

Confidential Communication
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PRIVACY POLICY
IRONSOURCE APPCLOUD
Last updated: [REDACTED], 2015

This Privacy Policy (the “Privacy Policy”) describes how ironSource Ltd. (“ironSource” or “we”, “us”, “our”) collects, uses and/or shares information we obtain from end users (“you” or “your”) if you use our ironSource AppCloud service (the “Services” or “ironSource AppCloud”).

We may need to change this Privacy Policy from time to time in order to address new issues and to reflect changes to the Services or the applicable law. We reserve the right to revise or make any changes to this Privacy Policy in our sole discretion, and your continual use of the Services subsequent to any changes to this Privacy Policy shall conclusively mean that you accept such changes. We will post the most up-to-date version of this Policy on [insert link]. You can tell when this Privacy Policy has been updated by checking the “Last Updated” date posted on the top of this page.

BY ACCESSING AND/OR USING THE SERVICES, YOU CONSENT TO OUR USE OF ANY INFORMATION THAT YOU PROVIDE TO US OR THAT WE COLLECT FROM YOU IN ACCORDANCE WITH THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, DO NOT ACCESS AND/OR USE THE SERVICES.

1. **CHILDREN’S PRIVACY POLICY.** The Services are not directed to children under the age of 13 and children under the age of 13 should not use any portion of the Services. ironSource does not knowingly collect or maintain personal information from children under the age of 13 and if we become aware that a child under that age has provided us with personal information, we take steps to remove such information from our servers.
2. **INFORMATION WE COLLECT AND USE.** We may collect information about your device such as the computer operating system and the language of the operating system, your device manufacturer, the SKU number of your device as provided by the manufacturer, IP address and hardware profile. In addition, we also collect data regarding your use of our Services. We use Local Storage to help us optimize the Service for you and to be able to know which apps are installed on your device (“Installed Apps”). We do not store such Installed Apps information on our server, but only in the Local Storage. With “Local Storage” we can store data locally within your ironSource AppCloud application, such as the ironSource AppCloud’s configuration, settings and state and the Installed Apps. Information we gather may be used to provide you with better service and with app recommendations that we believe may be of interest to you. We may also use data for purposes that include analytics, product enhancements, new development and to provide our Services. We may collect your email address when you send us emails. We use this information solely to respond to your requests.
3. **THIRD PARTY APPS.** The Services may link to other websites and/or apps. Please be advised that we are not responsible for the privacy practices of such other websites or apps as those may have different privacy policies and terms of use and are not associated with us. You agree that we cannot control these websites and/or apps and we shall not be responsible for any use of such websites and/or apps. We recommend that you review the privacy policies of other websites or apps that you use. We may share statistical information we collect with third party apps or websites.
4. **CORPORATE AFFILIATES.** We may share the information we collect with our corporate affiliates, in order to provide their services or features to you.
5. **SERVICE PROVIDERS.** We may employ third parties to provide us with services, such as maintenance, analysis, audit, and development with respect to the Services. We currently use (i) Google Analytics. You can review Google’s privacy Policy here: <https://www.google.com/intl/en/policies/privacy/>; (ii) Amazon Web Services, Inc. You can review Amazon’s privacy Policy here: <https://aws.amazon.com/privacy/>.
6. **INFORMATION SHARING AND DISCLOSURE.** We may share the information we collect with our business partners. We may also share your information in the event that we believe disclosure is permitted by law or is

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reasonably necessary to: (i) comply with the law, a legal requirement or process, including without limitation, subpoenas, court orders, or other compulsory disclosures, or to establish, maintain or exercise our legal rights; (ii) enforce this Privacy Policy; (iii) investigate, prevent, or take action regarding suspected or actual illegal activities or violation of third party rights; or (iv) protect our rights. In addition, in the event that we undergo a bankruptcy, merger, acquisition, reorganization or sale of assets, your information may be one of the assets sold or transferred.

7. **SECURITY.** We have implemented security safeguards designed to help protect your information. Nevertheless, as the Internet is not a 100% secure environment, we cannot guarantee the security of any information that you transmit to us. There is no guarantee that information on our servers may not be accessed, disclosed, altered, or destroyed by breach of our safeguards.
8. **CONTACT INFORMATION.** If you have any questions or comments about this Privacy Policy, please contact us at [\[REDACTED\]](#). You agree that we may keep record of your correspondence to us and we may use any information you provide to improve the Services or otherwise, consistent with this Privacy Policy