

Privacy Policy

Puzzle Dreams Limited (“Puzzle Dreams”, “Us”) has adopted this privacy policy (“Privacy Policy”) to explain how Puzzle Dreams collects, stores, and uses the information collected in connection with Puzzle Dreams’ products, services and websites (together “Services”).

BY INSTALLING, USING, REGISTERING TO OR OTHERWISE ACCESSING THE SERVICES, YOU AGREE TO THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT INSTALL, USE, REGISTER TO OR OTHERWISE ACCESS THE SERVICES.

Puzzle Dreams reserves the right to modify this Privacy Policy at reasonable times, so please review it frequently. Your continued use of Services will signify your acceptance of the changes to this Privacy Policy.

1. Non-personal data

For purposes of this Privacy Policy, “non-personal data” means information that does not directly identify you. Additionally, non-personal data means “aggregate” and “de-personalized” information, which is data Puzzle Dreams collects about the use of Puzzle Dreams Services, from which any personally identifiable data has been removed.

Puzzle Dreams may use tools or third party analytical software to automatically collect and use certain non-personal data that does not directly enable Puzzle Dreams to identify you.

Puzzle Dreams may use and disclose to Puzzle Dreams’ partners and contractors the collected non-personal data for purposes of analyzing usage of the Services, advertisement serving, managing and providing the Services and to further develop the Services and other Puzzle Dreams services and products.

Puzzle Dreams may supplement your personal and non-personal data with data received from third parties in connection with demographic, advertisement, market and other analytics surveys or services.

2. Location Data

To the extent Puzzle Dreams makes location enabled Services available and you use such Services, Puzzle Dreams may collect and process your location data to provide location related Services and advertisements. For example, some add-ons or offers may be available at dedicated locations. Puzzle Dreams may use various technologies to determine location. Please note that Puzzle Dreams may share your anonymous coarse location with its partners.

We do not actively share personal information with third party advertisers for their direct marketing purposes unless you give us your consent. When advertisers or ad networks place ads in our Services, they may collect or we may share the following types of information from within our Services:

- performance data (e.g. number of clicks on an advertisement);
- information about you and other players collectively that is not intended to specifically identify you (like players between the ages of 25 and 30 living in Los Angeles);
- certain technical information (for example, IP addresses);
- your social network ID;
- and other contextual data about your game play (for instance, your level).

The information collected may be used to:

- offer targeted advertising (behavioral advertising), and/or
- undertake web analytics.

Advertisers or ad networks may collect this information through the use of tracking technologies like browser cookies and web beacons, and they may use a single tracking technology or multiple tracking technologies at the same time. Please note, after clicking on a third party advertisement, you may no longer be on a site hosted by Puzzle Dreams or the social network through which you are playing Puzzle Dreams' games. If you do not want to receive tailored in-application advertisements from third parties, please contact us at support@puzzledreams.com.

3. Personal Data

For purposes of this Privacy Policy, "personal data" means personally identifiable information that specifically identifies you as an individual.

Likely situations when you make personal data available to Puzzle Dreams include, but are not limited to: (i) registration for Services; (ii) accessing Services using a third party ID, such as social networking sites or gaming services; (iii) subscribing to newsletters; (iv) using "tell a friend," "email this page," or other similar features; (v) requesting technical support; (vi) otherwise through use of Puzzle Dreams Services where personal data is required for use and/or participation.

The types of personal data may vary depending on the type of activity you are engaged in. Puzzle Dreams may use personal and non-personal data, both individually and combined together, for purposes of analyzing usage of the Services, providing customer and technical support, managing and providing Services (including managing advertisement serving), customizing Puzzle Dreams' communications and to further develop the Services and other Puzzle Dreams services and products. Puzzle Dreams may combine non-personal data with personal data.

Puzzle Dreams may use your personal data to send messages to you with informative and/or commercial content about Puzzle Dreams' services or third party products and services Puzzle Dreams thinks may be of interest to you, such as new features and services, special offers and updated information.

You can view, edit, or delete your personal data online for many Puzzle Dreams products. You can also make choices about Puzzle Dreams' collection and use of your data. How you can access or control your personal data will depend on which products you use. You can always contact Puzzle Dreams at support@puzzledreams.com. We

will respond to requests to access or delete your personal data within thirty (30) calendar days.

4. Disclosure and Transfer of Personal Data

We share your personal data with your consent, or as necessary, to complete any transaction or provide any product you have requested or authorized. When you provide payment data to make a purchase, we will share the payment data with banks and other entities that process payment transactions or provide other financial services, and for fraud prevention and credit risk reduction. In addition, we can share personal data among Puzzle Dreams-controlled affiliates and subsidiaries. We also can share personal data with vendors or agents working on our behalf for the purposes described in this statement. For example, companies we have hired to provide customer service support or assist in protecting and securing our systems and services may need access to personal data to provide those functions. In such cases, these companies must abide by our data privacy and security requirements and are not allowed to use personal data they receive from us for any other purpose. We may also disclose personal data as part of a corporate transaction such as a merger or sale of assets. Finally, we will access, transfer, disclose, and preserve personal data, when we have a good faith belief that doing so is necessary to:

1. comply with applicable law or respond to a valid legal process, including from law enforcement or other government agencies;
2. protect our customers, for example to prevent spam or attempts to defraud users of our products, or to help prevent the loss of life or serious injury of anyone;
3. operate and maintain the security of our products, including to prevent or stop an attack on our computer systems or networks.

Please note that some of our products include links to products of third parties whose privacy practices differ from Puzzle Dreams'. If you provide personal data to any of those products, your data is governed by their privacy statements.

You understand and agree that Puzzle Dreams may be required to disclose any personal information if required to do so by law, or in the belief that such disclosure is reasonably necessary to avoid liability, to comply with legal process, including, but not limited to a subpoena, statute, search warrant, or court order, or to protect the property and rights of Puzzle Dreams or a third party, to protect the safety of the public or any person, or to prevent or stop activity Puzzle Dreams may consider to be, or to pose a risk of being, illegal, unethical or legally actionable. Note that Puzzle Dreams is not required to question or contest the validity of any search warrant, subpoena or other similar governmental request that it may receive. Puzzle Dreams may also disclose information about you if it determines that such disclosure is reasonably necessary to enforce the terms and conditions of the Service or to protect its operations or users. We will share your information with third party companies to perform services on our behalf, like processing payments, analyzing data, optimizing game play, e-mail delivery, hosting services, customer service and to help us in our marketing efforts, including managing and delivering contextual and tailored advertisements. We contractually require these third party service providers to maintain the confidentiality of the information we share with them, and we contractually require them not use your information for anything other than to provide services on our behalf. Additionally,

Puzzle Dreams may sell, transfer or otherwise share some or all of its assets, including your Personal Information, in connection with a merger, acquisition, reorganization or sale of assets or in the event of bankruptcy. In the event that Puzzle Dreams undergoes a business transition, like a merger, acquisition by another company, or sale of all or part its assets (like selling a game), we may transfer all of your information, including personal information, to the successor organization in the transition. We will make reasonable efforts to let you and other players know of the business transition before transferring your personal information.

Managing Personal Data We Receive From Third-Party Applications/Platforms And From Your Mobile Device

To manage the information Puzzle Dreams receives about you from a third-party application or platform where you play our games, like Facebook, Apple, Google, or Amazon, you will need to follow the third-party application's instructions for updating your information and changing your privacy settings. The privacy management tools for applications on Facebook can be found [here](#).

You also can manage many aspects of information collection and use from your mobile device by visiting the "settings" page of your mobile device or web browser and reviewing the access permissions of each Puzzle Dreams game/application.

To the extent that one of our games is collecting information about non-Puzzle Dreams applications you have on your mobile device, the game will provide you with an option to stop making that information available to us in the game's "settings" page.

Once Puzzle Dreams receives your information from a third-party application/ platform or your mobile device, that information is stored and used by Puzzle Dreams in accordance with this Privacy Policy. You may access and update that information as described above.

Opting Out of Promotional Communications from Puzzle Dreams

If you want to stop receiving promotional e-mails from Puzzle Dreams, click on the "unsubscribe" link at the bottom of any promotional email from Puzzle Dreams or send us an e-mail on support@puzzledreams.com . Your unsubscribe request or e-mail preferences change will be processed promptly, and in no event longer than ten business days. During that processing period, you may receive additional promotional emails from us.

If you want to stop receiving push notifications, which are messages an app sends you on your mobile device even when the app is not on, you can turn off push notifications by visiting your mobile device's "settings" page. Many of our games also offer the ability to turn off push notifications in the in-game "settings" page.

Please note that if you opt out of receiving promotional communications from us, we may still communicate with you from time to time if we need to provide you with information about the services you are using from Us, if we need to request information from you with respect to a transaction initiated by you, or for other legitimate non-marketing reasons, for example, if we are required under applicable laws to notify you of updates to this Privacy Policy or our [Terms of Service](#).

California Privacy Rights

Residents of California have the right to request from a business, with whom the California resident has an usage of services, certain information with respect to the types of personal information the business shares with third parties for those third parties' direct marketing purposes and the identities of the third parties with whom the business has shared such information during the immediately preceding calendar year. To exercise your rights, you may make one request each year by emailing us at support@puzzledreams.com . Your request should specify your full name and the email address you used when submitting personal information to us.

5. Data Retention and Correctness

Puzzle Dreams retains the data collected pursuant to this Privacy Policy for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

We store data until it is no longer necessary to provide our services, or until your account is deleted - whichever comes first. This is a case-by-case determination that depends on things like the nature of the data, why it is collected and processed, and relevant legal or operational retention needs. For example, when you search for something on Facebook, Google, etc., you can access and delete that query from within your search history at any time, but the log of that search is deleted after 6 months. Puzzle Dreams does not verify the correctness of personal data.

Irrespective of the above, Puzzle Dreams may still retain some of the data to the extent such retention is necessary to resolve disputes, enforce Puzzle Dreams user agreements, and comply with technical and legal requirements and constraints related to the security, integrity and operation of Services.

6. Cookies, beacons and tracking

The Services may use “cookies” and other technologies such as pixel tags, locally shared objects, clear GIFs and web beacons. Puzzle Dreams treats information collected by cookies and similar technologies as non-personal data.

7. Third Party Terms and Conditions

Please note that your access to and use of the Services may be subject to certain third party terms and conditions and privacy policies, including but not limited to application stores, mobile software platforms, on-line gaming platforms, social networking services and others. You recognize and agree that Puzzle Dreams is not liable for any such third party terms and conditions and their use of your personal data.

8. Safeguards

Puzzle Dreams follows generally accepted industry standards and maintains reasonable safeguards to attempt to ensure the security, integrity and privacy of the information in Puzzle Dreams' possession. Only those persons with a need to process your personal data in connection with the fulfillment of their tasks in accordance with the purposes of

this Privacy Policy and for the purposes of performing technical maintenance, have access to your personal data in Puzzle Dreams' possession. Personal data collected by Puzzle Dreams is stored in secure operating environments that are not available to the public. However, no system can be 100% secure and there is the possibility that despite Puzzle Dreams' reasonable efforts, there could be unauthorized access to your personal data. By using the Services, you assume this risk.

9. Miscellaneous

These Services are intended for use by those 21 or older for amusement purposes only. Without derogating from the foregoing, Puzzle Dreams does not knowingly collect personal information from people under the age of 13. If Puzzle Dreams learns that a person under the age of 13 has provided it with personal information, Puzzle Dreams will take steps to delete such information as soon as possible.

Puzzle Dreams may store and/or transfer your personal data to its affiliates and partners in and outside of EU/EEA member states and the United States in accordance with mandatory legislation and this Privacy Policy. By using the Services, you consent to such transfer.

10. Further information

Puzzle Dreams regularly reviews its compliance with this Privacy Policy. If Puzzle Dreams receives a formal written complaint from you, Puzzle Dreams will attempt to contact you directly to address any of your concerns. Puzzle Dreams will cooperate with the appropriate governmental authorities, including data protection authorities, to resolve any complaints regarding the collection, use, transfer or disclosure of personal data that cannot be amicably resolved between you and Puzzle Dreams. We will respond to requests to access or delete your personal data within thirty (30) calendar days. Any dispute, controversy or claim arising out of or relating to this Privacy Policy or the breach, termination or validity thereof shall be finally settled by a reference to the mutual jurisdiction.

11. Contact

Should you have any questions relating to this Privacy Policy, please contact us via [contact form](#) on our website.