

Privacy Policy for Funminds Learning Tech Pvt Ltd

At funmindslearning, accessible from www.funmindslearning.com, one of our main priorities is the privacy of our visitors. This Privacy Policy document contains types of information that is collected and recorded by funmindslearning and how we use it.

If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us.

This Privacy Policy applies only to our online activities and is valid for visitors to our website with regards to the information that they shared and/or collect in funmindslearning. This policy is not applicable to any information collected offline or via channels other than this website. Our Privacy Policy was created with the help of the Free Privacy Policy Generator.

Consent

By using our website, you hereby consent to our Privacy Policy and agree to its terms.

Information we collect

The personal information that you are asked to provide, and the reasons why you are asked to provide it, will be made clear to you at the point we ask you to provide your personal information.

We will collect the following information from you when you play our Games:

- your mobile device's unique device ID (Device ID) and device name;
- your user preferences; and
- Core information related to your gameplay, such as your overall progression to a particular level or stage, your virtual currency stores or the completion of certain activities during your gameplay session

We may ask you for, or you may submit, certain contact information to us whenever you contact us through the Forums or Support Centre.

This may include:

- your avatar/profile picture (Forums only);
- your username (Forums only);
- your email address;
- your name (Forums only), and
- your password (Forums only).
- your name

- phone number
- the contents of the message and/or attachments you may send us, and
- any other information you may choose to provide.

we may gather information about your devices when you install or play our Games, depending on the permissions you've granted. This may include:

- the make, model and operating system of your device;
- properties of your device, such as screen size and orientation, audio volume and battery;
- the mobile network operator linked to your device;
- the Games played;
- the country, time zone and locale settings on your device (i.e. country and preferred language);
- network connection type and speed;
- IP Address;
- internet browser used to access the Games; and
- the advertiser ID, which is an identifier unique to you if you use an Apple or Android device, but which doesn't reveal your name.

How we use your information

We use the information we collect in various ways, including to:

- Provide, operate, and maintain our website
- Improve, personalize, and expand our website
- Understand and analyze how you use our website
- Develop new products, services, features, and functionality
- Communicate with you, either directly or through one of our partners, including for customer service, to provide you with updates and other information relating to the website, and for marketing and promotional purposes
- Send you emails
- Find and prevent fraud

Log Files

funmindslearning follows a standard procedure of using log files. These files log visitors when they visit websites. All hosting companies do this and a part of hosting services' analytics. The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of

clicks. These are not linked to any information that is personally identifiable. The purpose of the information is for analyzing trends, administering the site, tracking users' movement on the website, and gathering demographic information.

Cookies and Web Beacons

Like any other website, funmindslearning uses 'cookies'. These cookies are used to store information including visitors' preferences, and the pages on the website that the visitor accessed or visited. The information is used to optimize the users' experience by customizing our web page content based on visitors' browser type and/or other information.

Google DoubleClick DART Cookie

Google is one of a third-party vendor on our site. It also uses cookies, known as DART cookies, to serve ads to our site visitors based upon their visit to www.website.com and other sites on the internet. However, visitors may choose to decline the use of DART cookies by visiting the Google ad and content network Privacy Policy at the following URL – <https://policies.google.com/technologies/ads>

Our Advertising Partners

Some of advertisers on our site may use cookies and web beacons. Our advertising partners are listed below. Each of our advertising partners has their own Privacy Policy for their policies on user data. For easier access, we hyperlinked to their Privacy Policies below.

- Google

<https://policies.google.com/technologies/ads>

Advertising Partners Privacy Policies

You may consult this list to find the Privacy Policy for each of the advertising partners of funmindslearning.

Third-party ad servers or ad networks uses technologies like cookies, JavaScript, or Web Beacons that are used in their respective advertisements and links that appear on funmindslearning, which are sent directly to users' browser. They automatically receive your IP address when this occurs. These technologies are used to measure the effectiveness of their advertising campaigns and/or to personalize the advertising content that you see on websites that you visit.

Note that funmindslearning has no access to or control over these cookies that are used by third-party advertisers.

Third Party Privacy Policies

funmindslearning's Privacy Policy does not apply to other advertisers or websites. Thus, we are advising you to consult the respective Privacy Policies of these third-party ad servers for more detailed information. It may include their practices and instructions about how to opt-out of certain options.

You can choose to disable cookies through your individual browser options. To know more detailed information about cookie management with specific web browsers, it can be found at the browsers' respective websites.

CCPA Privacy Rights (Do Not Sell My Personal Information)

Under the CCPA, among other rights, California consumers have the right to:

Request that a business that collects a consumer's personal data disclose the categories and specific pieces of personal data that a business has collected about consumers.

Request that a business delete any personal data about the consumer that a business has collected.

Request that a business that sells a consumer's personal data, not sell the consumer's personal data.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

GDPR Data Protection Rights

We would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access – You have the right to request copies of your personal data. We may charge you a small fee for this service.

The right to rectification – You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete the information you believe is incomplete.

The right to erasure – You have the right to request that we erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to our processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

Children's Information

Another part of our priority is adding protection for children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their online activity.

funmindslearning does not knowingly collect any Personal Identifiable Information from children under the age of 13. If you think that your child provided this kind of information on our website, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.

To improve the monetisation of the Games via in-app purchases

We may process information (including Basic Information, User Content, Advertising Data and Analytics) to understand how users use our Games, and to compile statistical reports regarding that activity, as well as understanding how users progress, and their current status within a Game. This processing is necessary for us to pursue our legitimate interests of improving the Games and increasing the amount of revenue generated via in-app purchases. This may include segmenting and analysing users according to various relevant factors, such as geography, gameplay progression and playing behaviour so that we can offer personalised and temporary promotional discounts and offers.

We do not segment users who have confirmed to us as under the age of 16.

To acquire new users

We use various forms of marketing to acquire new users, working with a variety of third party user acquisition partners to deliver our marketing campaigns on external websites and apps. As part of this we may process your Basic Information, Analytics and Advertising Data to pursue our legitimate interest to offer you relevant marketing and acquire new users for our Games. Your Advertiser ID and Analytics may be shared with our 3rd party marketing analytics partner called 'Adjust' and with our 3rd party user acquisition partners to improve our marketing effectiveness.

To help us improve the Online Services and fix any problems

We may process information about you (including Basic Information, User Content and Analytics) so that we can analyse and improve our Online Services.

This processing is also necessary for us to pursue our legitimate interests of (i) ensuring that our Online Services function properly so that you and other users have the best experience when playing any of our Game(s) and using the other Online Services; (ii) improving the quality of our Online Services, and providing a better experience to our users; (iii) identifying and correcting any bugs in the Online Services; and iv) understanding the effectiveness of our marketing to attract new users and re-engage our current users at an aggregated level.

To respond to your enquiries and requests for support

We may process Contact Information and Analytics so that we are able to properly respond to your enquiries and support requests either via the Support Centre or Forums or through info@funmindslearning.com