

The Mobile Majority (“The Mobile Majority,” “Mobile Majority,” “we,” “us,” “our”), a DBA division of PaeDae, Inc., know that our users (“you,” “your”) care about how your personal information is used and shared, and we take your privacy seriously. Please read the following Privacy Policy (the “Privacy Policy”). By visiting or using the Mobile Majority website or application, any app powered by or partnered with Mobile Majority and any other linked pages, features, content, or any other services we offer from time to time in connection therewith (collectively, “Mobile Majority”), you acknowledge that you accept the practices and policies outlined in this Privacy Policy, and you hereby consent that we will collect, use, and share your information in the following ways. This Privacy Policy only applies to products and services related to the Mobile Majority; other products and services provided by the Mobile Majority may be governed by separate privacy policies.

I. What Does This Privacy Policy Cover?

This Privacy Policy covers our treatment of personally identifiable information (“Personal Information”) that we gather when you are accessing or using Mobile Majority and/or using Mobile Majority products and services. This policy does not apply to the practices of companies that we do not own or control, or to individuals that we do not employ or manage.

Mobile Majority does not knowingly collect or solicit Personal Information from anyone under the age of 13 or knowingly allow such persons to register. If you are under 13, please do not attempt to register for Mobile Majority or send any information about yourself to us, including your name, address, telephone number, or email address. No one under age 13 may provide any Personal Information to Mobile Majority or through Mobile Majority. In the event that we learn that we have collected Personal Information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you

believe that we might have any information from or about a child under 13, please contact us at privacy@majority.co. If you are between the ages of 13 and 18, then you declare that your legal guardian has reviewed and agrees to this Privacy Policy before you engage with any Mobile Majority content or ad units.

If you are located outside the United States and choose to provide information to us, that information is provided to Mobile Majority in the United States, and may be and processed and stored in the United States and otherwise outside of your country of residence, by Mobile Majority and by third parties with whom we share Personal Information in accordance with this Privacy Policy (as set forth in Section III below). By using Mobile Majority, you consent to the collection, transfer, use, storage and disclosure of your information as described in this Privacy Policy, including to the export of your Personal Information outside of your country of residence.

II. What Information Does With Prizes Collect?

We gather various types of information from our users, as explained more fully below. This includes information that may be defined as Personal Information. We may use this Personal Information to personalize and improve the Mobile Majority experience, to personalize and improve advertisements or other marketing materials, to allow our users to set up a user account and profile, to contact users, to fulfill your requests for certain products and services, to analyze how users utilize Mobile Majority, and as otherwise set forth in this Privacy Policy. We may share certain types of Information, including Personal Information, with third parties (as set forth below). We collect the following types of information:

A. Information You Provide to Us:

1. Device ID. During the registration process or use of an app powered by or partnered with Mobile Majority, we may ask your permission to install a temporary provisioning profile on your mobile device or have that information shared with us from an app partnered or powered by Mobile Majority. We will use this provisioning profile only to obtain your device type and ID (including any identifier, regardless of issuing source, that operates to uniquely identify (or approximate the identification of) your device which may include IDFA (identifier for advertisers), or other form of identifier (“Device ID”); when you permit us to install this profile or use an app powered by or partnered with Mobile Majority, you are providing your consent to our use of your Device ID in connection with the services you’ve requested or to improve our ability to provide our services. Mobile Majority uses your Device ID information, together with other information you also willingly provide to us, to provide you with certain features related to Mobile Majority services, data collection/storage and services to third parties. Mobile Majority may also exchange Device ID and device type information with our partners to fulfill your requests for certain products and services.

2. General Information. We receive and store information you provide to us. For example, when you open an app, register, or interact with an ad unit(s), we may collect Personal Information such as your user name, email address, gender, and age. We may collect other Personal Information you provide us through your use of Mobile Majority generated ad units – for example, if you respond to a survey or otherwise interact with Mobile Majority ad units. You can choose not to provide us with certain information, but then you may not be able to take advantage of many of our special features. Information described in this section may be shared with third parties.

3. For Publishers and Advertisers. Different information may be needed to register for a Publisher or Advertiser account or list; in addition to collecting your email address, we may also provide you with the option of providing us with additional information such as name and address as well as financial information such as Tax ID, VAT or sales tax registration number or any other relevant tax number and credit card information. If you provide us with sensitive financial information (such as a credit card number) we will seek to encrypt the transmission of that information using secure socket layer technology (SSL) or other technology, and utilize a credit card processing company to process your payment information. (This Section applies to application publishers and for advertisers; it may not apply to you.)

We may also provide you with the option of adding users to your Publisher or Advertiser account. When you do so we will collect the email address of the individual you wish to add. We will then send that individual a one-time email informing them they have been added. If you have been added to an account and wish to no longer have your email address used you may contact us at privacy@majority.co

5. Referrals. If you choose to use our referral service to invite a friend to Mobile Majority or an applicable third party, we will ask you for your friend's email address. We may send your friend an email inviting him or her to visit Mobile Majority or a relevant third party. We store this information for the sole purpose of sending this email and tracking the success of our referral program.

B. Information Collected Automatically:

- Whenever you interact with Mobile Majority, we automatically receive and record information on our server logs, including your IP address, certain actions you've taken, as well as other information. Some of this automatically collected information

may or may not be Personal Information, depending on whether it is personally identifiable in nature or not. This information, including if you enter your email address or other information, may be shared with third parties.

- This Privacy Policy does not cover the use of cookies by any advertisers; each advertiser's use of cookies is covered by that advertiser's own privacy policy.
- **Targeting:** We may use information we obtain or receive in order to target advertisements or other marketing to you or other items that Mobile Majority feels is relevant to you.

C. E-mail and Other Communications:

We may contact you, by email or other means; for example, we may send you promotional offers on behalf of other businesses, or communicate with you about your use of Mobile Majority. If you do not want to receive email or other communication from us or otherwise want to opt-out, please indicate your preference in your profile or by emailing us at privacy@majority.co. Also, we may receive a confirmation when you open an email from us. This confirmation helps us make emails more interesting and improve our service.

D. Feedback:

All comments, feedback or materials submitted by you to Mobile Majority including feedback, testimonials, images, reviews, questions, comments, suggestions or ideas (collectively, "Feedback") shall be received and treated by us on a non-confidential and unrestricted basis. Mobile Majority will be free to use, display, perform, distribute, copy, adapt, and promote, in any medium now known or later developed, without compensation to you, the Feedback along with all ideas, concepts, know-how,

techniques or methodologies contained in such Feedback, for any purpose whatsoever, including without limitation, developing, marketing and selling products and services incorporating such Feedback. You agree that in submitting Feedback, it will not violate any right of any third party, including any confidentiality, copyright, trademark, privacy or other personal or intellectual property or proprietary rights, and will not cause injury to any person or entity. You further agree that no Feedback you submit will be or contain libelous or otherwise unlawful, threatening, abusive or obscene material, or contain viruses, commercial solicitations, or any form of “spam”. Feedback should be sent to: privacy@majority.co

E. Surveys or Contests:

We may, from time to time, offer you the opportunity to participate in contests, sweepstakes, or surveys. If you participate, we may request certain Personal Information from you including your contact information (such as name and address), and demographic information (such as zip code). Participation in these surveys or contests is completely voluntary and you therefore have a choice whether or not to disclose this Personal Information.

In the case of a contest/sweepstakes winner, we will use the Personal Information, such as contact information, to notify contest winners and award prizes. This may be done by a third party. We may also use this information to improve the quality of our products and services, including by helping us better personalize our users’ experience with our products and services.

We may use a third party service provider to conduct these surveys and/or contests/sweepstakes; that company may be prohibited from using our users’ Personal Information for any other purpose. We may share the Personal Information you provide through a contest, sweepstakes, or survey with other third parties in order to accomplish the contest/sweepstakes/survey, or if it is sponsored by

a specific advertiser. If it is a sponsored contest, sweepstakes or survey, then the sponsor of the contest, sweepstakes, or survey may receive the information you provide.

F. Blogs & Forums:

We may ourselves manage and operate a discussion board or other forum (“Forum”) on our website, or use a third party hosted and managed site, for general matters of interest regarding our products and services. IF SUCH A DISCUSSION BOARD OR FORUM IS AVAILABLE, THEN IT IS STRICTLY FOR USERS OF 18 YEARS OF AGE OR OLDER. The use of any Forum is subject to the forum rules posted on the Forum website, and the use of any Forum on a third party site will be subject to that third-party website’s forum rules. Please note that if you post any personally identifiable information to any Forum, then that information can be read, collected, and used by other users of the Forum. To request removal of your personal information from our blog or community forum, contact us at privacy@majority.co. In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

III. Will Mobile Majority Share Any of the Information It Receives?

We may share your Personal Information (in personally identifiable form) with third parties only as described in this Privacy Policy, which may involve the export of your Personal Information to third parties in the United States and otherwise outside of your country of residence.

A. Agents; Service Providers; and Advertisers: We employ or partner with other companies and people to perform tasks and need to share your information with them to provide products or services to you; for example, we might use an email service

provider to send you emails on our behalf, or work with companies to help us improve the Mobile Majority services and provide more relevant products and services. We may also work with companies that have the intent to provide you with advertising and your information may be shared with these advertisers.

B. User Actions: You understand that we cannot control what other users do with any content (including without limitation images, ratings, captions, and comments) you voluntarily disclose for such users to view on Mobile Majority (“User Submissions”). If you have allowed other users to have access to your User Submissions, those other users make your User Submissions publicly available to be collected and used by others, or to be redistributed through the internet and other media channels. To request removal of your Personal Information from our open forums, please contact at privacy@majority.co. In some cases, we may not be able to remove your Personal Information, in which case, we will let you know if we are unable to do so and why.

C. Business Transfers: In the event of a merger, acquisition, reorganization, change of control, sale of all or substantially all of its assets, or the sale of an individual mobile or web properties owned by us, customer information is typically one of the business assets that is transferred and we may therefore transfer and/or disclose your Information, including Personal Information, to the prospective seller or buyer of such business or assets or to a third party as a part of such merger, acquisition, reorganization, or sale. In addition, if we go out of business or enter bankruptcy, Information, including Personal Information, would be one of the assets transferred to or acquired by a third party.

D. Protection of Mobile Majority and Others: We may release Personal Information when we believe in good faith that release is necessary to comply with the law or in response to any request from any law enforcement agency or other governmental organization; to enforce or apply our conditions of use and other

agreements; or to protect the rights, property, or safety of Mobile Majority, our employees, our users, or others. This includes exchanging Personal Information with other companies and organizations for fraud protection and credit risk reduction.

E. With Your Consent: Except as set forth in this privacy policy, you will be notified when your Personal Information may be shared with third parties, and will be able to prevent the sharing of this information. Entering your email (or other information) in advertising unit fields presented by Mobile Majority is considered “your consent” and may result in your email/information being shared with third parties. Advertising units may not have the Mobile Majority logos in the ad units themselves and may appear as being presented by brands, apps, or another third party. Clicks, views, or other engagements with ad units are also considered “your consent” to deliver information to Mobile Majority or third parties.

F. Facebook Connect and Other Social Features: Mobile Majority may allow users to use social features, such as Facebook Connect, offered by Facebook or other third-party social networking sites (“SNS”) to interact with friends. If you opt to use such a service, by proceeding, you are allowing Mobile Majority to access and use certain of your information maintained by the SNS, and you are agreeing to the Terms of Use provided by that SNS. By way of example, and depending on the privacy settings you have chosen at a given SNS, you might interact with friends who are also members of that SNS by automatically sharing content or advertisements or other Mobile Majority activity through the SNS (e.g., in the case of Facebook, by choosing to have your Mobile Majority reviews automatically posted on your Timeline or choosing to use Facepile to post the Facebook profile pictures of users who have connected with your page), or by keeping up on your friends’ Mobile Majority activity through their own automatic SNS account postings (e.g., on their updates shown on your

Facebook Newsfeed).

IV. Is Personal Information About me Secure?

We endeavor to protect the privacy of your Information we hold in our records, but we cannot guarantee complete security.

Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time. Mobile Majority may contain links to other sites. We are not responsible for the privacy policies or practices of other sites.

When following a link to another site you should read that site's privacy policy.

VI. What Choices Do I Have?

- You can always opt not to disclose information to us, but keep in mind some information may be needed to take advantage of some of our special features.
 - You may request to unsubscribe by sending an e-mail to privacy@majority.co. Please note that some information may remain in our private records after unsubscribing. We may use any aggregated data derived from or incorporating your personal information after you unsubscribe, but not in a manner that would identify you personally.
 - If you do not wish to receive communications from us, contact us at privacy@majority.co follow the unsubscribe instructions contained within the communications you receive from us. Please note that even if you do not want to receive legal notices from us, such as this Privacy Policy, those legal notices will still govern your use of Mobile Majority, and you are responsible for reviewing such legal notices for changes.
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VII. Changes to this Privacy Policy

We may amend this Privacy Policy from time to time. Use of information we collect is subject to the Privacy Policy in effect at the time such information is used. If we make changes in the way we use Personal Information, we will post the changes to the Privacy Policy posted on the Mobile Majority website and/or send you an email prior to the change becoming effective.

VIII. Questions or Concerns

If you have any questions or concerns regarding our privacy policies, please send us a message to privacy@majority.co

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