

GURU ARCADE PRIVACY POLICY

This Privacy Policy was last updated on May 18, 2016.

Introduction:

Your privacy is important to Guru Arcade Ltd., and its and parent and affiliate companies (individually and collectively “**Guru**”, “**we**”, “**our**”, etc.). It is important you understand how information relating to your use of our Services, as defined below, may be collected and used by Guru. Please review this policy carefully. By using or accessing our Services, you consent to the collection, use and disclosure of your information. Please do not use or install the Services if you do not agree to this privacy policy (the “**Privacy Policy**”).

Guru collects, stores, and uses certain types of your personal information when you sign up for or download Guru’s mobile applications (each, a “**Guru App**”) and/or use the services on our websites (these services, including the Guru App may be referred to herein as the “**Services**”) according to this Privacy Policy.

Guru reserves the right to modify this Privacy Policy. **Be sure to check this page from time to time to see if the Privacy Policy has been updated.** Your continued use of the Services constitutes your agreement to the revised terms.

What is Personal Information?

For the purposes of the Privacy Policy, “**Personal information**” is information that identifies you as an individual. It can include your name, email address, username (if applicable), city, province/state or country of residence, and/or your website preferences. “**Non-personal**” or “**anonymous**” information includes information not associated with individual users, for example, the type of browser being used; or aggregate information or statistics about a group of users (e.g., length of time or time of day users or on a website).

What type of Personal Information does Guru collect?

The section explains the type of Personal Information we may collect, use and share when you use the Services.

Personal Information You Provide

We may receive and store Personal Information such as your name, email address and other registration information you submit in order to use the Services. You may also submit Personal Information such as your name and email address when providing feedback or requesting technical support in connection with the Services. With your consent, we may also use Personal Information such as your email address to keep you updated on Guru’s latest product or service announcements from time to time. If you do not want to be on our mailing list, you can opt-out anytime by unsubscribing.

Information we collect from third parties

Your use of the Services may permit you to access third party social media websites (e.g., Twitter or Facebook). By accessing these social media sites through the Services we may receive and use Personal Information as permitted by your user agreement and privacy settings on the social media sites.

Device information

You may be asked to provide certain Personal Information when registering, logging into or using the Services. Guru may also collect information in connection with your device, which may include, but is not limited to, device ID, and computer IP-address.

Third Party Advertising Companies

We may use third-party advertising companies (currently Unity Ads, whose privacy policy is located at <https://unity3d.com/legal/privacy-policy>) to collect non-personal information and/or serve ads to users when

they use the Services. Such non-personal information may be used to evaluate the use of the Services and to compile statistical reports on website activity that may then be shared with third party partners. The information collected by these third parties may be used for purposes disclosed in their privacy policies, and by us to develop and deliver advertising and promotional content that may be of interest to you.

A Note about In-App Purchases

If you complete purchases and payments in connection with the Guru App, these are done through third party payment processors (currently iTunes.com whose privacy policy is located at <http://www.apple.com/legal/privacy/en-ww/> and Google Play, whose privacy policy is located at <https://www.google.com/intl/en/policies/privacy/>). Your credit card information, if you choose to enter it, is held by these third parties and not by Guru. Guru disclaims any responsibility or liability over any collection, use, storage or disclosure of such information by these third party payment processors.

Children's Privacy

Guru is sensitive to the issue of privacy, especially relating to children. Children under the age of 13 are not permitted to use our Services. Children between the age of 13 and the age of majority in their province or territory of residence may only use our Services under the supervision of a parent or legal guardian. Guru does not knowingly collect personal information from children under 13 years of age. If Guru learns that Guru has inadvertently gathered personal information from children under 13, Guru will take reasonable steps to promptly delete such personal information from our records.

Business Transfers

Guru may disclose your Personal Information to third parties in connection with a corporate merger or the sale of all or substantially all of Guru's assets, other corporate change, including, without limitation, during the course of any due diligence process, or in the unlikely event that Guru goes out of business or enters into bankruptcy or similar proceedings. You acknowledge that such transfers may occur and that any such acquirer may use your Personal Information as set forth in this policy.

Updating or Deleting your Information

Guru does not verify the correctness of Personal Information. You may access and update your Personal Information you provide by contacting us as set out in the Questions/Concerns section below. Personal Information may also be deleted upon request, subject to Guru retaining Personal Information for a reasonable retention period and/or subject to applicable laws, rules, regulations or court orders, as set out in the Retention section below.

Retention and Disclosure of your Personal Information

Guru retains Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by laws, rules, regulations or court orders. Guru deletes Personal Information in its possession within a reasonable timeframe. Some Personal Information may be retained if it is necessary to resolve disputes, enforce user agreements, and comply with technical requirements related to the security, integrity and operation of the Services. For legal purposes, we may disclose your information if we think it is necessary to detect, prevent or address illegal activity on our Services, or to identify, contact or bring legal action against someone who appears to be causing harm or interfering with Guru's rights or the property or safety of users.

Third Party Content/Websites

The Services may permit you to link to other applications or websites. Please note that this Privacy Policy applies to the Services only. Such third party applications or websites are not under Guru's control and such links do not constitute an endorsement by Guru of those apps or sites. If you submit Personal Information to any of those apps or sites, your personal information is governed by the privacy policies and practices of those websites or apps. Please review the linked site's and third party content provider's privacy policies and terms of service. If you do not agree to such third party websites' or apps' terms and policies, please discontinue using them.

Safeguards and Third Party Contractors

Guru follows generally-accepted industry standards and maintains reasonable safeguards to try to ensure the confidentiality of your Personal Information. In addition, where Guru engages third party contractors to perform tasks on our behalf (e.g., suppliers that host our data or provide customer service), and we need to share your Personal Information with them, we have contracts in place with such third parties that require them to protect the confidentiality of your Personal Information, and we try to ensure that they comply with applicable privacy laws. Despite these efforts, Guru cannot fully guarantee that there will be no risks associated with the use of the Services or your Personal Information as permitted hereunder.

Data Transfers

Guru's servers and our service providers may be located in the United States, Canada or other countries. Because of this, Personal Information may be stored or processed outside of Canada or in the cloud where it may be available and subject to the U.S., Canadian or other government or its agencies under a lawful order made in that country. The laws of those countries may be less strict regarding your Personal Information than the laws where you live.

Questions/Concerns

If you have any questions about this Privacy Policy, please send a detailed message to arcade@gurustudio.com. We will make every effort to resolve your concerns promptly.

If your question is not addressed to your satisfaction, or if you have general questions relating to privacy of personal information, you may contact the Office of the Privacy Commissioner of Canada for further guidance at www.priv.gc.ca.