

PRIVACY POLICY 17 March 2015

The website, mobile site, mobile platform and wapsite (the "Sites") are owned and operated by Provider ("we," "our" or "us"). By using the Sites and the Service (defined below), you agree to the collection and use of your information by us in accordance with this Privacy Policy. If you do not agree with this Privacy Policy, then please do not use the services we supply via the internet, the Sites or our online and mobile entertainment and information short messaging services (the "Service"). This Privacy Policy is applicable to use of the Sites and the Service, including but not limited to, new services, or expansions or improvements of the Service.

Our Sites may, from time to time, contain links to and from websites not controlled or operated by us. For example, websites belonging to our partners, advertisers or affiliates ("Third Party Sites").

Please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these Third Party Sites. Please check these policies before you submit any personal data to these websites.

Changes to the Privacy Policy

We reserve the right to change the terms of this Privacy Policy. Since any changes will be posted on this page, we encourage you to check this page regularly. Your continued use of the Sites and/or the Service following any changes to this Privacy Policy will constitute your acceptance of such changes.

Information We Collect

When you participate in, access or sign up to any Services or create an account online we collect and process the following types of information: "personal information" (i.e. information that could be used to contact you, such as full name, postal address, phone number, e-mail address, date of birth, MSISDN (mobile station integrated services digital network number), "financial information" (i.e. credit card numbers, bank account information or passwords) and/or "demographic and usage information" (i.e. information that you submit, or that we collect, that is neither personal information nor financial information but necessary for the proper functioning and billing of our Service, such as the date regarding the start and end and the extent of your usage of the Service, the type of browser you are using, web browsing patterns and IP address), in connection with the Service (collectively "Information").

We will only keep Information for as long necessary and for the purpose for which the Information was collected. If you terminate your subscription we will delete your Information no later than six months after termination. However, we may store the Information beyond this date if that is required by law or regulation.

How We Use Your Information.

We will use your Information to deliver the Service and for customer service, to respond to your requests, process your transactions for the Service, and send you information about Service benefits, improvements and promotions. We may use Information to improve the content and navigation of our Sites, or for other internal purposes.

We may use your Information to contact you about programs, products, features or services in which we believe you may be interested, you may opt-out of receiving such information at any time as indicated. Sometimes, third party partners will want to send you information about products and

services, but will only do so if you have agreed to receive them by opting-in where indicated.

From time to time we may also collect Information for a purpose not stated within this Privacy Policy, we will inform you of this purpose prior to or when we are collecting this Information.

We also may use your Information to advise you of changes to our Privacy Policy, General Terms and Conditions, Specific Terms and Conditions, or other policies or terms that affect you and your use of our Sites and/or Services.

We use aggregated data which contains non-personally identifiable information (“Data”) for internal purposes and to help us administer the Service and interact with visitors to the Sites. We may also pass data to our partners to assist us to illustrate trends and patterns. We may also use data to personalize and customize the content of the Service for you and send you targeted ads based on keyword searches. We may also combine Information with information collected by third parties (for example advertisers or reputable data sources or publicly available information).

We may pass on your Information, to your carrier, service provider or other third party to secure the collection of fees, process transactions or for any other purpose, including but not limited to, providing the Service or features of the Service.

We may use third party contractors to help us operate our business, the Service and administer activities on our behalf, such as authorization of mobile telephone bill transactions, and may share your Information with these contractors for those limited purposes.

If Provider is sold to, or merges with, another company, or becomes insolvent, some or all of the information collected from you may be transferred to a third party as a result of the transfer of assets or insolvency event. We may also disclose your information when we determine it is necessary to comply with applicable laws or protect the interests or safety of Provider or users of the Service.

Cookies

To enhance your experience with our website, we may use cookies on the website. Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your Web browser to enable our systems to recognize your browser and to provide features. Cookies, by themselves, do not contain personally identifiable information. Information may be linked to the data stored in a cookie.

We may use cookies to understand usage and to improve the content and offerings on our Sites or Services. For example, we may use cookies to personalize your experience (e.g., to recognize you when you return to our Site). You may adjust your browser to reject cookies from us or from any other web- or wapsite. Please consult the Help section of your browser for more information. However, certain areas of our Sites can be accessed only in conjunction with cookies or similar devices and you should be aware that disabling cookies or similar devices might prevent you from accessing some of our content.

Children

Neither the Service nor the Sites are intended for use by children. We will not knowingly collect any personally identifiable information submitted by users who have not reached the age as described in the [Specific Terms](#).

Security

Protecting your Information is important to us. We use the industry standard technology to protect the security of your Information. Unfortunately, no data transmission over the Internet and via mobile communications networks can be guaranteed to be 100% secure. As a result, while we are committed to protecting your Information, we cannot ensure or warrant the security of any Information you transmit to or through us.

Accessing Your Information

Under the Data Protection Act you have the right to request a copy of the personal information we hold about you. We will use reasonable efforts to supply, correct or delete personal information about you on our files.

You are also entitled to request we delete information held about you or to opt-out of receiving marketing communications. You can send an [e-mail](#) call us at the telephone number, which you can find in the [Specific Terms](#), stating if you want your information removed from our database or, to opt-out of receiving future communications.

Please contact any third party sites directly if you wish for them to delete Information they hold about you or to opt-out of receiving marketing communications.

Contact Us

Please [contact us](#) with any questions or comments regarding our privacy policy. This Privacy Policy was updated in March 2015.