

Hatfuls Ltd and its affiliates ("Hatfuls", "us", "our" or "we") are dedicated to protecting the privacy rights of our users ("users" or "you"). This Privacy Policy (the "Policy") describes the ways we collect, store, use, and manage the information, including personal information, that you provide or we collect in connection with our websites, including but not limiting to www.halestale.com (the "Sites") or any Hatfuls game provided on a mobile platform (for example, iOS and Android) (collectively, the "Service").

Please note that the scope of this Policy is limited to information collected or received by Hatfuls through your use of the Service.

Hatfuls is not responsible for the actions of third party people or companies, the content of their sites, the use of information you provide to them, or any products or services they may offer. Any link to those sites does not constitute our sponsorship of, or affiliation with, those people or companies.

By using the Service, you are expressing your agreement to this Policy and the processing of your data, including your personal information, in the manner provided in this Policy. If you do not agree to these terms, please do not use the Service.

Information Collection and Use

Hatfuls collects information as described below. Hatfuls primary goals in collecting and using information is to create your account, provide Services to you, improve our Service, contact you, conduct research and create reports for internal use.

iOS and Android Platforms

When you use any of the Hatfuls games or applications on a mobile platform, we may collect and record certain information such as your unique device ID (persistent / nonpersistent), hardware type, media access control ("MAC") address, international mobile equipment identity ("IMEI"), the version of your operating system ("OS"), your device name, your email address (if you have connected to Facebook or Google+), and your location (based on your Internet Protocol ("IP") address). This information is useful to us for troubleshooting and helps us understand usage trends.

We may collect your location based information for the purpose of providing you with the correct version of the application and so you may interact with other users of the game. We will not share this information with any third party without your permission. If you no longer wish to allow us to track or use this information, you may turn it off at the device level. Please note, the application may not work properly if we are unable to tell where you are coming from (Country specific).

In addition, we create a unique user ID to track your use of our Service. This unique user ID is stored in connection with your profile information to track the Hatfuls games you are playing.

Invite a Friend

Hatfuls may offer you the opportunity to invite your contacts from a SN Service (such as your Facebook friends) so that those contacts can be located in Hatfuls games and/or you can invite them to join you in Hatfuls games. Such contact information will be used only for the purpose of sending communications to the addressee. You or the third party may contact us at matias.tuomela@hatfuls.net to request the removal of this information from our database to the extent Hatfuls stores any of this information.

Customer Service

We may collect your email address when you contact our customer service group and we may use that email address to contact you about your gaming experience with Hatfuls games and notify you

about company news and promotions. If you no longer wish to receive certain email notifications you may opt-out at any time by following the unsubscribe link located at the bottom of each communication or by emailing us at matias.tuomela@hatfuls.net

Push Notifications

We may occasionally send you push notifications through our mobile applications to send you game updates, high scores and other service related notifications that may be of importance to you. You may at any time opt-out from receiving these types of communications by turning them off at the device level through your settings.

Game Data Collection

Whenever you play our games, we collect data about all of your interactions with the game and with the other players inside the game via server log files. This information may be associated with your player ID, IP address or device ID for the purpose of providing you our Services and improving them. This data is stored within Amazon Web Services. With your permission, we will also collect your exact location so that we are able to match you with other players in your area.

Mobile Analytics

We use mobile analytics software to allow us to better understand the functionality of our Mobile Software on your device. This software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from. We do not link the information we store within the analytics software to any personal information you submit within the mobile application.

Third Party Services

Our services may contain third party tracking tools from our service providers. Such third parties may use cookies, APIs, and SDKs in our services to enable them to collect and analyze user information on our behalf. The third parties may have access to information such as your device identifier, MAC address, IMEI, locale (specific location where a given language is spoken), geolocation information, and IP address for the purpose of providing their services under their respective privacy policies. Our privacy policy does not cover the use of tracking tools from third parties. We do not have access or control over these third parties.

Ad Networks

We may feature advertising within our Service. The advertisers may collect and use information about you, such as your Service session activity, device identifier, MAC address, IMEI, geolocation information and IP address. They may use this information to provide advertisements of interest to you. Please refer to our list of partners within the Services and for more information on how to opt out at: <http://www.Hatfuls.net/partner-opt-out>. In addition, you may see our games advertised in other services. After clicking on one of these advertisements and installing our game, you will become a user of our Service. In order to verify the installs, a device identifier may be shared with the advertiser.

How We Use Information

We use information collected through our Service for purposes described in this Policy or disclosed to you in connection with our Service. For example, we may use your information to:

- create game accounts and allow users to play our games;
- identify and suggest connections with other Hatfuls users;
- operate and improve our Service;
- understand you and your preferences to enhance your experience and enjoyment using our Service;
- respond to your comments and questions and provide customer service;
- provide and deliver products and services you request;
- send you related information, including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages;
- communicate with you about promotions, rewards,

upcoming events, and other news about products and services offered by Hatfuls and our selected partners; • enable you to communicate with other users; and • link or combine it with other information we get from third parties, to help understand your preferences and provide you with better services.

Disclosure of Your information

Hatfuls does not share your personal information except as approved by you or as described below: With your consent, for example, when you agree to our sharing your information with other third parties for their own marketing purposes subject to their separate privacy policies. If you no longer wish to allow us to share your information with third parties, please contact us at matias.tuomela@hatfuls.net. If you no longer wish to receive such communications from third parties, please contact that third party directly. Hatfuls may engage other companies and individuals to perform services on our behalf. Example of these services include analyzing data and providing customer support. These agents and service providers may have access to your personal information in connection with the performance of services for Hatfuls We may release your information as permitted by law, such as to comply with a subpoena, or when we believe that release is appropriate to comply with the law; investigate fraud, respond to a government request, enforce or apply our rights; or protect the rights, property, or safety of us or our users, or others. This includes exchanging information with other companies and organizations for fraud protection. Hatfuls may share your information in connection with any merger, sale of our assets, or a financing or acquisition of all or a portion of our business to another company. You will be notified via email and/or notice on our site of any change in ownership or users of your personal information. We may share aggregate or anonymous information about you with advertisers, publishers, business partners, sponsors, and other third parties.

Changes to the Policy

We may update this privacy policy to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

Security

Hatfuls takes reasonable measures to protect your information from unauthorized access or against loss, misuse or alteration by third parties. Although we make good faith efforts to store the information collected on the Service in a secure operating environment that is not available to the public, we cannot guarantee the absolute security of that information during its transmission or its storage on our systems. Further, while we attempt to ensure the integrity and security of our network and systems, we cannot guarantee that our security measures will prevent third-party "hackers" from illegally obtaining access to this information. We do not warrant or represent that your information will be protected against, loss, misuse, or alteration by third parties. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security.

Access to Personal Information

If your personal information changes, or if you no longer desire our service, you may correct, update, or delete inaccuracies by making the change within your account settings or by contacting us at matias.tuomela@hatfuls.net. We will respond to your access request within 30 days.

Data Retention

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services, contact us at matias.tuomela@hatfuls.net. We will retain and use your

information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.