other verifiable consent from a parent or guardian of a child aged 13-17.

Some BGS websites are intended especially for children and may allow them to create a free account, for which we will collect the user name, password, date of birth and e-mail address of the parents. Because an e-mail address is required to answer forgotten password requests and to manage the account, in some circumstances we also may collect the e-mail address of the child. In such cases, we will send a notification to the e-mail address of the parent to provide him/her an opportunity to close the account and delete the e-mail address and any other details of the child. Newsletter subscriptions will be handled in a similar manner.

These websites may also offer the parents an opportunity to upgrade their child's account to a paid subscription, which will allow the child to participate in other activities on the site. Such subscription services will allow the parents to manage the accounts of their children and create new player accounts.

The majority of these sites allow children to create personalized avatars or virtual characters that are similar to cartoons, to be used in various activities on the websites, such as mini games and virtual worlds. The child may also use other features to "share with a friend" options on the site, send e-cards or to express opinions. "Share with a friend" and e-card functions allow the children to send e-mails to their friends, inviting them to visit the website. We will collect the name or the e-mail address of your child and the e-mail address of the friend with a sole purpose of sending him/her a single e-mail. This information is not kept or used for any other purpose, and we do not share the e-mail address with the recipient.

Likewise, feedback may be sent to BGS through the "Tell us what you think" function or surveys. "Tell us what you think" collects the e-mail address of the sender and a brief description of their concern. E-mail addresses obtained via "Tell us what you think" will not be used for any other purpose other than responding to the sender. If we determine that the child is less than 12 years of age, we will delete his/her e-mail address once the question has been answered. Information obtained through the surveys is anonymous.

The parents may, at any time, delete the players registered earlier by directing an e-mail to our support site: www.support@bravogamestudios.com, or to the Privacy Policy administrator in his/her country.

The collected information is secured in accordance with this Privacy Policy (refer to Section VII above). If we change the manner in which your child's information is managed, we will send you a notification in accordance with this policy.

Under no circumstances shall we make the participation of a child in activities such as contests contingent upon disclosure of more personal information than is necessary for participation in said activity. It is possible that certain sites will not allow any participation by children despite having obtained parental consent. When consent is granted, it shall apply to that website only. Regardless of the jurisdiction, BGV will not disclose to third parties any personal information about children younger than 18 years of age who have registered on any of our websites, nor shall we share or disclose personal information to others except for those mentioned in this policy.

If, for any reason, you are concerned that the personal information of your child maintained by BGS is incorrect or incomplete, if you desire the personal information of your child to be eliminated from our records, or if you desire BGS to suspend the collection or use of the personal information of your child, please contact the Privacy Policy administrator in your country. Privacy policy administrator will gladly revise, update or delete the information of your child, as applicable.

IX. Public information such as, for example, content created by users, online forums, blogs or profiles.

You may choose to disclose information about you by contributing to the content generated by the users on BGS websites or games, or in our online chat rooms, blogs, message boards, public user profiles or in forums similar to our site or third-party sites. The information shared by you in any of these forums is public information and you can not expect that it will be kept confidential or private.

You should be aware that other users of these forums may read, collect and use any personal information sent by you while engaging in these public activities, and that such information may be used to send you unrequested messages. We are not responsible for personal information that you chose to publish in these forums.

Do not forget that during the normal activity on the Internet, it is possible that some information is sent from your browser to third parties, such as advertisement networks or analytical companies. BGS does not have any control over information sent by your browser to such networks or third parties, and recommends that you to make sure your browser settings prevent the disclosure of information that you do not want to share.

If you publish a video, image or photo on one of our websites available to the general public, you must be aware that other users may see, collect, copy or use it without your consent. We are not responsible for videos, images or photos that you chose to publish on BGS websites.

X. Third-party websites and products offered in collaboration with third parties

Our website may contain advertisements or services that are linked to other websites, such as Twitter, Facebook and Youtube. The fact that we have a link to a website does not constitute our endorsement, authorization or declaration of our affiliation with that third party. If you click on a third-party link, such as, for example, an advertisement, you will leave the BGS website and go to the website that you have selected. Since we have no control over the activity of third parties, we shall not be held responsible for any use of your personal information by such third parties, and we can not guarantee that they will adhere to the same privacy and security standards as BGS. We encourage

you to review the privacy policy of any other provider of services that you have requested. If you visit the website of a third party that is linked to the BGS site, you should consult the privacy policy of that site before providing any personal information.

Members may register for other services from our websites. Certain products and services available at our website are offered in collaboration with third parties and may require you to disclose personal information in order to register for and access such products or services. These products or services shall identify the associated third parties during the registration process. If you chose to register for such products and services, your personal information will be transferred to these third parties and will be subject to privacy policy and practices of the third parties in question. We shall not be responsible for the privacy policies or practices of these third parties and you are therefore advised to consult the privacy policy and practices of such third parties prior to providing them your personal information relating to products or services.