

## Augaroo Inc. Privacy Policy

### **1. Introduction:**

Please read the following to learn more about Augaroo Inc.'s ("Augaroo") privacy policy. Augaroo respects the privacy of its online visitors and users of its products ("collectively referred to as a "User" or "Users") and intends to give Users certain control over their personally identifiable information in order to assist a User in protecting its privacy. Augaroo recognizes the importance of protecting any information collected from Users and has adopted this Privacy Policy to inform its Users about the types of information Augaroo gathers about a User online when it visits Augaroo's site or through its mobile devices while using Augaroo's Services, how Augaroo may use that information, whether Augaroo discloses it to anyone, and the choices a User has regarding use of and correction of the information. This policy does not apply to the practices of third parties that Augaroo does not own or control, or to individuals that Augaroo does not employ or manage. In addition, the Service may contain links to third-party websites, applications or other outside sources that Augaroo has an interest in, connection to, association with or otherwise has entered into a contractual relationship with ("Affiliate"). While Augaroo attempts to provide links only to those sites that share its particular respect for privacy, it cannot take responsibility for the content or privacy policies of third-party sites. Therefore, Augaroo encourages its Users to carefully review the privacy policies of any third-party games, sites visited and the third party applications used.

By visiting or using [www.Augaroo.com](http://www.Augaroo.com), Augaroo's services, applications, and any other linked pages, features, or content offered from time to time by Augaroo in connection therewith (collectively, the "Service"), Users acknowledge that they are an adult and accept the practices and policies outlined in this Privacy Policy. Moreover, Augaroo recognizes the heightened need to specifically protect the personal information of children using the Service. It is Augaroo's requirement that any children between the ages of thirteen and eighteen (18) must have their parents' or guardians' permission to access and use the Service. Augaroo does not allow registration and does not knowingly collect personally identifiable information from children under thirteen (13) years of age. By registering for the Service Users represent and acknowledge that they are over the age of eighteen years of age or are between the ages of thirteen (13) and eighteen (18) and the User's parents or legal guardians have provided permission and agree to be bound by the terms of this Privacy Policy. Users or their parents or guardians may email Augaroo with any privacy-related questions at [privacy@Augaroo.com](mailto:privacy@Augaroo.com).

**Effective Date:** The Privacy Policy detailed herein applies to any and all information that a User may have obtained from or provided to Augaroo. Augaroo reserves the right, at its full and complete discretion and without prior notice, to change, modify, amend, add, subtract, or otherwise remove portions of its Privacy Policy at any time and for any or no reason. Please periodically continue to check the Privacy Policy at [www.Augaroo.com](http://www.Augaroo.com) for any changes. Additionally, a copy of the revised Privacy Policy will be emailed to Users at the email address on file, if any. Such modifications will be effective immediately, and will apply to disputes arising under the Privacy Policy from the date of posting forward. A User's continued access to and use of the Service after the posting of any amendments, deletions or other changes to the

Privacy Policy will constitute acceptance, acknowledgment and agreement to the respective changes.

## **2. Privacy Policy Coverage:**

This Privacy Policy covers Augaroo's treatment of personally identifiable information ("Personal Information") and other data that Augaroo gathers when you are accessing the Service. Augaroo collects user information in a variety of ways. By using Augaroo's Service Users agree that Augaroo may collect aggregate information, individual information, and personally identifiable information, as defined below. Augaroo receives and stores information entered by Users when using the Service or otherwise provided to Augaroo. Augaroo may collect a variety of User information, including the User's name, email address, Global Position data, use information and browser information. The information provided is used to ensure that Users can interact with the Service, Affiliate sites or other third-party applications and/or services as authorized and identified by the User; to ensure that Users can interact with other Users; to improve the content of the Service; to customize the User's advertising and content; and to communicate about specials and new features. Additionally, to use the Service you may need to grant Augaroo permission to access your Facebook and Twitter account information, friend-lists, photos and other content. Moreover, as the Service will allow you to register or interact with Affiliates you grant Augaroo and the Service permission to access such Affiliate account information or deliver to or register your Augaroo account information with the Affiliate, as may be necessary. Augaroo may also utilize information in order to adapt the Service for a specific user's needs and for research purposes. Augaroo may share Aggregate Information and Individual Information with other parties. Augaroo shall not share Personally Identifiable Information with other parties, except as described in the policy below.

## **3. Collection and Use of Information:**

**Registration:** At the time a user activates his/her account, Augaroo requires that the user provides certain information, including their user name and password, birthdate, and email address (or parent's or guardian's email if between thirteen and eighteen (18) years of age). Augaroo strongly advises its users to not use any personally identifiable information as part of their user name or password.

**Registration for Affiliates Sites:** As part of the Service Augaroo may collect and retain registration information, payment information or other data submitted by a user, and may deliver said information to the Affiliates designated by a user for such purpose. This type of data delivery enables Augaroo's Service to automatically create a user account with such identified Affiliate. To the extent that Augaroo intends to share such information with Affiliates for any other purpose, in any way different that described herein such information and shared use will be specifically described at such time.

**Information Collected Automatically:** As part of the Service Augaroo may continually and automatically collect usage data for statistical measuring and other purposes. This type of data enables Augaroo to determine, among other things, how often users access specific parts of the Service in order to allow Augaroo to revise, improve and develop said services. As part of this

improvement function, Augaroo may provide aggregate information to its Affiliates. However, unless as otherwise specified herein, Augaroo will not disclose aggregate information to an Affiliate in a manner that would allow for a user to be personally identified. Additionally, as part of the Service Augaroo continually and automatically receives stores and records a Users' GPS location(s).

**Promotions:** From time to time Augaroo may present special offers, contests, sweepstakes or other promotions. In order to enter into said promotions, a user may need to provide additional personal information such as a physical mailing address which will be used to deliver prizes. If such information is required we will ask a parent to provide it if the winner is under the age of 18. To the extent that Augaroo intends to share such information with any third party involved in the promotion, such information and shared use will be specifically described as part of the terms of any offer, contest, sweepstakes or promotion. This third party will be prohibited from using the personal information for any other purpose.

**Surveys and Feedback:** Augaroo is committed to providing the best experience for its users. Therefore, Augaroo may request information or feedback from users as part of surveys or other feedback requests as part of its continuing work to make the Service the best it can be. Augaroo may employ users' non-personally identifiable information to improve the look, functionality and content of the Service or to personalize user experience, products, programs and service offers.

**User Generated Content:** Augaroo encourages users to submit their original content, ideas or other materials, in compliance with the [Terms of Service](#) and [DMCA Policy](#) for the Website. That being said, Augaroo retains full control and determination of whether and how such submissions are used. To the extent that a User submits any content, ideas or other materials as part of the Service, the User acknowledges and agrees that Augaroo may share such submission with other users as part of the Service.

**Emails from You:** If a user contacts Augaroo by email, Augaroo will use the personally identifiable email address information only to respond to the specific inquiry. If the user is under the age or 18, Augaroo will delete that information immediately after responding to their inquiry. Additionally, as part of the Service, Users may receive emails and other communications relating to their submissions to Augaroo. All Users acknowledge and agree that by posting any user submissions, Augaroo may send a response email and other communication that it determines in its sole discretion relates to said User.

**Communications from Us:** Augaroo may send its users, or deliver to its users on behalf of its Affiliates or other Users, special announcements and correspondence, including newsletters, news & events, virtual greetings, promotional offers, emails, text messages and other messages. The messages may contain registration information, additional Service features or other Augaroo information. Additionally, Augaroo will notify its users if any other User comments or otherwise interacts with their virtual item or account information. As discussed herein, at any time the User may exercise its right to opt-out or cancel the consent to collect information for these purposes. If you no longer wish to receive our newsletter and promotional

communications, you may opt-out of receiving them by following the instructions included in each newsletter or communication or by emailing us at [privacy@augaroo.com](mailto:privacy@augaroo.com).

**Cookies:** Augaroo may use software technology called “cookies” which consist of small text files stored in a computer’s internet browsers to assist it in providing users with the highest level of service. Users have the option of setting their internet browser to accept, reject, or provide notification of the use of a cookie. Cookies do not consist of personally identifiable information *per se* but could be used to connect a user with personal information, such as an email address. Unless the user sets its internet browser to reject the use of a cookie, Augaroo may use them for various purposes including recording and saving password information and determining number and retention of users employing the Service. We do not link the information we store in cookies to any personally identifiable information you submit while on our site. The use of cookies by third parties is not covered by our Privacy Policy. We do not have access or control over these cookies.

**IP Address:** When users access the Service, Augaroo collects some non-personally identifiable information concerning the computer used for access, such as an Internet Protocol (“IP”) address and the type of computer operating system (e.g., Windows Vista, Windows XP or Mac OS) being used. An IP address is the set of numbers that every computer is assigned by the specific Internet Service Provider (“ISP”). These numbers allow a server to automatically identify a user’s computer and Augaroo may use it to help diagnose server problems or otherwise to administer the Service. Augaroo may also use technology to track access and traffic patterns within the Service. Augaroo may also use this information to determine which areas of the Website are the most enjoyed or accessed by users.

#### **4. Personal Information Shared:**

**Third Party Disclosure:** It is the policy of Augaroo not to share any personally identifiable information with a third party, other than an Affiliate, for the purposes of marketing. All pertinent information collected will only be used to provide the Service. From time to time Augaroo may engage third parties for technical, processing or other activities related to the Service. However, Augaroo will use all reasonable commercial efforts to ensure that such parties are obligated to keep the information secure and confidential. Augaroo may disclose personal information to an Affiliate or to the extent necessary to enforce our terms of use, or to otherwise protect the rights of users of the Service. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. Moreover, to the extent necessary to comply with court orders or with requests by law enforcement or governmental agencies, Augaroo may provide personally identifiable information to the required third parties. Additionally, we reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on Augaroo.

**Location-Based Information.** Augaroo’s Service is designed to promote the sharing of information between its Users, including GPS location. This includes User information provided

directly to Augaroo, as well as information that users broadcast to other third party services or Affiliates using the Service. All Users have control over their information by employing the various privacy settings available as part of the Service. Submitted User information will be available to other Users of the Service in accordance with the selected privacy settings. User names and public profiles will be generally searchable across the Service and may be available to third party search engines. Search results, however, will not provide access to all User information unless the searching party already has a relationship with the User and the User's privacy settings allow.

The Service may allow its users to connect with other third-party social networking services. If a user chooses to connect its Augaroo account and use such third-party services, any information provided is no longer under the control of Augaroo and may be subject to the terms of use and privacy policies of such third party services.

**Sale of Business or Assets:** In some cases, Augaroo may choose to buy or sell assets. In these types of transactions, user information is typically one of the business assets that are transferred. In the event that all or substantially all of Augaroo's assets are sold, given, or otherwise transferred to another entity, all user information collected as part of access to and use of the Augaroo Service would likely be transferred to that entity as well. By accessing the Service users acknowledge that such transfers may occur, and that any acquirer of Augaroo may continue to use its information as set forth in this policy. You will be notified via email or prominent notice on [www.augaroo.com](http://www.augaroo.com) for 30 days of any such change in ownership or control of your personal information.

**Hyperlinks:** In addition to the Affiliates, the Service may contain hyperlinks, pointers or introductions to other sites on the internet or services that may be maintained by third parties. These other sites may use cookies, collect data or solicit personally identifiable information using methods not conforming to Augaroo's Privacy Policy. Such links do not constitute an endorsement by Augaroo of any Affiliate or other third-party site or any materials contained therein. Augaroo does not control, and is not responsible for, the availability, accuracy, or currency of such Affiliate or other third-party site or any information, content, products or services accessible from such third-party site. Therefore, Augaroo recommends that you fully review the Privacy Policy of any particular Affiliate or other site maintained by a third party provider.

**5. Security:** Augaroo has attempted to incorporate reasonably appropriate physical, electronic, and managerial procedures into its business and online systems to protect and prevent unauthorized use of the information it collects on its users. Such methods include use of password-protection procedures, Affiliates' authentication procedures and other commercially reasonable security measures. While Augaroo exercises reasonable care and due diligence in providing a secure conduit of information between a user's computer or other device and our servers, Augaroo cannot and does not guarantee the security of materials or information transmitted to us over the Internet or wirelessly. Therefore, while Augaroo will attempt to protect the transmission of any information using methods which comply with the industry standards, we accept no liability for any unintentional disclosure of same.

**6. Financial Information:** For full access to all of the features of the Service Augaroo or its Affiliates may require verification of age and/or that parental or legal guardian's permission be obtained. Additionally, users purchasing enhanced features through the Service, or directly from our Affiliates, will be required to provide additional information such as a valid credit card number, expiration date, and billing address. For the purposes of this section such additional actions or information may include credit card billing information, return of a signed consent form or providing the required information to a Augaroo representative or third party billing partner or Affiliate via email, the Internet or the telephone.

**7. Contact Us:** If you need further assistance, please send an e-mail with your questions or comments to [info@Augaroo.com](mailto:info@Augaroo.com) or write to Augaroo at:

Augaroo Inc.  
1616 Anderson Rd  
McLean, Virginia 22102

You may also telephone us at 571-533-6100

**8. Access to Personally Identifiable Information:** If your (or your child's) personally identifiable information changes, or if you no longer desire access to or use [www.augaroo.com](http://www.augaroo.com) or the Service, you may correct, update, or request deletion by making the change within your account or by emailing us a [privacy@Augaroo.com](mailto:privacy@Augaroo.com).

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