

aukStudios LLC Privacy Policy – 1 Up
Dated: 18-Jan-15

Introduction

This privacy policy governs your use on a mobile device of the software application *1 Up* (the “Application”) that was created by aukStudios LLC, and your use of our website <http://www.aukstudios.com>. The Application is a casual mobile game.

What information does the Application obtain and how is it used?

User Provided Information

You may provide us with your email address on our website. We may use your email address to contact you from time to time in order to provide you with important information about the Application, required notices, and marketing promotions.

You may authorize the Application to access your Facebook account. We use this access to provide additional functionality within the Application, such as synchronizing your progress in the Application across your mobile devices and enabling you to share your progress, scores, and achievements in the Application on Facebook.

Automatically Collected Information

The Application may collect certain information automatically, including the type of mobile device you use, your mobile operating system, your network carrier, and information about the way you use the Application, such as the length of time you use the Application, how often you use the Application, what areas of the Application you interact with, and what options within the Application you select. We use this information to help identify potential improvements to the Application.

The Application may collect information about your device, including your device’s IP address and device’s identifiers. We use this information in order to serve mobile advertisements within the Application. When possible, we use “hashed” versions of your device’s identifiers.

Does the Application collect personally identifiable information?

The Application collects personally identifiable information in the following ways:

- When you authorize the Application to access your Facebook account, as described above, we may collect your Facebook identifier, your name, and other information in your public profile

- When you enable the ‘sync’ feature within the Application (if available), we utilize “hashed” versions of the identifiers of your mobile devices in order to facilitate synchronizing your progress in the Application across your devices
- When you are served advertisements within the Application provided by a mobile advertising company, we may provide a unique identifier of your mobile device to the mobile advertising company in order to, among other things, cap the frequency with which you are served the same advertisement and track whether you install, purchase, or otherwise engage with the item being advertised. When possible, we provide “hashed” versions of your device’s identifiers

Does the Application collect precise real-time location information of the device?

The Application does not collect precise information about the location of your mobile device.

Do third parties see and/or have access to information obtained by the Application?

Yes, third parties do have access to information obtained by the Application. We may provide User Provided Information and Automatically Collected Information:

- as required by law, such as to comply with a subpoena, or similar legal process;
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- if aukStudios LLC is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our website of any change in ownership or uses of this information, as well as any choices you may have regarding this information;
- to third party analytics companies as described below
- to third party backend as a service (“BaaS”) providers as described below
- to third party mobile advertising companies as described below

Third Party Analytics Companies

The Application collects data which is provided to third party analytics companies to help us understand how the Application is being used, such as frequency of usage, duration of usage, usage of particular features and screens within the Application, type of device, device operating system, and error reports. We use this information and the services provided by these third party analytics companies to help identify potential improvements to the Application. These companies include Flurry and Corona Labs. You may consult these companies’ privacy policies to understand how they use and protect data we provide them.

Third Party BaaS Providers

If you enable the ‘sync’ feature within the Application, the Application stores data on your progress in the Application, your Facebook identifier, and your device identifiers in a third party BaaS provider. Our third party BaaS provider is Parse. You may consult their privacy policy to understand how they use and protect data we provide them.

Third Party Mobile Advertising Companies

These companies include Millennial Media, JumpTap, inneractive, Tapit, NativeX, AppLeads, RevMob, Apple, ChartBoost, inMobi, madvertise, Vungle, AdBuddiz, and Upsight. You may consult these companies’ privacy policies to understand how they use and protect data we provide them.

What are my opt-out rights?

You can stop all collection of information by the Application by uninstalling the Application. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network.

Data Retention Policy, Managing Your Information

We will retain User Provided Information until you indicate that you would like to delete the data you have provided. If you’d like us to delete User Provided Data that you have provided, please contact us at contact@aukstudios.com, and we will respond in a reasonable time. Please note that we may be required to retain certain information by law.

Children

We do not use the Application to knowingly solicit data from or market to children under the age of 13. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us at contact@aukstudios.com. We will delete such information from our files within a reasonable time.

Changes to this Policy

This Privacy Policy may be updated from time to time for any reason. We will notify you of any changes to our Privacy Policy by posting the new Privacy Policy on our website <http://www.aukstudios.com>. You are advised to consult this Privacy Policy regularly for any changes.

Your Consent

By using the Application, you are consenting to our processing of User Provided Information and Automatically Collected Information as set forth in this Privacy Policy now and as amended by us. "Processing" means using cookies on a computer/hand held device or using or touching information in any way, including, but not limited to, collecting, storing, deleting, using, combining and disclosing information, all of which activities will take place in the United States. If you reside outside the U.S., your information will be transferred to the U.S., and processed and stored there under U.S. privacy standards. By using the Application and providing information to us, you consent to such transfer to, and processing in, the U.S.

Contact Us

If you have any questions regarding privacy while using the Application, or have questions about our practices, please contact us via email at contact@aukstudios.com.