

Privacy Policy

Word Star® Crosswords and Word Star® Word Games Websites (“Websites”)

Last Updated: November 8, 2011

Small Games Co. (“SGC”) owns and operates **Websites** for social games and related services purposes. We are committed to protecting the privacy of our visitors while they interact with the content, products and services on the **Websites**. This Privacy Policy applies to our **Websites** only. It does not apply to other web sites to which we link. Because we gather certain types of information about our users, we want you to understand what information we collect about you, how we collect it, how that information is used, and how you can control our disclosure of it. You agree that your use of the **Websites** signifies your assent to this Privacy Policy. If you do not agree with this Privacy Policy, please do not use the **Websites**.

1) Information Collected

We collect two types of information from you: i) information that you voluntarily provide to us (e.g. through emails and the voluntary registration process on a social networking service (“SNS”) for example Facebook); and ii) information that is derived through automated tracking mechanisms.

- **Voluntary Registration Information.** If you “register” with us through
- a SNS, you consent to the use and method of disclosure as described in this Privacy Policy.
- **Voluntary Information for Services and Features.** We [also] collect personally identifiable information when you choose to use certain other features of the Website, including: i) making purchases, ii) consenting to receive email in response to your questions or comments, iii) participating in SNS forums, iv), and others. When you choose to use these additional features, we require you to provide your “Contact Information” in addition to other personal information that may be required to complete a transaction such as your phone number, billing and shipping addresses and credit card information. We use Paypal to process all credit card purchases.
- **Cookies.** A cookie is a piece of data stored on the user’s computer tied to information about the user. **Websites** uses cookies to store visitor’s preferences and to record session information. We do not and will not use cookies to collect private information from any user that such user did not intentionally submit to us.
- **Third-Party Cookies:** In the course of serving advertisements to this site, our third-party advertisers may place or recognize a unique "cookie" on your browser.
- **Customer support correspondence.** When you ask for support from our Customer Support team, we will store your contact information and any other information you provide, (for ex. information about your game play or other activity on the Website).

2) SNS Referrals and Communications

You may choose to challenge friends to join the **Websites** by sending challenges via a SNS feature. You may also post your game scores and provide comments on various SNS forums or message boards. We support and encourage interaction among players. Your SNS friends will see your name, profile photo and descriptions of your game activity.

3) How We Use Your Information

SGC only uses your personal information for the original purposes it was given. Your personal information will not be sold or otherwise transferred to unaffiliated third parties without your approval at the time of collection.

SGC will not disclose, use, give or sell any personal information to third parties for any purposes other than to our suppliers and other third parties who need to know in order to deliver services on behalf of **SGC** unless required to do so by law. Further, **SGC** reserves the right to contact you regarding matters relevant to the underlying service provided and/or the information collected.

Please note that personally identifiable information is used only to provide you with a more enjoyable, convenient online experience and to help us identify and/or provide information, products or services that may be of interest to you. We use your personally identifiable information to support and enhance your use of the **Websites** and its features, including without limitation: fulfilling your order; providing customer service; and otherwise supporting your use of the **Websites**.

SGC may use your personal information for target advertising toward you based on things such as region, gender, interests, goals, habits, etc.

We may permit certain trusted third parties to track usage, analyze data such as the source address that a page request is coming from, your IP address or domain name, the date and time of the page request, the referring web site (if any) and other parameters in the URL. This is collected in order to better understand our **Websites** usage, and enhance the performance of services to maintain and operate the **Websites** and certain features on the **Websites**. We may use third parties to host the **Websites**; operate various features available on the **Websites**; send emails; analyze data; provide search results and links and assist in fulfilling your orders.

Also, we may share personally identifiable or other information with our parent, subsidiaries, divisions, and affiliates.

We may transfer personally identifiable information as an asset in connection with a proposed or actual merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganization, stock sale or other change in control.

SGC may disclose Contact Information in special cases where we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating our Terms of Use or may be causing injury or interference with our rights, property, our customers or anyone who could be harmed by such activities.

WE ARE NOT LIABLE OR RESPONSIBLE FOR THE PERSONALLY IDENTIFIABLE OR OTHER INFORMATION YOU CHOOSE TO SUBMIT IN SNS FORUMS SUCH AS A BULLETIN BOARD, CHAT ROOM OR ANY OTHER PUBLICLY ACCESSIBLE AREA OF THE SNS SITE.

You will receive notice when your personally identifiable information might be provided to any third party for any reason other than as set forth in this Privacy Policy, and you will have an opportunity to request that we not share such information.

We use non-identifying and aggregate information to better design our **Websites** and for business and administrative purposes. We may also use or share with third parties for any purpose aggregated data that contains no personally identifiable information.

4) How We Protect Your Information

We are committed to protecting the information we receive from you. We take appropriate security measures to protect your information against unauthorized access to or unauthorized alteration, disclosure or destruction of data. To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we maintain appropriate physical, electronic, and managerial procedures to safeguard and secure the information and data stored on our system. While no computer system is completely secure, we believe the measures we have implemented reduce the likelihood of security problems to a level appropriate to the type of data involved.

5) Third Party Advertising

Advertisements appearing on **Websites** may be delivered to you by **SGC** or one of our Web advertising partners. Our Web advertising partners may set cookies. Doing this allows the advertising partners to recognize your computer each time they send you an advertisement. In this way, they may compile information about where you, or others who are using your computer, saw their advertisements and determine which advertisements are clicked. This information allows an advertising partner to deliver targeted advertisements that they believe will be of most interest to you. **SGC** does not have access to or control of the cookies that may be placed by the third party advertising servers of ad partners and if we link to the advertiser's web site, we are not responsible for the privacy or the content of their web site.

This privacy statement covers the use of cookies by **SGC** and does not cover the use of cookies by any of its advertisers.

6) Children's Privacy and Parental Controls

We do not solicit any personal information from children. If you are not 18 or older, you are not authorized to use the **Websites** unless you represent that your legal guardian has reviewed and agreed to the **SGC** Terms of Use and Privacy Policy. Parents should be aware that there are parental control tools available online that can be used to prevent children from submitting information online without parental permission or from accessing material that is harmful to minors.

7) Disclaimer to Security

By consenting to the Terms and Conditions of the **Websites** and hence the Privacy Policy, you consent that no data transmission over the Internet is completely secure. We cannot guarantee or warrant the security of any information you provide to us and you transmit such information to us at your own risk.

8) Notification of Changes

SGC reserves the right to change this Privacy Policy from time to time at its sole discretion. If at some point in the future, there is a change to our Privacy Policy, unless we obtain your express consent, such change will only apply to information collected after the revised Privacy Policy took effect. Your continued use of the **Websites** indicates your assent to the Privacy Policy as posted.

9) CONTACT INFORMATION:

If you have any questions or concerns regarding this Privacy Policy please contact:

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