

# Privacy Policy

We know you are concerned about your personal information and we are committed to protecting your privacy. By using our Sites and/or Products, you consent to the collection, use, disclosure and processing of your Personal Information as described in this Privacy Policy.

This Privacy Policy describes how House of Cool Inc. and its subsidiaries, including but not limited to Massively (“us”, “our” or “we”) collect, store, use and disclose information from individuals who use any of the our websites, who use our products or services, including but not limited to our Massively product, products or services provided by us that you purchase and use within our Massively product, and the Apps provided by us.

## General

**Personal Information** is information about an identifiable individual such as your name, address, telephone number and email address.

**Children.** We do not intentionally gather Personal Information about anyone under the age of 13.

**Jurisdiction of Processing.** Your Personal Information may be processed in the country in which it was collected and in other countries, including the United States and/or Canada, where laws regarding processing of Personal Information may be less stringent than the laws in your country.

## What Personal Information Do We Collect

**Accounts.** For some of our Products or Sites, we may require you to create an account with us. We will ask you to choose a username and password when you register for an account.

Massively allows you to sign up and log in using your Facebook account. If you sign up using Facebook, Facebook will ask your permission to share certain information from your Facebook account with Massively. This includes your first name, last name, gender, general location, a link to your Facebook profile, birthday, profile picture, your list of friends.

This information is collected by Facebook and is provided to us under the terms of Facebook’s privacy policy. You can control the information that we receive from Facebook using the privacy settings in your Facebook account

If you sign up to Massively using Facebook, your Massively account will be connected automatically to your Facebook account, and information regarding your activity on Massively, specifically any stories that you play on Massively can be shared with Facebook and will be published in your timeline and your Facebook friends' newsfeeds if you choose to share by selecting that option when prompted. If you do not wish to share your Massively activity with your Facebook friends, you can select that option when prompted. If you signed up using Facebook by mistake, you can delete your account from the Account page within your Settings at any time, or you can email us at [privacy@getmassively.com](mailto:privacy@getmassively.com).

## **Products and Sites.**

*Massively Stories.* Writers use the Massively Authoring Tool ("**MAT**") to create Massively Stories ("**Stories**") that work within Massively. Stories may be created by us or by third parties. Among other features, stories may send links to other Web sites for information, advertising messages or other content to users through Massively. When a user receives and opens the link to other web sites, that link will be automatically added to the user's browsing history list within Massively. We will not provide any personally identifiable customer information to these Web sites. If a link a third party website asks you for your personal information and you provide it, or for permission to access your user information, and you agree, the person or entity providing the web page will have access to the user information you agreed to provide it by entering that information or accepting the request.

*Share with Friends Features.* Massively includes a "push feature" which uses your Facebook contacts to help you share the stories you have played or created or the badges you have received with your friends by making suggestions to you and your friends. The Push Feature is optional. Friend lists are not shared in this process. You can opt out of the Push Feature by selecting that option when prompted. Massively will use industry standard practices to securely transmit all data used in the Push Features.

*Community Messages.* Massively permits other users to see see stories you are playing (but not the text of the message) and associate it with your Massively username.

*Third Party Sites and Products.* As mentioned above, certain stories are provided by third parties ("**Third Party Sites and Products**"). House of Cool is not responsible for and does not control such Third Party Sites and Products. House of Cool has no obligation to review or monitor, and does not approve, endorse, or make any representations or warranties with respect to Third Party Sites and Products. You use all Third Party Sites and Products at your own risk. When you access a Third Party Site and Product, the applicable third party's terms and policies apply, including the third party's privacy policies. You should make whatever investigation you feel necessary or appropriate before proceeding with any Third Party Sites and Products. Without limiting the generality of the foregoing, Third Party Sites

and Products may have access to your username, User Profile, the username of the intended recipient(s), and the content that you send using the Third Party Site and Product.

**Other Information You Provide.** We may also collect Personal Information from time to time through the following:

- If/when you contact us via email (with feedback, for support, or otherwise), we will collect your name and email address, as well as any other content included in the email, in order to send you a reply.
- If/when you participate in one of our surveys, we may collect additional profile information.
- If/when you post messages on our message boards, the information contained in your posting will be stored on our servers and other users will be able to see it.

**Automatic Information.** We receive and store certain types of information whenever you interact with us. For example, like many Web sites and apps, we may use cookies, beacons, image tags and similar technologies and we obtain certain types of information when your Web browser and/or your mobile device accesses Massively, Massively stories, advertisements and other content served by or on behalf of Massively on other Web sites.

The responses you enter while engaging with a Massively Story will automatically be collected. This information is shared with the author or the story for the purposes of improving the quality of the story. The information shared with the authors does not allow them to connect the responses with your account profile (not personally identifiable).

**Information Transmitted to Social Networking Sites.** Some of our Products will enable you to post content to social networking sites (e.g., Facebook or Twitter). If you choose to do this, we will provide your information to such social networking sites in accordance with your elections. Such site's use of your information is not governed by this privacy policy. You acknowledge that you are solely responsible for your use of those sites and that it is your responsibility to review the terms of use and privacy policy of the third party provider of such social networking sites. House of Cool will not be responsible or liable for: (i) the availability or accuracy of such sites; (ii) the content, products, or services on or availability of such sites; or (iii) your use of any such third party social networking sites.

**Advertising and Analytics Partners and Tracking Choices.** We may share anonymous data with advertising networks, analytics providers (including comScore), and other third parties ("**Advertising Partners**") to analyze Site and Product usage by our users and develop and deliver targeted advertising and promotional content in our Sites and Products and on the websites of third parties. The information collected may be used to offer you targeted ad-selection and delivery, and send you promotional messages, to personalize

your user experience by increasing the probability that promotions for products and services you see will appeal to you, and to undertake analytics (i.e., to analyze traffic and other end user activity to improve your experience).

## Use of Information

Generally, we collect, store, use and disclose information to enable us to provide the Sites and our Products, create your account (if required), identify you as a user, respond to your inquiries and emails, improve the Sites and our Products, send you administrative and service related communications, send you newsletters, surveys, offers, and other promotional materials, and for other advertising purposes

We may use anonymous information (not personally identifiable) to analyze request and usage patterns so that we may enhance the content of our Sites and our Products, identify or make improvements to our Products and/or improve site navigation. We may additionally use your anonymous information for the advertising purposes. We reserve the right to use and disclose anonymous information for any purpose and to any third party in its sole discretion.

## Disclosures & Transfers

In addition to the disclosures described above, we may additionally disclose your information as follows:

- Our servers and our service providers may be located in the United States, Canada or other countries and, as such, your Personal Information may be available to the U.S., Canadian or other government or its agencies under a lawful order made in the applicable country (and such information may be further made available by that country to other countries), irrespective of the safeguards we have put in place for the protection of your Personal Information.
- From time to time we may employ third parties to help operate our business, the Sites or our Products. Examples of such service providers include vendors and suppliers that provide us with technology, services and/or content for analyzing data, including user content, research services, advertising and marketing assistance, payment processing (including credit card payments), and customer service. Access to your Personal Information by each of these service providers is limited to the information reasonably necessary to perform its limited function and these service providers may only use your Personal Information to provide services on our behalf.

- We may, and you hereby authorize us to, disclose your Personal Information to a third party without your consent: (a) if we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other users of our Products or Sites, or anyone else (including the rights or property of anyone else) that could be harmed by such activities; (b) in connection with any legal investigation; (c) when we believe in good faith that such disclosure is required by and in accordance with the law, such as when responding to subpoenas, warrants, production orders, or similar orders issued under Canadian laws or by a court of competent jurisdiction; and/or (d) if we believe in good faith that there is an emergency involving loss of security or serious injury to any person.

- We may also disclose your Personal Information in connection with a corporate reorganization, a merger or acquisition with another entity, or a sale of all or a substantial portion of our assets or stock provided that the information disclosed continues to be used for the purposes permitted by this Privacy Policy by the entity acquiring the information. In the unlikely event of an insolvency, bankruptcy or receivership, Personal Information may also be transferred as a business asset. We may share some or all of your Personal Information with a parent company, any subsidiaries, joint ventures, or other companies under common control (collectively, "**Affiliates**"), in which case we will require our Affiliates to honor this Policy.

## Security

The security of your Personal Information is important to us. We use commercially reasonable efforts to store, use, and maintain your Personal Information using procedures designed to limit loss, theft, or unauthorized access, use, modification, copying, or disclosure of your Personal Information. Despite these measures, you should know that House of Cool cannot fully eliminate security risks associated with Personal Information. You are also responsible for helping to protect the security of your Personal Information. For instance, never give out your password, and remember to lock your phone when it is not in use.

This Privacy Policy is subject to occasional revision, and if we make any material changes to this policy or in the way we use your Personal Information, we will notify you by sending you a push notification and/or by prominently posting notice of the changes on our Sites.

## Contact Us

You can help by keeping us informed of any changes such as a change of address or telephone number. If you have any questions, comments, complaints or suggestions or if you find any errors in our information about you, please contact us at:

House of Cool Inc., 345 Adelaide Ave West, 6<sup>th</sup> Floor, Toronto, ON, M5V 1R5

You can contact us using the same information if you wish to access your Personal Information.

We take compliance with the privacy laws seriously and if you have a complaint concerning our compliance we will investigate your complaint and if it is justified, we will take appropriate measures.