

Privacy Statement For California Residents

Playground XYZ Holdings Pty. Ltd., Playground XYZ Australia Pty. Ltd., Playground XYZ IP Pty. Ltd., Playground XYZ EMEA Ltd., Playground XYZ Asia Pte. Ltd. and Playground XYZ North America Corp. and their affiliates (collectively, “[COMPANY],” “we,” “us,” or “our”) adopts this Privacy Statement to comply with the California Consumer Privacy Act of 2018 (“CCPA”) and other California privacy laws. This Privacy Statement applies solely to visitors, users, and others who reside in the State of California (“consumers,” “you,” or “your”). This Privacy Statement explains our privacy practices and your rights regarding the collection, use, and disclosure of your personal information. Any terms defined in the CCPA have the same meaning when used in this statement.

Information We Collect

Personal information is information that directly or indirectly identifies a particular consumer, household, or device. We have collected the following categories of personal information from consumers within the last twelve (12) months.

Category	Examples	Collected
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	YES
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Please note that some personal information included in this category may overlap with that in other categories.	YES
C. Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
D. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	YES
E. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES
F. Geolocation data.	Physical location or movements.	YES
G. Professional or employment-related information.	Current or past job history or performance evaluations.	YES
H. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES

Collection of Personal Information

We obtain personal information from various sources, including but not limited to:

- Directly from you.
- Indirectly from our clients or their agents.
- Directly and indirectly from activity on our website or app
- Directly and indirectly from activity on our network of publishers
- From third-parties that interact with us in connection with the services or products we provide.

Use of Personal Information

We may use your personal information: (1) to fulfill the reason for which the information is provided; (2) to provide you with information, products or services that you request from us; (3) to provide you with email alerts, event registrations and other notices concerning our products or services, or events or news, that may be of interest to you; (4) to perform a contract; (5) to improve our website and present its contents to you; (6) for testing, research, analysis and product development; (7) to comply with law enforcement, government regulations or court orders; and (8) for any other purpose with your consent.

Disclosure of Personal Information

We may disclose personal information we collect from you: (1) to our subsidiaries and affiliates; (2) to contractors, service providers, and other third parties we use to support our business; (3) to fulfill the purpose for which you provide it; (4) to a buyer or other successor in the event of a sale or transfer of some or all of our business or assets; (5) for any other purpose disclosed by us when you provide the information; (6) to comply with any court order, law or legal process, including responding to any government or regulatory request; (7) to perform a contract; (8) if we believe disclosure is necessary or appropriate to protect the rights, property or safety of us, our clients or others; or (9) with your consent.

Your Rights

As a California resident, you have certain rights under the CCPA regarding your personal information:

- ***Access, update, and correct Personal Information***

You have the right to request access to and receive the following information about personal information we maintain about you in the preceding 12 months.

- (1) The categories of personal information we collected about you.

- (2) The categories of sources from which the personal information is collected.
- (3) The business or commercial purpose for collecting personal information.
- (4) The categories of third parties with whom we share your personal information.
- (5) The specific pieces of personal information we collected about you (*i.e.* data portability rights).
- (6) If we sold or disclosed your personal information for a business purpose, two separate lists disclosing: (i) sales, identifying the personal information categories that each category of recipient purchased; and (ii) disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

You also have the right to update and correct inaccuracies in such information.

- **Delete Personal Information**

You have the right to request that we delete any of your personal information we collected and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete your personal information from our records. We may deny your deletion request if retaining the information is necessary for us or our service providers under certain circumstances which will be explained to you at the time of the denial, if any.

- Playground XYZ does NOT sell personal information, and therefore is not required to provide an opt-out process
- We do not provide access, data portability or deletion rights for B2B personal information.

Contact Us

If you would like to exercise your rights regarding your personal information, or have any questions or comments concerning this Privacy Statement, please contact us at:

Email: privacy@playgroundyz.com

Toll free number: 18332430509

Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not: (1) Deny you goods or services; (2) Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; (3) Provide you a different level or quality of goods or services; (4) Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

Non-Personal Information

This Privacy Statement does not restrict our collection, use or disclosure of any aggregated information or information that does not identify, or cannot be reasonably linked to, any individual which is defined under the CCPA as not personal information.

Updates

We reserve the right to amend this Privacy Statement at any time and any changes to this Privacy Statement will become effective when posted on our website. We encourage you to stay informed of any changes to this Privacy Statement. You may determine the last revision date of this Privacy Statement by referring to the “Last revised” date at the bottom of this Privacy Statement. Your continued use of our website following the posting of changes constitutes your acceptance of such changes.

Last revised: December 20, 2019

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