

Privacy Policy

Your Privacy: An Overview

This privacy policy (the “Privacy Policy“) sets out the privacy policies and practices for PLAY YOUR PRICE, INC (“PLAY YOUR PRICE“) with respect to how PLAY YOUR PRICE collects your personal information. It also describes how PLAY YOUR PRICE maintains, uses, and discloses personal information. This Privacy Policy applies to information collected from you by PLAY YOUR PRICE via the PLAY YOUR PRICE website (the “Site“). This Privacy Policy also sets out how you can access certain information that PLAY YOUR PRICE may collect about you. In this Privacy Policy, “personal information” means information about an individual whose identity is apparent or can be reasonably ascertained from the information, as further defined under applicable privacy laws. **

Consent

BY ACCESSING, VIEWING AND/OR USING THE SITE AND/OR SUBMITTING PERSONAL INFORMATION TO PLAY YOUR PRICE, YOU CONSENT TO PLAY YOUR PRICE'S COLLECTION OF PERSONAL INFORMATION FROM YOU, AND TO THE USE, DISCLOSURE AND TRANSFER OF YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY AND AS PERMITTED OR REQUIRED BY LAW. Subject to legal and contractual requirements, you may refuse or withdraw your consent to certain of the authorized uses of your personal information at any time by contacting PLAY YOUR PRICE in the manner provided below. If you refuse or withdraw your consent, you acknowledge that PLAY YOUR PRICE may not be able to provide you or continue to provide you with certain services or information that may be of value to you.

Collection of Personal Information

PLAY YOUR PRICE collects several different types of information from users of the Site, which PLAY YOUR PRICE may use for various purposes as outlined below (including to improve the Site and your experience in using the Site).

- Personally-Identifiable Information: PLAY YOUR PRICE may ask you to provide information that can be used to identify or contact you, including, without limitation:
 - Name
 - Email address
 - Phone number
 - Street Address
 - City, State/Province and ZIP/Postal code
- Usage Data: We may also collect information as to how the Site is accessed and used. This data may include your computer's Internet Protocol (IP) address, browser type, browser version, the pages of the Site that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.
- Cookies and Tracking Data: We use cookies and similar tracking technologies to track the activity on our Site and hold certain information. Cookies are files with small amount of

data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze the Site. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of the Site.

PLAY YOUR PRICE's Use of Personal Information

PLAY YOUR PRICE may use personal information collected from you, separately or in combination with other information lawfully collected by PLAY YOUR PRICE, for the following purposes:

- To provide access to the Site
- To maintain the Site (including to diagnose problems with the Site)
- To notify you about changes to the Site
- To allow you to participate in interactive features of our Site when you choose to do so
- To provide customer care and support
- To provide analysis or valuable information so that we can improve the Site
- To monitor the usage of the Site
- To detect, prevent and address technical issues
- To identify you when PLAY YOUR PRICE believes it is necessary to enforce compliance with this Privacy Policy or the Terms of Use

Transfer and Maintenance of Personal Information

Your personal information may be transferred to and/or maintained on computers located outside the state, province, country or other governmental jurisdiction where you are located; and the data protection laws in that jurisdiction may be different than the data protection laws in where you are located. If you are located outside the United States and choose to provide information to PLAY YOUR PRICE, please note that we will transfer and maintain your information in the United States.

Disclosure of Personal Information

PLAY YOUR PRICE may disclose your personal information if, in PLAY YOUR PRICE's good faith judgment, disclosure is necessary in order to:

- Comply with a legal obligation
- Protect PLAY YOUR PRICE's rights or property
- Prevent or investigate possible wrongdoing in connection with the Site
- Protect the personal safety of users of the Site or the public
- Defend PLAY YOUR PRICE against possible legal liability

PLAY YOUR PRICE may also disclose and/or transfer your personal information in connection with the purchase, sale, merger or any other type of acquisition, disposal, securitization or financing involving PLAY YOUR PRICE, including, without limitation, to legal, financial, insurance, or other advisors.

Security Of Personal Information

The security of your personal information is important to PLAY YOUR PRICE. However, no method of transmission over the Internet, or method of electronic storage is 100% secure. While

we strive to use commercially acceptable means to protect your personal information, we cannot and do not guarantee its absolute security.

Site Providers

We may engage and/or use third parties (“Site Providers”) to host, provide, facilitate and/or administer the Site on our behalf, to monitor and analyze the use of the Site and/or to perform other Site-related services. The Site Providers have access to your personal information, but only to perform these tasks on our behalf, and they are obligated not to disclose or use it for any other purpose.

Without limiting the foregoing, we use Google Analytics to monitor and analyze the use of the Site. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Site. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having made your activity on the Site available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the [Google Privacy & Terms web page](#).

Links To Other Websites

Please note that the Site may contain links to third party websites that are not controlled or operated by PLAY YOUR PRICE. This Privacy Policy does not apply to such third party websites, and PLAY YOUR PRICE is not responsible for the content of such third party websites or the privacy practices of the third parties who operate them. For that reason, PLAY YOUR PRICE encourages you to request and review the privacy policies applicable to any third party websites before you disclose your personal information to those third parties or when visiting such third party websites.

Children's Privacy

PLAY YOUR PRICE recognizes the privacy interests of children and PLAY YOUR PRICE encourages parents and guardians to take an active role in their children’s online activities and interests. The Site is not intended for children under the age of 18. Moreover, PLAY YOUR PRICE does not target its services or the Site to children under the age of 18; and PLAY YOUR PRICE does not knowingly collect personal information from children under the age of 18.

Changes To This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. We will let you know via email and/or a prominent notice on the Site prior to the change becoming effective and update the "effective date" at the bottom of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Defined Terms

Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in PLAY YOUR PRICE’s Terms of Use

Questions and Comments

PLAY YOUR PRICE welcomes questions and comments about this Privacy Policy. Please feel free to contact us via email at admin@playyourprice.com

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