

## **Privacy Policy**

This Privacy Policy will be effective from September 1<sup>st</sup>, 2014.

Please read Pelican Technologies' Privacy Policy before using Pelican Technologies' services because it will tell you how we collect, store, use and disclose your personal information when providing these services to you.

If you have questions or complaints regarding our Privacy Policy or practices, please see Contact Us.

### Table of Contents

1. Introduction
2. Information We Collect and How We Collect It
3. How We Use the Information We Collect
4. How We Share Your Information
5. How to Access, Update and Manage Your Information
6. Privacy Policies of Third Party Services and Advertisers
7. Our Policies Concerning Children
8. How Long We Keep Your Information
9. Security of Your Information
10. Changes to Our Privacy Policy
11. Contact Us

### **Introduction**

Pelican Technologies develops and publishes applications for the web and mobile devices. "Pelican," or "we" or "us" refers to Pelican Technologies Inc. and the Pelican Corporate Family in this Privacy Policy. The Pelican Corporate Family means Pelican's subsidiaries, parent companies, joint ventures and other corporate entities under common ownership and/or any of their agents, consultants, employees, officers and directors.

This Privacy Policy applies whenever you use our applications or otherwise access any of our other products, services, content, TechnoPelican.com and/or the other domains provided by Pelican, together referred to as "Services." This Privacy Policy describes:

- what information we collect, how we collect it, and why
- how we use that information and with whom we share it
- how you can access and update that 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 do not want Pelican to collect, store, use or share your information in the ways described in this Privacy Policy, you should not use Pelican's Applications or use Pelican's Services.

## **Information We Collect and How We Collect It**

### **Information About You That We Get From Social Networks**

If you use Pelican's applications or access any of our other Services on a social network, Pelican receives certain information about you from the social network automatically. The information we receive depends on the Pelican's application you're using, the social network, and your privacy settings and your friends' privacy settings on that social network.

For example, Pelican may collect and store some or all of the following information provided by the social network:

- your first and last name;
- your profile picture or its URL;
- your social network ID number (like your Facebook ID number), which is linked to publicly-available information like your name and profile photo;
- the social network ID numbers and other public data for your friends;
- the login e-mail you provided to that social network when you registered with it;
- your physical location and that of the devices you use to access our Services;
- your gender;
- your birthday and/or age range;
- other publicly-available information on the social network; and/or
- any other information that you or the social networks share with Pelican.

If you access our Services from a social network, you should also read that social network's Terms of Service and Privacy Policy.

If you are unclear about what information a social network is sharing with us, please go to the social networks where you use our applications to find out more about their privacy settings.

### **Cookies and Automated Information Collection**

We and service providers acting on our behalf, like Google Analytics, store log files and use tracking technologies such as:

- cookies, which are small pieces of data transferred to your mobile device or computer for record-keeping purposes;
- web beacons, which let us know if a certain page was visited or whether an e-mail was opened;
- tracking pixels, which allow us or our advertising partners to advertise more efficiently and effectively; and
- local shared objects, also known as flash cookies, which help us to reduce fraud, remember your in-game preferences and speed up load times.

We and our service providers use these log files, tags, and tracking technologies to collect and analyze certain kinds of technical information, including:

- IP addresses;
- the type of computer or mobile device you are using;
- your operating system version;
- your mobile device's identifiers, like your MAC Address, Identifier For Advertising (IDFA), and/or International Mobile Equipment Identity (IMEI);
- your browser types;
- your browser language;
- referring and exit pages, and URLs;
- platform type;
- the number of clicks on a page or feature;
- domain names;
- landing pages;
- pages viewed and the order of those pages;
- the amount of time spent on particular pages; and
- application state and the date and time of activity on our websites or applications.

In some cases, we will connect this information with your social network ID or Pelican user ID.

Please note that companies delivering advertisements on our Services may also use cookies or other technologies as described below in Third Party Advertising Including Tailored Advertising and Analytics, and those practices are subject to those companies' own policies.

#### **Other Information from Your Mobile Device**

If you use Pelican's applications on your mobile device, in addition to your device identifiers, we may also collect:

- the name you have associated with your device;
- your telephone number;
- your country; and
- with your permission, your specific geolocation and your mobile contacts (as further described below in "Information About Your Contacts").

**Information About You That You Share With Us Directly**

When you use our Services, you may give us information directly (like when you're setting up your account) and we will store that on our systems and use it for the purposes described in this Privacy Policy. Some applications or parts of our Services use a traditional account set-up process where you may be asked to give us some or all of the following information:

- your first and last names;
- your e-mail address;
- your preferred username;
- a password;
- shipping or mailing address;
- billing information including credit card information and billing addresses; and
- other information that helps us make sure it's you accessing your account or helps us improve our services.

**Information About Your Contacts**

We may give you the ability to manually enter your contacts so that you can locate your contacts on Pelican's applications and invite them to join you in the use of our applications or other aspects of our Services. You are responsible for getting your contacts' permission when you opt to give their contact details to us. We may also get information about you from other Pelican users entering their contacts. We use and may store this contact information to help you and your contacts connect through our Services.

**Information You Generate Using Our Communications Features**

You may be able to take part in certain activities on our Service that let you communicate or share information not just with Pelican, but also with other Pelican users.

These include:

- participating in user forums and message boards;
- sending private messages or invitations to other users, either directly on our websites or to their e-mail accounts;
- posting photos or messages.

We record and store archives of these communications, comments, and photos on Pelican's servers to protect the safety and well-being of our users and Pelican's rights and property in connection with our Services and you acknowledge and agree to that.

**Payment Information**

If you purchase a license to use Pelican's applications or Services, our third party payment processor will collect the billing and financial information it needs to process your charges. This may include your postal address, e-mail address and financial information. Pelican collects and stores your financial information, like credit card numbers to performing ongoing licenses charges and fees. Pelican's payment processors may share both financial and non-financial information with us related to your purchases, like your name, billing address and the items purchased in order to fulfill your order.

**Customer Support Correspondence**

When you ask for help from our Customer Support team, we will collect and store the contact information you give them (generally, your name and e-mail address), information about your application usage or activity on our Services, and your Pelican user ID number. We will also store the communications you have with the Customer Service team and any information in those communications in order to provide support.

**Information You Give Us For Text Messaging Services**

We receive and store the information you provide, including your mobile telephone number, when you choose to sign up to receive SMS messages.

**Other Sources**

We may collect or receive information about you from other sources like third party information providers. We use this information along with information you provide us directly, for example, to help you and your coworkers connect or to serve you advertising more tailored to your interests.

## How We Use the Information We Collect

The main use of the information we collect and store is to provide a better application and work experience, but there are other uses as well. The uses for which we collect and store your information include:

- to operate, improve and optimize our Services and our users' experiences;
- to create your user accounts and allow you to use our applications;
- to identify and suggest connections with other Pelican users and personalize our Services to you;
- to enable users to communicate with each other;
- to provide technical support and respond to user inquiries;
- to help create a safer and more trusted environment for our users by preventing fraud or potentially illegal activities, and enforcing our Terms of Service;
- to manage and deliver contextual and behavioral advertising;
- to notify users of in-application updates, new products or promotional offers;
- to administer rewards, surveys, sweepstakes, contests, or other promotional activities or events sponsored or managed by us or our business partners;
- to comply with our legal obligations, resolve any disputes we may have with you or other users, and to enforce our agreements with third parties; and
- to conduct research.

One important use of your information is communication. If you have provided your e-mail address to Pelican, we will use it to respond to customer support inquiries, and keep you informed of your application use activity, including comments from other users, let you know about application use status such as Alert Messages. Some messages, like invites for other users to join you in using our applications, may include your name. We may also send promotional e-mail messages and promotional SMS messages (e.g. text messages) ("Promotional Communications") directly or in partnership with other parties, in accordance with your marketing preferences. Each Promotional Communication will offer you choices about receiving additional messages.

## How We Share Your Information

We may disclose or publish aggregated information (information about you and other users collectively that is not intended to specifically identify you, for example, the number of users in a specific market vertical that utilize our Services in a specific market geography) and other non-personal information about our players for industry analysis, demographic profiling, marketing, analytics, and advertising, and other business purposes.

In addition, we will share your information (which may include personal information) with third parties (in other words, parties other than Pelican) or allow third parties to collect this information from our Services in the following circumstances:

- Your Consent – With your consent, we may share your information with third parties or allow them to collect your information from our Services in some ways not specifically described in this Privacy Policy.
- Coworkers and Other Pelican Users – The Service supports and often encourages you to interact with other users. In most Pelican applications, co-workers and other users will be able to see your user profile, which may include your name, username, and your email address.
- Third Party Advertising Including Tailored Advertising and Analytics – In some applications and Services, we have advertising so we can continue to offer many of our Services for free.

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 (like the number of clicks on an advertisement);
- aggregated and/or de-identified information about you and other users collectively that is not intended to specifically identify you
- certain technical information (for example, IP addresses, non-persistent device identifiers such as IDFAs, and de-identified persistent device identifiers such as a hashed Android ID);
- your Pelican user ID;
- and other contextual data about your application use.

The information collected may be used to:

- measure how effective ads are, to offer you targeted advertising in order to personalize your experience by showing you advertisements for products and services that are more likely to appeal to you (a practice known as behavioral advertising), and/or
- undertake web analytics (like Google Analytics which is used to analyze traffic and other user activity to improve your experience).

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 Pelican.

### **Safety, Security and Compliance with Law**

Your information, and the contents of all of your online communications in our Services and between you and Pelican may be accessed and monitored as needed to provide our Service and may be disclosed:

- when we have a good faith belief that we have to disclose the information in response to legal process (for example, a court order, search warrant or subpoena);
- to satisfy any laws or regulations that apply;
- where we believe in our sole discretion that the Service is being used in committing a crime, including to report such criminal activity or to share information with other companies and organizations for the purposes of fraud protection, credit risk reduction, and other security precautions;
- when we have a good faith belief that there is an emergency that poses a threat to the health and/or safety of you, another person or the public generally; and
- to protect the rights or property of Pelican and other applicable third parties, including to enforce our Terms of Service.

### **Third Party Service Providers**

We will share your information with third party companies to perform services on our behalf, like processing payments, analyzing data, optimizing application usage, 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.

### **Sale or Merger**

In the event that Pelican undergoes a business transition, like a merger, acquisition by another company, or sale of all or part its assets (like selling an application or Service), 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 users know (in the way described in Changes to Our Privacy Policy) of the business transition before transferring your personal information.



## **How to Access, Update and Manage Your Information**

### **Information We Receive From Your Mobile Device**

To manage the information Pelican receives about you from your mobile device, visit the “settings” page of your mobile device and review the permissions of each application or “app.”

Once Pelican receives your information from your mobile device, that information is stored and used by Pelican in accordance with this Privacy Policy. You may access and update that information as described below.

### **Accessing and Updating Your Information Held by Pelican**

If you want to review, delete, or change the information Pelican has about you or have additional questions, e-mail us at [privacy@technopelican.com](mailto:privacy@technopelican.com) (link sends e-mail). We will respond to your request within thirty days.

### **Stopping Use of Your Information**

If you no longer want Pelican to make active use of your information, you may send an e-mail to [privacy@technopelican.com](mailto:privacy@technopelican.com) (link sends e-mail). Place "Delete My Account" in the subject line and include your first name, last name, e-mail address and your Pelican User ID which you use to access our Services in the body of the e-mail. We will respond to your request within thirty days. Please note that certain records, for example those relating to payments or customer service matters, will be held for legal and accounting purposes. If you have sent content through or posted content on the Service, we may not be able to delete it.

### **Opting Out of Geolocation**

If you have previously allowed us to access your geolocation data, you can stop making geolocation available to us by visiting your mobile device's settings for the relevant application or the “settings” page for the relevant application.

### **Opting Out of Promotional Emails from Pelican**

If you want to stop receiving promotional e-mails from Pelican, click on the "unsubscribe" link in any promotional email from Pelican or visit the e-mail preference page associated with the Pelican Service you use.

Please note that once we receive your request, it may take an additional period of time for your opt-out to become effective. Your unsubscribe or e-mail preference change will be processed promptly, and in no event longer than ten business days.

### **Opting Out of Other Communications**

You can opt out of receiving SMS messages (for example, text messages) by texting back STOP to the number we send the text from for that particular SMS message program.

In some cases a preferences management page will also be available. When we receive an opt-out message from you for SMS messages, we may send a message confirming our receipt of your opt-out.

When you install our apps on your mobile device you can choose to receive push notifications, which are messages an app sends you on your mobile device even when the app is not on. You can turn off notifications by visiting your mobile device's "settings" page.

Note that if you opt-out of our Promotional Communications or other forms of communication, we may still e-mail or communicate with you from time to time if we need to provide you with information about the Service or 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 update this Privacy Policy or our Terms of Service.

### **Opting Out of Third Party Tailored Advertising**

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

- Network Advertising Initiative Consumer Opt-Out Page
- 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 Pelican. Pelican does not control or operate these tools or the choices that advertisers and others provide through these tools.

In addition, if you do not want to receive tailored in-application advertisements 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 device. In addition, you can reset the "Advertising Identifier" (like an IDFA) from your mobile device's settings page, which will prevent continued use of existing behavioral data tied to the previous "Advertising Identifier."

Please note that you may still receive in-app advertisements even if you opt-out of tailored advertising but they will not be based on your activity across unrelated web sites or apps.

### **Opting Out of Cookie Tracking**

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 may not remove flash cookies. To learn more about and manage flash cookies you can visit the Adobe website and make changes at the Global Privacy Settings Panel.

If you disable cookies, you may lose some of the features and functionality of our Services because Pelican cookies are necessary to track and enhance your application use activities.  
back to top

## **Privacy Policies of Linked Third Party Services and Advertisers**

Our websites and applications may contain advertisements from Third Party Services, which are companies other than Pelican that may link to their own websites, online services or mobile applications. We are not responsible for the privacy practices or the content of these Third Party Services. If you have any questions about how these Third Party Services use your information, you should review their policies and contact them directly.

## **Our Policies Concerning Children**

Our websites and applications are not intended for use by children. We do not knowingly collect any personal information from children. Children should not use our websites or applications at any time. If we learn that we have inadvertently gathered personal information from a child, we will take reasonable measures to promptly remove that information from our records.

## **How Long We Keep Your Information**

How long we retain your information depends on why we collected it and how we use it. We will not retain your personal information for longer than is necessary for our business purposes or for legal requirements. For instance, we may retain some information for a few years after you have closed your account with us if this is necessary to meet our legal obligations or to exercise, defend or establish legal rights.

## **Security of Your Information**

We implement appropriate security measures to protect the security of your information both online and offline, and we are committed to the protection of customer information. We will take reasonable steps to ensure that your data is treated securely and in accordance with this Privacy Policy.

If you have an account registered directly with Pelican, your profile information is protected by the password you use to access your Pelican account. It is important that you protect and maintain your Pelican account's security and that you immediately tell us of any unauthorized use of your account. If you forget the password to your Pelican account, the Service allows you to request that instructions be sent to you that explain how to reset your password. We urge you to log out of your Pelican account you have used to access our Services after you use it.

When you sign into your Pelican account or enter payment information, we or our third party payment processor use secure socket layer technology ("SSL") to encrypt the transmission of that information.

While we take reasonable precautions against possible security breaches of our Services and our customer databases and records, no website or Internet transmission is completely secure. Although we strive to protect your personal information, we cannot guarantee that unauthorized access, hacking, data loss, or other breaches will never occur, we cannot guarantee the security of your information while it is being transmitted to our Service. Any transmission is at your own risk. If you have questions about the security of our websites, please contact us at [privacy@technopelican.com](mailto:privacy@technopelican.com) (link sends e-mail).

## **Changes to Our Privacy Policy**

If we decide to make material changes to our Privacy Policy, we will tell you and other players by placing a notice on [technopelican.com](http://technopelican.com) or its equivalent in-application, or by sending you a notice to the e-mail address we have on file for you prior to the change becoming effective. We may supplement this process by placing notices on application blogs, social network pages, and/or forums and on other Pelican websites. You should periodically check [www.technopelican.com](http://www.technopelican.com) and this privacy page for updates.

## **Contact Us**

If you have any questions, comments or concerns regarding our Privacy Policy and/or practices, please send an e-mail to [privacy@technopelican.com](mailto:privacy@technopelican.com) (link sends e-mail). All other inquiries should be directed to Pelican's Support Page.

Pelican Technologies Inc.  
711 E. Monument Ave.  
Suite 324  
Dayton, OH 45402