

Malakai World Privacy Policy
Last Modified: May 6, 2019

Welcome to the Malakai Publishing Limited ("Company" or "we") web site, related mobile application ("App") and any other online services or properties owned or controlled by the Company (collectively, "Malakai World"). The Company values the privacy of its Users. We know you care about how information is collected about you on the Internet and via mobile devices and we believe it is important for you to understand how we use, collect, and protect information that we obtain about you from your use of and interactions with Malakai World.

This Privacy Policy is incorporated by reference into and made a part of the Company End User License Agreement and Terms of Service (the "Terms"). Capitalized terms used in this Privacy Policy will have the meanings set forth in this Privacy Policy, the Terms or the Terms for Including Contents for Monetized Assets ("Monetization Terms").

This Privacy Policy explains how we:

Collect,
Use, and
Disclose

information we gather from you, how we use that information, and when and under what conditions we will disclose that information.

By using Malakai World (whether or not you are a registered User), you expressly consent to the information handling practices described in this Privacy Policy. If you do not want information about you to be used in the manner set forth in this Privacy Policy, then you should not use Malakai World.

"Personal Information" means information that alone or when in combination with other information may be used to readily identify, contact, or locate you, such as: name, address, email address, or phone number. We do not consider Personal Information to include information that has been anonymized so that it does not allow a third party to easily identify a specific individual.

By using Malakai World, you authorize the Company to gather, parse, and retain data related to the operation of Malakai World and collect, use and disclose information as described in this Privacy Policy.

1. THE INFORMATION THE COMPANY COLLECTS:

The Company collects Personal Information:
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1. when you register;
2. during use; and
3. when you communicate with us.

Malakai World also collects information, such as anonymous usage statistics, by using cookies, server logs, and other similar technology as you use Malakai World.

- a) **Personal Information Collection.** You must register an account with us to Post Content to Malakai World. During registration, you may disclose Personal Information, such as a user name, e-mail address, personal website, and photograph.
- b) **Using Malakai World.** Malakai World also collects information from you if you are a Contributing User. For example, if you contribute an Asset that is used in a Monetization and are entitled to a share of the Contributing Users' Revenue Pool, then we may need to obtain additional information from you, such as your taxpayer identification number, in order to pay you a share of Revenues.
- c) **Making Payments.** When you make purchases through the store on Malakai World, you may need to provide Personal Information to our third-party service providers, such as your name, billing address, and credit card number.
- d) **Customer Support.** We may collect Personal Information through your communications with our customer support team.
- e) **Cookies, Automatic Data Collection, and Related Technologies.** Malakai World collects and stores information that is generated automatically as you use it, including your preferences and anonymous usage statistics.

When you use Malakai World, we and our third-party service providers, including analytic service providers, receive and record information on our server logs from your browser, including your IP address, and from cookies and similar technology. Cookies are small text files placed in a user's computer browser to store the user's preferences. Most browsers allow you to block and delete cookies. However, if you do that, then Malakai World may not work properly. You can usually find out information about how to delete cookies on your browser through a "help" menu.

- f) **Analytics Services.** We use third-party tools to collect and aggregate anonymous information about how users interact with Malakai World by their use of cookies, web beacons, and other technologies, and we use this aggregated information to adapt, modify and/or improve Malakai World for the benefit of our users. If you do not wish to have these tools collect anonymous information about your activities on Malakai World, then you should not use Malakai World.

2. THE WAY THE COMPANY USES INFORMATION:

The Company uses the information it collects through Malakai World, including Personal Information, to:

1. analyze usage of Malakai World;
2. facilitate and improve Malakai World; and
3. communicate with you, including for the purposes of distributing Profits.

- a) **Analysis.** We collect information on the usage of Malakai World to study the way in which Users engage with Assets, the store on Malakai World, and other functionalities of Malakai World. For example, we may monitor engagement by category of Asset, the most prolific Users, popular Forum topics, and the like.
- b) **Improvements.** We use information about Users of Malakai World to facilitate the offerings and operations of Malakai World and to improve Malakai World. This could include offering new functionalities, changing the User experience, and updating functionalities.
- c) **Communication.** We may send e-mail to the e-mail address you provide if you become a registered User in order to verify your account, to communicate with you about an Asset, solicited or commissioned project, purchase or other engagement with Malakai World. We may also communicate with you for account management, customer service or system maintenance purposes. We may also communicate with you regarding changes to Malakai World functionality, our Terms, the Monetization Terms, the Privacy Policy, allocations of Contributing Users' Revenue Pools, distributions or delays in distributions of Revenues, and the like. By using Malakai World, you hereby agree to accept communications from us, including via e-mail.

3. WHEN THE COMPANY DISCLOSES INFORMATION:

The Company may share your information, including Personal Information:

- 1) to our employees, contractors, and advisors;
- 2) with third-party service providers;
- 3) to comply with legal obligations;
- 4) to protect and defend our rights and property or the safety of other Users; and with your permission.

- a) **Internal Disclosures.** The Company relies upon its employees, directors, and advisors for the operation of Malakai World. Those individuals with a need to know for the purposes of providing their services to the Company may have access to aggregated and Personal Information. These individuals may only use User information for the purposes of providing services to the Company and for no other purpose.
- b) **Aggregated Information.** The Company discloses automatically collected and other aggregate, non-personally identifiable information with third parties for understanding the usage, viewing, and demographic patterns for certain programs, content, and services of Malakai World. We may use such aggregate information to help us monetize an Asset or for other purposes.
- c) **We Use Vendors and Service Providers.** We may share any information we receive with vendors and service providers retained in connection with the provision of Malakai World. This means that third parties that we rely upon for the operation, maintenance, and improvement of Malakai World may have access to User information, including Personal Information. These third parties may only use User information for the purposes of providing services to the Company and for no other purpose.
- d) **Displaying to Other Users.** When you Post content to Malakai World, including Assets and comments, certain Personal Information about you, such as your user name, identifying photo, and Profile Content may – and likely will be – displayed on Malakai World. Other more sensitive Personal Information, such as your postal address, e-mail address, phone number, or any taxpayer identification information, will NOT be displayed on Malakai World. Other Users of Malakai World, including Users who come to Malakai World via a link posted on a third-party website, including Third Party Sites, will have access to the publicly displayed information. We are not responsible for privacy practices of the other Users who will view and use the posted information you choose to make available on or through Malakai World. You should therefore be mindful of these types of disclosures when selecting a User name or choosing the photograph to use with your account.
- e) **Contributing Users' Revenue Pools.** If you are a Contributing User and an Asset you have Posted to Malakai World is included within a Monetization, then we will post your User name, your Contributing User's Share, and the amount of money due you when making disclosures about Monetizations, whether for the purposes of establishing the Contributing User's Shares in the Contributing Users' Revenue Pool or when documenting allocations of the Contributing Users' Revenue Pool. If you associate other information with your User name on Malakai World, then

people reviewing the Contributing User's Shares for a Monetization may be able to learn additional information about you beyond your User name. If you do not wish to have your User name (and any information that can be gleaned from your User name) and Contributing User's Share disclosed, then you should not contribute an Asset to Malakai World.

- f) **As Required By Law and Similar Disclosures.** We may access, preserve, and disclose your Personal Information, other account information, and content if we believe doing so is required or appropriate to: comply with law enforcement requests and legal process, such as a court order or subpoena; respond to your requests; or protect your, our or others' rights, property, interests, including with respect to intellectual property, or safety.
- g) **Merger, Sale, or Other Asset Transfers.** Although we have no present intention to sell the Company to a third party, take the Company public, go into bankruptcy or surrender control of the Company, it is always possible that future circumstances may change and result in a change in control, merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale assets, or transition of Malakai World to another provider. In such an event, your information may be sold or transferred as part of such a transaction, as permitted by law and/or contract, and you hereby authorize such transfer in the event of any of the foregoing. The use of your Personal Information following any of the foregoing events will be governed by the provisions of this Privacy Policy in effect at the time such Personal Information was collected.
- h) **With Consent.** We may also disclose your Personal Information with your permission.

4. YOUR CHOICES:

- a) **Abstaining from Disclosing Personal Information.** You may, of course, decline to share Personal Information with the Company, in which case the Company will not be able to provide to you some of the features and functionality found on Malakai World. For example, absent Personal Information, you cannot receive any share of Revenues from a Monetization.
- b) **Correcting or Deleting Personal Information.** If you register an account with the Company, then you may update, correct, or delete your profile information and preferences at any time by emailing us at support@malakai.world.

5. THIRD-PARTY ADVERTISERS, LINKS TO OTHER SITES:

Certain portions of Malakai World may be linked to Internet websites operated by other companies. Some of these websites may be co-branded with our name or logo, even though they are not operated or maintained by us. You should consult the respective privacy policies of these Third Party Sites. The Company's Privacy Policy does not apply to, and we cannot control the activities of, such Third Party Sites. Please be aware that the Company does not warn you when you have chosen to link through to another website from Malakai World.

6. OUR COMMITMENT TO CHILDREN'S PRIVACY:

We do not knowingly collect information from children under 13 and we do not want it. We will take steps to delete it if we learn we have collected it.

We do not knowingly collect, maintain, or use Personal Information from children under 13 years of age, and no part of Malakai World is directed to children under the age of 13. If you learn that your child has provided us with Personal Information without your consent, then you may alert us at support@malakai.world. If we learn that we have collected any Personal Information from children under 13, then we will promptly take steps to delete such information and terminate the child's account.

7. SECURITY OF YOUR INFORMATION:

Unfortunately, the Internet cannot be guaranteed to be 100% secure, and we cannot ensure or warrant the security of any information you provide to the Company, including your Personal Information. We do not accept liability for unintentional disclosure. Do not share any information on or through Malakai World if you are concerned about the unauthorized access to such information by a third party.

By using Malakai World or providing Personal Information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of Malakai World. If we learn of a security system's breach, then we may attempt to notify you electronically by posting a notice on Malakai World or sending an email to you. You may have a legal right to receive this notice in writing. To receive free written notice of a security breach (or to withdraw your consent from receiving electronic notice), please notify us at support@malakai.world.

8. INTERNATIONAL USERS:

By using Malakai World, you will transfer data to the United Kingdom.

By choosing to visit Malakai World or otherwise provide information to the Company, you agree that any dispute over privacy or the terms contained in this Privacy Policy will be governed by the laws of the United Kingdom and the dispute resolution provisions set forth in the Terms.

If you are visiting from the European Union or other regions with laws governing data collection and use, then please note that you are agreeing to the transfer of your information to the United Kingdom and processing globally. By providing your information you consent to any transfer and processing in accordance with this Privacy Policy.

If you wish to withdraw your consent for the use and sharing of your Personal Information pursuant to this Privacy Policy, then you will need to terminate your account and cease all use of Malakai World. You can deactivate your account by sending an e-mail to support@malakai.world.

9. CHANGES TO OUR PRIVACY POLICY AND PRACTICES:

We may revise this Privacy Policy, so review it periodically.

- a) **Posting of Revised Privacy Policy.** We will post any adjustments to the Privacy Policy on Malakai World, and the revised version will be effective when it is posted unless otherwise specified as set forth at the top of this Privacy Policy. If you are concerned about how your information is used, then bookmark this page and read this Privacy Policy periodically. This may mean checking the provisions of this Privacy Policy each time you Post a new Asset.

You are responsible for ensuring your continued acceptance of this Privacy Policy, and your continued use of Malakai World following a change in the Privacy Policy will subject your use of Malakai World following any such change to the new provisions of this Privacy Policy.

- b) **New Uses of Personal Information.** From time-to-time, we may desire to use Personal Information for uses not previously disclosed in our Privacy Policy. If our practices change regarding previously collected Personal Information in a way that would be materially less restrictive than stated in the version of this Privacy Policy in effect at the time we collected the information, then we will make reasonable efforts to provide notice and obtain consent to any such uses as may be required by law.

10. THE COMPANY'S CONTACT INFORMATION:

Please contact the Company with any questions, suggestions or comments about this Privacy Policy, your personal information, our third-party disclosure practices, your consent choices, Malakai World or any other topic by email at support@malakai.world or by mail at:

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