

Adolade Privacy Policy

Adolade's Privacy Policy provides clarity about the information we collect and explains how we use that information to provide a better experience. You accept our Privacy Policy and Terms of Service by registering or installing our application, and you consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy.

Introduction

Adolade develops and publishes software platform called Adolade (the "Service"). In this Policy, "Adolade" refers to Adolade, Inc. and its affiliates, which shall mean subsidiaries, parent companies, joint ventures and other corporate entities under common ownership. We may also refer to Adolade as "We" or "Us."

This Privacy Policy describes:

- the information we collect, the collection process and the purposes of collection
- how we use and with whom we share such information
- how you can access and update such information
- the choices you can make about how we collect, use and share your information
- how we protect the information we store about you

If you have questions regarding this Privacy Policy or our collection and use of information, please contact us as described below (i.e. "Contact Us").

If you access our Service from a third-party Social Networking Site ("SNS"), or other third-party application, you may be required to also read and accept the SNS's or third-party application's terms of service and privacy policy.

For clarification, this Privacy Policy applies if you are visitor or user of Adolade Services or if you purchase Adolade's services. **If you use a third-party application that is integrated or interfaces with Adolade, then such third party's privacy policy will govern the use, storage, and disclosure of your data in connection with such application or service.**

Information Adolade Collects

Information Received from an SNS or Third-Party Application

When you use the Adolade Service, or access the service through an SNS such as Facebook or through a third-party application, where our Service is also referred to as an "application," you allow Adolade to access certain information for that site, service, or application. The information you allow Adolade to access ~~and it~~ is affected by the privacy settings you establish at the SNS or third-party application. You can control and

find out more about these settings at the SNS or third-party application where you use our Service. For example, Adolade may access and store some or all of the following information:

- your first and last name
- your profile picture or its URL
- your user ID number, which is linked to publicly available information such as name and profile photo
- the user ID numbers for your friends who are also connected to the Service
- the login e-mail you provided to that SNS when you registered
- your physical location and that of your access devices
- your gender
- your birthday

By accessing Adolade through an SNS or third-party application, you are authorizing Adolade to collect, store, and use in accordance with this Privacy Policy any and all information that you agreed the SNS or third-party application could provide to Adolade through the SNS Application Programming Interface (“API”). Your agreement takes place when you “accept,” “use” or “allow” (or similar terms) our application on an SNS or through a third-party application.

Information Adolade Collects Directly from You

When you interact with Adolade directly (via an SNS or third-party application) at www.Adolade.com, or a Adolade-owned website, we may collect and store information directly from you as described below:

Registration Information for Applications Using the Service

When you register with Adolade, you may be required to provide the following information:

- your first and last names
- your e-mail address (which must be a valid e-mail address)
- a password and other information that helps us confirm that it is you accessing your account

We may also offer you the option to complete a user profile that is visible to other Adolade users. Your user profile may include:

- a profile photo
- one or more username(s)
- your gender
- biographic details that you provide

- links to your profiles on various SNS
- your address
- a Adolade user ID number, created by Adolade and used to identify your profile

The Adolade user ID number used to identify your account and profile will be public and will appear in the URL of your profile page. Your first and last names and profile picture are considered public on the Adolade Service and search engines may index this publicly available information. If you choose to provide your location information, this information is also considered public and search engines may index this information.

Payment Information

If you purchase the Service, we will collect the billing and financial information necessary to process your charges, including your postal and e-mail addresses. Our Terms of Service explain our policies and terms relevant to our charges and billing practices.

Customer Support Correspondence

When you ask for assistance from Us, we will collect and store the contact information you provide (generally your name and e-mail address), information about your activity on the Service, and your user ID number. We will also store the correspondence and any information contained within.

Technical and Usage Information

When you access the Service, We collect (i) certain technical information about your mobile device or computer system, including IP Address and (ii) usage statistics about your interactions with our Service. This information is collected through the use of server log files and tracking technologies to collect and analyze certain types of technical information including cookies. Some of the cookies the Service places on your computer are linked to your user ID number(s).

How Adolade Collects Information about You

We may collect information about you in any one or more of the following ways:

Information about Users and Use

When you use Adolade, We collect and store certain profile information that you provide directly or through the SNS or other third-party application. To provide a richer experience, we also collect information about your use and interaction with other users and the Service. The bulk of this information is collected and stored through the use of web logs, which are files on our web servers that record actions taken on our Service.

Communications Features

You may be able to take part in certain activities on our Service that give you the opportunity to communicate or share information with Adolade and other Adolade users. These may include:

- participating in user forums and message boards
- posting public comments to other users' profiles
- sending private messages or invitations to other users, either directly on our websites or to their e-mail accounts
- posting photos
- creating campaigns, contests or other activities

We may record and store archives of these communications on Adolade's servers to protect the safety and well being of our users and Adolade's rights and property in connection with the Service you acknowledge and consent to the recording and storage of such communications for these purposes.

Cookies and Automated Information Collection

When you access our Service, we collect certain technical information in order to (i) analyze the usage of our Service, which allows us to improve the Service, (ii) provide a more personalized experience and (iii) manage advertising. We and other service providers acting on our behalf, such as Google Analytics, use server log files and tracking technologies to collect and analyze certain types of technical information, including cookies, IP addresses, browser types, browser language, referring and exit pages, and URLs, platform type, the number of clicks, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages, service state and the date and time of activity on Service, and other similar information. In some cases, we will associate this information with your user ID number for our internal use. In as far as your consent is necessary for Adolade's use of cookies, this will only take place if you have granted the required consent.

We may also employ other technologies including (i) web beacons, which allow us to determine if a certain page was visited or whether an e-mail was opened; (ii) tracking pixels, which allow us to advertise more efficiently by excluding our current users from certain promotional messages or identifying the source of a new installation; (iii) local shared objects also known as flash cookies, which help us prevent fraud, recall user settings for features and track your progress on certain tasks.

You can set your web browser to warn you about attempts to place cookies on your computer, or limit the type of cookies you allow. Flash cookies operate differently than browser cookies and cookie management tools available in a web browser will not remove flash cookies. To learn more about and manage flash cookies you can visit adobe.com and make changes at the privacy settings panel. If you disable cookies, you may lose some of the features and functionality of our Service. Please note that companies that advertise on our Service may also use cookies or other technologies that are subject to the advertising companies' own policies.

How Your Information is Used

In general, we collect, store and use your information to provide you with a safe, efficient, and customized experience. For example, We may use information collected from you in any one or more of the following ways:

- to register your Adolade account
- to administer and improve our Service
- to enable user-to-user communications
- to provide technical support and respond to user inquiries
- to prevent fraud or potentially illegal activities
- to enforce our Terms of Service
- to notify users of updates
- to solicit input and feedback to improve the Adolade Service and customize your user experience
- to resolve disputes, collect fees, and troubleshoot problems
- to analyze trends and user traffic and gather statistical information
- to inform users about new products or promotional offers

Adolade will use your e-mail address to (i) respond to customer support inquiries, and (ii) keep you informed of your activity. We may also send promotional e-mail messages (“Promotional Communications”) directly or in partnership with parties other than Adolade.

You always have the choice to stop receiving Promotional Communications. When you receive a Promotional Communication from us you will have the opportunity to “opt out” by (i) following the “unsubscribe” instructions provided in the Promotional Communication you receive or (ii) by editing your preferences. Please note that despite your indicated e-mail preferences, we may still send you administrative messages regarding the Adolade Service, including, for example, administrative confirmations, and notices of updates to our Policies. For more information on your messaging options see “Your Sharing and Messaging Options” below.

How Your Information is Shared

We will share your information (in some cases personal information) with third parties in the following circumstances:

Agents, Consultants and Related Third Parties

We will provide your information to third parties to perform business-related functions. Examples of these functions include data storage, payment processing, data analysis, e-mail delivery, hosting services, customer service and marketing.

Safety, Security and Legal Compliance

Your information, and the contents of your private online communications, may be accessed and disclosed (i) in response to legal process (for example, a court order, search warrant or subpoena); (ii) when we have a good faith belief that we are required to disclose the information in response to legal process; (iii) in other circumstances in which Adolade believes the Adolade Service is being used in the commission of a crime (including exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction); (iv) when we have a good faith belief that there is an emergency that poses a threat to the safety of you or another person; and (v) when necessary either to protect the rights or property of Adolade including to enforce our Terms of Service, or for us to render the service you have requested.

Sale or Merger

In the event that Adolade undergoes a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, we may transfer all of your information, including personal information, to the successor organization in such transition. If material changes to Adolade's privacy practices will occur as a result of the business transition, we will notify you and other users of the business transition prior to transferring your personal information.

Our collection, use, and disclosure of anonymous and aggregated information are not subject to any of the restrictions in this Privacy Policy.

Minors

Our Service is not intended for children under the age of 13 and we do not knowingly collect any personal information from such children. Children under the age of 13 should not use our Service at any time. In the event that we learn that we have inadvertently gathered personal information from children under the age of 13, we will take reasonable measures to promptly remove the display of such information.

How to Access and Update Your Information

Information We Receive From an SNS or Third-Party Application Where You Use Adolade

To manage the information Adolade receives about you from the SNS or third-party application where you use Adolade, you will need to follow the instructions at that site or application for updating your information and changing your privacy settings.

Once Adolade receives your information from an SNS or third-party application, that information is stored and used by Adolade in accordance with this Privacy Policy, and you may access and update that information as described below.

Other Ways to Access and Control your Information

If you no longer want Adolade to make active use of your information, you may send an e-mail to support@adolade.com. Place “Remove My Account” in the subject line and include your first name, last name, e-mail address and user ID number for the SNS or third-party application from which you access our Service (if applicable) in the body of the e-mail. We will respond to your request within thirty (30) days. Please note that certain records, for example those pertaining to payments or customer service matters, will be retained for legal and accounting purposes. If you have sent or posted content on the service, we may not be able to delete it.

If you wish to review or change the information Adolade has about you, e-mail us at support@Adolade.com.

Opting out of Promotional Communications

You can choose to opt out of receiving additional promotional e-mails from Adolade by clicking on the “unsubscribe” link in any such e-mail. Please note that once we receive your request, it may take an additional period of time for your opt-out to become effective.

Note that if you opt-out of our Promotional Communications, we may still e-mail or communicate with you from time to time if we need to provide you with information or if we need to request information from you with respect to a transaction initiated by you or for other legitimate non-marketing reasons.

Privacy Policies of Linked Sites and Advertisers

Our Service may contain advertisements from companies other than Adolade with their own websites. We are not responsible for the privacy practices or the content of such websites. If you have any questions about how these other websites use your information, you should review their policies and contact them directly.

Information Security

Adolade implements reasonable security measures to protect the security of your information both online and offline, and we are committed to the protection of customer information.

For user accounts registered directly with Adolade, profile information is protected by the password each member uses to access their online account. It is important that you protect and maintain the security of your account and that you immediately notify us of any unauthorized use of your account. If you forget the password to your Adolade account, the Service allows you to request that instructions be sent to you that explain how to reset your password. When you sign into your account or enter payment

information (such as a credit card number when purchasing virtual currency), we encrypt the transmission of that information using secure socket layer technology (“SSL”).

While we take reasonable precautions against possible security breaches of our websites and our customer databases and records, no website or Internet transmission is completely secure, and we cannot guarantee that unauthorized access, hacking, data loss, or other breaches will never occur. We urge you to take steps to keep your personal information safe (including your account password), and to log out of your account after use. If the SNS or third-party application you use to access the Service is hacked, this may lead to unauthorized use of your Adolade account, so be careful to keep your account information secure. If you have questions about the security of our websites, please contact us at support@adolade.com.

Unfortunately, the transmission of information over the Internet is not completely secure. Although we strive to protect your personal data, we cannot guarantee the security of your data while it is being transmitted to our site; any transmission is at your own risk. Once we have received your information, we have procedures and security features in place to try to prevent unauthorized access.

International Users

If you are located outside of the United States, please note that the Service is hosted on computer servers in the United States. Therefore, your information may be processed and stored in the United States. As a result, the governments, courts, or law enforcement or regulatory agencies may be able to obtain disclosure of your information through laws applicable in the United States. Your use of this site or submission of any Personal Information will therefore constitute your consent to the transfer of your Personal Information outside of your home country.

Privacy Policy Changes

If we decide to make material changes to our Privacy Policy, we will notify you and other users by placing a notice on www.adolade.com or by sending you a notice to the e-mail address we have on file for you. We may supplement this process by placing notices on our Service. You should periodically check www.adolade.com and this privacy page for updates.

Right to Access

Users in certain jurisdictions have a right to access personal information held about them. Your right of access can be exercised in accordance with applicable law. Please submit any requests for access to your personal data in writing to support@adolade.com.

Contact Us

If you have any questions, comments or concerns regarding our Privacy Policy and/or practices, please send an e-mail to support@adolade.com.

Effective Date of Privacy Policy: November 1, 2015