

# Privacy Policy

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Mena Limited develops and publishes games for mobile devices. “Mena Limited”, “we” or “us” refers to Mena Limited, Inc. and its subsidiaries, parent companies, joint ventures, and other corporate entities under common ownership and/or any of their agents, consultants, employees, officers and directors.

Your right to privacy is one of our primary concerns. This Privacy Policy applies whenever you play our games or otherwise access any of our other products, services, content and/or website (together, our “Services”). This Privacy Policy describes how Mena Limited collects, uses and discloses information about you collected through our website and Services.

BY INSTALLING, USING, REGISTERING TO OR OTHERWISE ACCESSING OUR SERVICES, YOU AGREE TO THIS PRIVACY POLICY AND GIVE AN EXPLICIT AND INFORMED CONSENT TO THE PROCESSING OF YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, YOU MAY NOT PLAY Mena Limited’S GAMES OR OTHERWISE USE OUR SERVICES.

Mena Limited reserves the right to periodically modify this Privacy Policy. We encourage you to review the Privacy Policy from time to time for the latest information on our privacy practices. If we make any changes to the Privacy Policy, we will revise the date at the top of the Privacy Policy with an updated revision date. In case of material or significant changes, we may provide an additional notice (such as emailing you, or placing a notice on our website or in-game). Please note that your continued use of our Services will signify your acceptance of any updates to this Privacy Policy.

## Information Collection

### Information You Provide

We collect information that you voluntarily provide Mena Limited, such as when using our Services or registering an account with us, participating in a promotion or survey, requesting customer support or otherwise communicating with us. The type of information that we may collect includes your first and last name, email address, precise geo-location, phone number, DOB, gender, friend connections, credit card information, photograph, avatar images, password, forum posts, or other identifying information you choose to provide.

### Information We Collect Automatically

When you use our Services, we automatically collect information about you, including:

**Device information:** We collect device specific information when you access our Services from a mobile device, including your hardware model, operating system and version, unique device identifiers, device software platform and firmware, data about usage of our Services while connected to devices that you authorize us to integrate, geographical data and mobile network information, and other anonymous or aggregated data as reasonably required by Mena Limited to enhance our Services and products. We may on occasion match or combine the information automatically collected from your device with personal information we obtain from you or other sources, including publicly available databases or third parties

from whom we have purchased data or that is already in our records. This sort of combined information may be used in the ways described in this Privacy Policy.

**Use Information:** We collect information about your use of the Services, including the type of browser you use, access times, pages viewed, game play activity, interactions with other players, your IP address and the page you visited before navigating to our Services.

**Information Collected by Cookies and Other Tracking Technologies:** We, and our partners acting on our behalf, use cookies, web beacons, and similar technologies to collect information about the pages you view, your movements around our website, the links you click and other actions you take on our Services. We may also use this technology to gather demographic information about our user base as a whole. We may receive reports from our partners (e.g. Google Analytics) providing us with this collected information on an individual and aggregated basis based on your use of our Services. You can control the user of certain cookies at the individual browser value. Please review your browser or device setting for more information. If you reject cookies, you may still use our website and Services, but your ability to use some features may be limited. Web beacons are electronic images that may be used in our Services or emails to help deliver cookies, count visits, understand usage and campaign effectiveness, and determine whether an email has been opened and acted upon. We also use mobile analytics software to allow us to better understand the functionality of our mobile software on your devices. This software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from.

#### Information We Collect from Other Sources

We may also collect information from features and functions offered by other sources such as social networking sites like Facebook, Twitter or LinkedIn. These features may collect your IP address, pages you visit on our website, or set a cookie to enable the feature to function properly. Please note that these features are subject to the privacy policy associated with the third parties providing them. For example, if you create or log into your account through a social media site, we will have access to certain information from that site, such as your name, account information, profile picture, phone number, email address, gender, date of birth, and friends list. We may process, use, combine, disclose, and retain such information in accordance with this Privacy Policy. In some instances, you may log in to our website or Services using sign-in services such as Facebook Connect or an Open ID provider. These services will authenticate your identity, provide you the option to share certain personal information with us (such as your name and email address) and to pre-populate our sign up form. Services like Facebook Connect give you the option to post information about your activities on our website or Services to your profile page to share with others within your network.

#### How We Use Your Information

We may use and retain the information that we collect about you for various purposes, including to:

Operate, improve, and optimize our Services;

Create your game accounts and allow you to play our games;

Identify, suggest, and facilitate connections with other players and personalize our Services to you;

Facilitate communication between players;

Fulfill your purchase and send you an order confirmation;

Provide technical and customer support;  
Protect safety and well-being of our players;  
Protect our legal rights and property in connection with our Services;  
Prevent fraud or potentially illegal activities and enforce our Terms of Service;  
Manage and deliver contextual and behavioral advertising;  
Notify players of in-game updates, new products, promotions, and/or other marketing communication;  
Administer rewards, surveys, sweepstakes, contests, or other promotional activities or events sponsored by Mena Limited or our business partners, and notify contest winners and award prizes;  
Monitor and analyze usage and trends in connection with our Services;  
Enable you to post your resume and contact or be contacted by Mena Limited;  
Comply with our legal obligations, resolve disputes that we may have with you or other players, and to enforce our agreements with third parties;  
Conduct research; and  
Carry out any other purpose for which the information was collected.

We may use the information you provide about your friends via referral services made available through our Services (such as "Tell a Friend") for the sole purpose of sending this one-time email and tracking success of our referral program. If you choose to use such a referral service, we will automatically send your friend a one-time email inviting him or her to download our Services.

#### Consent to Data Processing in the United States

Mena Limited is based in the United States and the information we collect is governed by U.S. law. By accessing or using the Services or otherwise providing the information to us, you consent to the processing and transfer of information in and to the U.S. and other countries. The laws in the United States may not be as protective of your privacy as those in your location.

#### How We Share Your Information

We may share and transfer your information (both inside and outside the country you live in) as provided in this section or as otherwise described in this Privacy Policy.

#### Non-Personal Information

We may use, disclose to our partners and vendors acting on our behalf; or to publish aggregated, anonymous information about our players for industry analysis, demographic profiling, marketing, analytics, provision of advertising, and other business purposes.

#### Personal Information

We may share your information, including personal information, with third parties or allow third parties to collect this information from our Services, as follows:

With your consent or at your direction and in some ways not specifically described in this Privacy Policy, including if we notify you through our Services that the information you provide will be shared in a particular manner and you provide such information;

We may use third party service providers such as credit card processors, email service providers, shipping agents, data analyzers and business intelligence providers; Mena Limited has the right to share your personal information as necessary for the aforementioned service providers to carry out work on our behalf;

With other players in connection with the social features of the Services (e.g. your username, profile picture and virtual content may be visible to other users of that game);

We may disclose personal information in response to a request for information if we believe disclosure is in accordance with any applicable law, regulation, or legal process; or is otherwise required by any applicable law, rule or regulation;

We may disclose your personal information if we have a reason to believe that a disclosure is necessary to address a potential or actual injury or interference with our rights, property, operations, users or other who may be harmed or may suffer loss or damage, or we believe such disclosure is necessary to protect Mena Limited's rights;

Mena Limited may create co-branded webpages or games with our third party partners or contractors and in connection with these relationships we may pass your personal information to these partners in order to offer these co-branded Services. Such transfers are covered by our Privacy Policy, our agreements with those partners and our co-branding partners' privacy policies. We make reasonable commercial efforts to ensure that all our third party partners and contractors adhere to the terms and conditions of our Privacy Policy;

Any information that you share in the course of contributing to user-generated content to our Services, such as forums, blogs or the like is public information and there is no expectation of privacy or confidentiality. Mena Limited is not responsible for any personal information that you choose to make public in any of these forums; or

In connection with, or during negotiations of any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

#### Third Party Advertising

We do not actively share your personal information with third party advertisers for their 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 information from within our Services:

Performance data (like the number of clicks on an advertisement)

Aggregated and/or de-identified information about you or other players collectively not intended to personally identify you

Certain technical information (such as IP address, non-persistent device identifiers like IDFAs, and de-identified persistent device identifier like a hashed Android ID) Your social network ID

Other contextual data about your game play (e.g. your level and session length)

The information collected may be used to measure the effectiveness of the ads, offer targeting advertising, and/or undertake web analytics (like Google analytics). Advertisers and ad networks may collect this information through the use of tracking technologies, and they may share this information with their customers and clients. Please note, after clicking on a third party ad you may no longer be on a site hosted by Mena Limited. This Privacy Policy does not apply to, and Mena Limited is not responsible for, third party cookies, web beacons or other tracking technologies. We are not responsible for the actions of those companies, the content of their products or services, the use of the information you provide them, or any products or services they may offer.

Mena Limited may store and/or transfer your personal information 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.

#### Managing Your Information

Mena Limited does not verify the accuracy of your personal information and the correctness of this information is solely your responsibility. However, we make good faith efforts to enable

you to update, confirm, or delete (or otherwise de-identify) your personal information in our possession.

Upon request, Mena Limited will let you know whether we hold any of your personal information. You may access, correct, or request deletion of your personal information by opening a help ticket directly in-game via the Help section; emailing us at [menalimitedltd@gmail.com](mailto:menalimitedltd@gmail.com), or contacting us via our physical address provided below. We will need sufficient information from you to establish your identity in order to fulfill your request. In some cases, we may not be able to remove your personal information, in which case we will notify you via email that we are unable to do so and why.

#### Cookies

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Services.

#### Push Notifications

With your consent, we may send push notifications (or “alerts”) to your mobile device to provide game activity information, service updates, promotional communications and other related messages. You can deactivate push notifications by changing your notifications settings via your mobile device.

#### Promotional Communications

You may opt out of receiving promotional messages from Mena Limited by following the instructions in those messages or contacting us at [menalimitedltd@gmail.com](mailto:menalimitedltd@gmail.com). If you opt out, we may still send you transactional or relationship messages, such as those about your account or our ongoing business relations.

#### Geo-location Information

When you use a smart phone or other mobile device to access our Services, with your permission we may collect your geo-location information to optimize user experience, such as for localization accuracy, language display, or the provision of relevant advertising. We will only collect such information if (a) “location services” for the mobile application is enabled; and (b) the permissions in the mobile device allow communication of this information. If you have previously allowed us access to your geo-location data, you can opt out of making this information available to us by visiting your mobile device’s settings for the relevant application or the “settings” page for the relevant game.

#### Third Party Tailored Advertising

If you are interested in learning more about tailored advertising and your choices to prevent third parties from delivering tailored web and mobile web ads you may visit the following website:

[Network Advertising Initiative Consumer Opt-Out Page](#) or the [Digital Advertising Alliance Opt-Out Page](#) for U.S.-based advertising; and [Your Online Choices UK website](#) for EU-based advertising.

These opt-out tools are provided by third parties, not Mena Limited. Mena Limited does not control or operate these tools or the choices that advertisers and others provide through these tools. If you do not want to receive tailored in-app ads from third parties that relate to your interests in apps on your mobile device, you may opt-out by adjusting the ad tracking settings on your mobile device.

Please note, you may still receive advertisements from third parties within Mena Limited's games even if you opt out of tailored advertising but they will not be based on your activity across unrelated websites or apps.

#### Third Party Services

Our website or Services may contain links to other websites or online services or allow others to send you such links. A link to a third party's website or online service does not mean that we endorse it or that we are affiliated with it. We do not exercise control over third-party websites or online services. You access such third-party websites or online services at your own risk. You should always read the privacy policy of a third-party website or online service before providing any information to the third party.

Please see the links below to learn more about the privacy practices of our third-party service providers:

Millennial Media/Nexage/AOL

<http://privacy.aol.com/>

Amazon/A9

<https://www.a9.com/privacy/>

RhythmOne

<https://www.rhythmone.com/privacy-policy>

AppLovin

<https://www.applovin.com/privacy>

Admob

[https://www.google.com/policies/privacy/?hl=en\\_US](https://www.google.com/policies/privacy/?hl=en_US)

Conversant/Greystripe

<http://www.conversantmedia.com/legal/privacy>

Facebook

<https://www.facebook.com/about/privacy/>

Mopub

<http://www.mopub.com/legal/privacy/>

Chartboost

<https://answers.chartboost.com/hc/en-us/articles/200780269-Privacy-Policy>

Vungle

<https://vungle.com/privacy/>

UnityAds

<https://unity3d.com/legal/privacy-policy>

VRTCAL

<https://vrtcal.com/docs/VRTCAL-Privacy.pdf>

OpenX

<http://openx.com/legal/privacypolicy/>

Aerserv

<https://www.aerserv.com/privacy-policy/>

AdColony

<http://www.adcolony.com/privacy-policy/>

Hcode Media

<http://hcodemedia.com/privacy-policy/>

Admarvel/Opera MediaWorks

<http://operamediaworks.com/advertising-services-privacy-policy>  
InMobi  
<http://www.inmobi.com/privacy-policy/>  
MediaBrix  
<http://www.mediabrix.com/privacypolicy/>  
IronSource  
<http://www.ironsrc.com/wp-content/uploads/2017/01/ironSource-Privacy-Policy.pdf>  
Tapsense  
<https://www.tapsense.com/company/privacy-policy>  
Leadbolt  
<https://www.leadbolt.com/privacy/>  
LoopMe  
<https://loopme.com/privacy/>  
Tremor Video  
<http://www.tremorvideo.com/privacy-policy>  
Flurry /Yahoo  
<https://policies.yahoo.com/us/en/yahoo/privacy/index.htm>  
SuperSonic  
<https://www.supersonic.com/privacy-policy/>  
Mobilecore  
<https://www.mobilecore.com/privacy-policy/>  
Steamrail  
<https://www.streamrail.com/privacy>  
Smaato  
<https://www.smaato.com/privacy/>  
MobFox  
<http://mobfox.com/privacy-policy/>  
StartApp  
<http://www.startapp.com/policy/>  
Kochava  
<https://www.kochava.com/support/privacy/>  
TubeMogul  
<https://www.tubemogul.com/compliance/privacy-policy/>  
Feedmob  
<http://feedmob.com/index.php/privacy-policy/>  
LeanMarket  
<http://www.lean.com/privacy-policy.html>  
Flurry /Yahoo  
<https://policies.yahoo.com/us/en/yahoo/privacy/index.htm>  
Leanplum  
<https://www.leanplum.com/privacy/>  
Fabric / Crashlytics  
<http://try.crashlytics.com/terms/privacy-policy.pdf>  
[https://fabric.io/terms?locale=en-us&utm\\_campaign=discover&utm\\_medium=natural](https://fabric.io/terms?locale=en-us&utm_campaign=discover&utm_medium=natural)  
Kochava  
<https://www.kochava.com/support/privacy/>

## Tune

<https://www.tune.com/resources/data-and-privacy/privacy-policies/>

## TapDaq

<https://tapdaq.com/privacy-policy>

## Do Not Track

At this time, there is no general agreement on how companies like Mena Limited should interpret Do Not Track signals. Mena Limited does not currently respond to Do Not Track signals, whether that signal is received on a computer or on a mobile device. You can learn more about Do Not Track [here](#).

## Use by Minors

If you are under the age of 18, you must obtain your parent's permission to access the site and our games. If you are under the age of 13, you are not permitted to access the site, use any of our Services, or play any of our games. This site and all of our games are not intended for children under the age of 13 and we do not knowingly market to or collect, use or disclose information from children under the age of 13. If Mena Limited learns that we have inadvertently gathered personal information from children under such age, Mena Limited will take reasonable measures to promptly erase such personal information from our records.

## Data Retention

How long we retain your information depends on why we collected it and how we use it. We generally retain your personal information as long as your account is active or for as long as is necessary for our business purposes or for legal requirements.

## Security

Mena Limited takes reasonable measures to help protect the security, integrity, and privacy of your information in our possession.

## Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at [menalimitedltd@gmail.com](mailto:menalimitedltd@gmail.com)

You may also contact our Privacy Policy Administrator by writing to:

Privacy Policy Administrator

Mena Limited LTD