

Privacy Policy

by UNICEF Bangladesh

Last Update: 19th April, 2020

UNICEF Bangladesh (“**UNICEF Bangladesh**”) has adopted this privacy policy (“**Privacy Policy**”) to explain how UNICEF Bangladesh collects, stores, and uses the information collected from games and apps.

Should you have any questions relating to this Privacy Policy, please contact us at unicefdhaka@gmail.com or alternatively at UNICEF Bangladesh, Third to Sixth Floors, 1 Minto Road, Dhaka, Bangladesh.

By installing, using, registering to or otherwise accessing the services, you agree to this Privacy Policy and give an explicit and informed consent to the process, use and disclosure of your personal data in accordance with this Privacy Policy. If you do not agree to this Privacy Policy, please do not install, use, register to or otherwise access the services. UNICEF Bangladesh reserves the right to modify this Privacy Policy at reasonable times, so please review it frequently. Your continued use of services will signify your acceptance of the changes to this Privacy Policy.

1. Non-personal data

For purposes of this Privacy Policy, “non-personal data” means information that does not directly identify you. Additionally, non-personal data means “aggregate” and “de- personalized” information from which any personally identifiable data has been removed.

UNICEF Bangladesh may use tools or third party analytical software to automatically collect and use certain non-personal data

that does not directly enable UNICEF Bangladesh to identify you. The types of non-personal data UNICEF Bangladesh may collect and use include, but are not limited to: (i) device properties, including, but not limited to IP address, Media Access Control (“MAC”) address and unique device identifier or other persistent or non-persistent device identifier (“Device ID”); (ii) device software platform and firmware; (iii) mobile phone carrier; (iv) geographical data such as zip code, area code and coarse location; (v) game/app progress, time used playing, score and achievements; (vi) other non-personal data as reasonably required by UNICEF Bangladesh to enhance game/app quality.

UNICEF Bangladesh may use and disclose to UNICEF Bangladesh’ partners and contractors the collected non-personal data for purposes of analyzing usage of the Services, advertisement serving, managing and providing the Services and to further develop the Services and other UNICEF Bangladesh’ services and products.

You recognize and agree that the analytics companies utilized by UNICEF Bangladesh may combine the information collected with other information they have independently collected from other services or products relating to your activities. These companies collect and use information under their own privacy policies.

UNICEF Bangladesh may supplement your personal and non-personal data with data received from third parties in connection with demographic, advertisement, market and other analytics surveys or services.

If you require a complete list of third-party analytics tools then get in touch with us at **unicefdhaka@gmail.com**

2. Data Retention and Correctness

UNICEF Bangladesh retains the data collected pursuant to this Privacy Policy for the period necessary to fulfill the purposes

outlined in this Privacy Policy unless a longer retention period is required or permitted by law. Thereafter if the collected data is no longer needed for purposes specified in this Privacy Policy, UNICEF Bangladesh deletes all aforementioned data in its possession within a reasonable timeframe. UNICEF Bangladesh does not verify the correctness of personal data.

Irrespective of the above, UNICEF Bangladesh may still retain some of the data to the extent such retention is necessary to resolve disputes, enforce UNICEF Bangladesh user agreements, and comply with technical and legal requirements and constraints related to the security, integrity and operation of Services.

3. Third Party Terms and Conditions

Please note that your access to and use of the Services may be subject to certain third party terms and conditions and privacy policies, including but not limited to application stores (such as Apple iTunes or Google Play), map data providers, mobile software platforms, on-line gaming platforms, social networking services (such as Facebook and Google+) and payment providers. You recognize and agree that UNICEF Bangladesh is not liable for any such third party terms and conditions and their use of your personal data.

UNICEF Bangladesh may in its discretion make available links through advertisements or otherwise enable you to access third party products or services. Please note that, while using such products or services, you are using products or services developed and administered by people or companies not affiliated with or controlled by UNICEF Bangladesh. UNICEF Bangladesh is not responsible for the actions of those people or companies, the content of their products or services, the use of information you provide to them, or any products or services they may offer. The fact that UNICEF Bangladesh is linking to those products or services does not constitute our sponsorship of, or affiliation with,

those people or companies.

4. Safeguards

UNICEF Bangladesh follows generally accepted industry standards and maintains reasonable safeguards to attempt to ensure the security, integrity and privacy of the information in UNICEF Bangladesh' possession as enabled by Common Law. Only those persons with a need to process your personal data in connection with the fulfilment of their tasks in accordance with the purposes of this Privacy Policy and for the purposes of performing technical maintenance, have access to your personal data in UNICEF Bangladesh' possession. Personal data collected by UNICEF Bangladesh is stored in secure operating environments that are not available to the public. To prevent unauthorized on-line access to personal data, UNICEF Bangladesh maintains personal data behind a firewall-protected server. However, no system can be 100% secure and there is the possibility that despite UNICEF Bangladesh' reasonable efforts, there could be unauthorized access to your personal data. By using the Services, you assume this risk.

5. Other

Please be aware of the open nature of certain social networking features of the Services UNICEF Bangladesh may make available to you. You may choose to disclose data about yourself in the course of contributing user generated content to the Services. Any data that you disclose in any of these forums, blogs, chats or the like is public information, and there is no expectation of privacy or confidentiality. UNICEF Bangladesh is not responsible for any personal data you choose to make public in any of these forums.

6. Further information

UNICEF Bangladesh regularly reviews its compliance with this

Privacy Policy. If UNICEF Bangladesh receives a formal written complaint from you regarding any and all data stored about you, UNICEF Bangladesh will attempt to contact you directly to address any of your concerns. UNICEF Bangladesh will cooperate with the appropriate governmental authorities, including data protection authorities, to resolve any complaints regarding the collection, use, transfer or disclosure of personal data that cannot be amicably resolved between you and UNICEF Bangladesh. Any dispute, controversy or claim arising out of or relating to this Privacy Policy or the breach, termination or validity thereof shall be finally settled at UNICEF Bangladesh' discretion (i) at your domicile's competent courts; or (ii) by arbitration in accordance with Common Law. The arbitration shall be conducted in Dhaka, Bangladesh in the English language. You agree that you may bring claims against UNICEF Bangladesh only in your individual capacity and not as a plaintiff or class member in any purported class or representative proceeding.

If you have any questions concerning this document, you may get in touch via **unicefdhaka@gmail.com**