aukStudios LLC Privacy Policy – What the Block?!™
Dated: 11-Nov-12

Introduction

This privacy policy governs your use on a mobile device of the software application What the Block?!™ (the "Application") that was created by aukStudios LLC, and your use of our websites http://www.aukstudios.com and http://www.whattheblock.com. The Application is a physics-based puzzle 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.

Automatically Collected Information

The Application may collect certain information automatically, such as the type of mobile device you use, your mobile operating system, your network carrier, and information about the way you use the Application.

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. We will share your information with third parties, but only in the ways that are described in this privacy statement.

We may disclose 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;
- with our trusted services providers who work on our behalf, do not have an independent use of the information we disclose to them, and have agreed to adhere to the rules set forth in this privacy statement;

- 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 under the Section entitled Automatic Data Collection

Automatic Data Collection

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 identify potential improvements to the Application.

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.

Security

We are concerned about safeguarding the confidentiality of your information. We provide physical, electronic, and procedural safeguards to protect information we process and maintain. For example, we limit access to this information to authorized employees and contractors who need to know that information in order to operate, develop or improve our Application. Please be aware that, although we endeavor to provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

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 websites http://www.aukstudios.com and http://www.whattheblock.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.