

Subway Surfers Privacy Policy

Last updated 21 June 2017

This Privacy Policy explains how information about you is collected, used and disclosed by Kiloo A/S ("Kiloo") when you use the Subway Surfers mobile application (the "App").

By accepting our Privacy Policy, you agree to let Kiloo collect, use and disclose ("Process") information about you in accordance with the purposes listed below.

This Processing may include transfer of information about you to third parties based in the U.S. and other countries outside the EU, see further below ("Advertising and Analytics Services Provided by Others").

If you revoke your consent, you will not be able to use the App. In order to revoke your consent you will have to delete the App from your device. You have the right to withdraw your consent at any time but the withdrawal of your consent does not affect the lawfulness of Processing based on your consent before its withdrawal.

The App is a free to play game and to maintain the high quality and a great game experience we use the information we collect from you to improve the entire experience throughout all our platforms and to support internal operations.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy and, depending on the specific changes, we may provide you with additional notice or require a renewed consent (e.g., by adding a statement to our website's homepage or in the App). We encourage you to review the Privacy Policy whenever you access the App to stay informed about our information practices and the ways you can help protect your privacy.

We do NOT collect:

- (1) A home or other physical address including street name and name of a city or town;
- (2) Online contact information as defined in this section below this point;
- (3) A screen or user name where it functions in the same manner as online contact information, as defined in this section;
- (4) A telephone number;
- (5) A Social Security number;
- (6) A photograph, video, or audio file where such file contains a child's image or voice;
or
- (7) Information concerning the child or the parents of the child that the operator collects online from the child and combines with an identifier described above.

Collection of Information

Information You Provide to Us

The App does not allow you to submit any information directly to us. If you submit any information to Killoo through our website or other sites or services, please refer to the [Killoo Privacy Policy](#) for information about how we collect, use and disclose such information.

Information We Collect Automatically through the App

When you access or use the App, we automatically collect information about you, including:

- **Log Information:** We log information about your use of the App, including the type of device you use, the features you use, access times, and your IP address.
- **Device Information:** We collect information about the device you use to access the App, including information about the device's software and hardware, unique device identifiers, device tokens for push-messages, mobile network information and time zone.
- **Usage Information:** We collect information relating to your use of the App, including your game progress, scores, achievements and interactions with other players.
- **Consumption information:** We collect information about your consumption habits relating to your use of the App, including which purchases you make with both virtual and real currencies.
- **Profiling:** We may draft profiles about users of the App for the purposes of behavioral advertising. We do not do profiling in respect of children under 13 years (see "Children under 13 years" below).

Information We Collect from Other Sources

We may also obtain information from other sources and combine that with information we collect through the App. For example, if you log into the App using a third party site or platform such as Facebook, we may access information about you from that site or platform, such as your screen name, profile information and friend lists, in accordance with the authorization procedures determined by such third party site or platform. We may also collect information from app stores when you download or update one of our applications.

If you log into the App using a third party site or platform, you represent and warrant that (i) your access and use of such features in connection with the App will comply with the applicable terms and policies of such site or platform; and (ii) that you are at least 13 years of age, unless the given site or service explicit allows children below the age of 13 to access it.

Use of Information

We may use information about you for various purposes, including to:

- Provide, maintain and improve the App;
- Develop new apps, sites and services;
- Provide and deliver the products and services you request and send you related information;
- Send you technical notices, updates, security alerts, and support and administrative messages;
- Provide news and information about the App we think will be of interest to you;
- Personalize and improve the App and provide tailored content and features;
- Monitor and analyze trends, usage and activities in connection with the App;
- Link or combine with information we get from others to help understand your needs and provide you with better service; and
- Carry out any other purpose for which the information was collected.

Sharing of Information

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- In response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation;
- If we believe your actions are inconsistent with the spirit or language of our user agreements or policies, or to protect the rights, property and safety of Kiloo or others;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business to another company; and
- With your consent or at your direction.

If you log into the App using a third party service, such as Facebook or Apple Game Center, we may share information provided by those services with other players for certain in-app features, such as leaderboards.

We also may share aggregated information or de-identified information, which cannot reasonably be used to identify you.

Advertising and Analytics Services Provided by Others

We may allow third parties to serve contextual or behavioral advertisements and provide analytics services in connection with the App. These entities may use various identifiers to collect information about your use of the App, including your age, IP address, MAC address, device identifiers, software and hardware information, time zone and usage information. This information may also be used by Kiloo, among other things, to determine the popularity of certain content, deliver contextual or behavioral advertising and content and better understand

your activity on the App, so we can improve the game experience and support the internal operations along with third parties.

Third party ad serving and analytics technologies are integrated into the App, so if you do not want to be subject to these technologies, do not use or access the App.

Please refer to our list of partners within the App and for more information by clicking [here](#).

Information that we have shared with third parties will not be covered by this Privacy Policy. If you have questions concerning the processing carried out by such third parties, you should review their privacy policy.

Social Sharing Features

The App may offer social sharing features and other integrated tools (such as the Facebook “Like” button), which let you share actions you take in the App with other media, and vice versa. You must be at least 13 years of age to use any social sharing features integrated in the App. The use of such features enables the sharing of information with your friends or the public, depending on the settings you establish with the entity that provides the social sharing feature.

For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the entities that provide these features.

Children under 13 years

The App is not intended for use by children under 13 years and we do not knowingly collect personal information from children under 13 years. In order to comply with local legislation in certain territories, you may be presented with an age screen, when launching the App. If presented with this age screen, it is important that you state the correct age.

If Kiloo learns that Kiloo without its knowledge has Processed data from children under 13 years of age, Kiloo will immediately take reasonable measures to promptly delete such personal data from Kiloo’s records.

If you have additional questions about Kiloo’s privacy practices related to children under the age of 13, please contact us at support@kiloo.com.

Security

Kiloo takes reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction.

Your Choices

Account Information

You may request that we update, correct or delete information about you or you can object to the Processing of your personal data at any time by emailing us at support@killoo.com, but note that we may retain certain information as required by law or for legitimate business purposes. We may also retain cached or archived copies of information about you for a certain period. You also have the right to lodge a complaint with the supervisory data protection authority.

Push Notifications

With your consent, we may send push notifications or alerts to your mobile device to provide game-related information, service updates, promotional communications and other related messages. You can deactivate these notifications by changing your notification settings on your device.

Storage of Information

Killoo will store your information for as long as necessary in order to provide you with the App.

Contact Us

If you have any questions about this Privacy Policy, please contact us at: support@killoo.com.