

**Bitverse.com**

## **Privacy Policy**

**Date Last Modified: September 27, 2010**

Hoplon Infotainment Inc. and its subsidiaries and affiliates (“**Hoplon**,” “**we**” or “**us**”) respect your privacy and are committed to complying fully with United States laws and regulations regarding online privacy protection, and any information you provide through www.bitverse.com (the “**Site**”) will be treated in accordance with those laws and regulations and as set forth in this privacy policy (the “**Privacy Policy**”). Visitors to the Site from outside the United States are advised that this Privacy Policy is intended to meet the laws and requirements of the United States, which may not be the same as the laws and regulations of your home country.

We are providing you with this Privacy Policy in order to inform you of our policies with respect to information collected from the Site. Your use of the Site constitutes your acceptance of this Privacy Policy and your consent to the practices it describes. **IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY, PLEASE DO NOT USE THE SITE**

### **1. Automatic Collection of Anonymous Information**

Hoplon may collect information including Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks. We collect this information in the form of log files so that we can analyze trends, administer the site, track users’ movement in the aggregate, and gather broad demographic information for aggregate use. Log files are not linked to Personally Identifiable Information. Additionally, we may use a tracking utility that uses log files to analyze user movement.

### **2. Personally Identifiable Information**

Personally identifiable information is any information that concerns you individually and would permit someone to contact or identify you, for example, your name, address, telephone/fax number, financial information, tax identification number/social security number, e-mail address or any information you submit to the Site that identifies you individually (“**Personally Identifiable Information**”).

We will not collect any Personally Identifiable Information about you unless you provide it. Therefore, if you do not want Hoplon to obtain any Personally Identifiable Information about you, do not submit it.

You can visit and browse the Site without revealing Personally Identifiable Information about yourself. You may also choose to disclose Personally Identifiable Information about yourself, which may be maintained as described below. We may collect Personally Identifiable Information about you through registration forms, which may require you to provide, without limitation, your name, e-mail address, postal address, telephone number, areas of interest, product usage, financial information, and/or a unique individual password. Such forms may be

required to utilize the Bitverse Ads services provided through the Site, to enter a promotion, to become a registered user, or to request information about Hoplon and its products and services through another site.

Should you choose to communicate with Hoplon through e-mail, via the Site, by telephone, in writing, or through other means, we may collect the information in these communications, and such information may be Personally Identifiable Information.

We may also collect Personally Identifiable Information about you when you conduct transactions through the Site.

### **3. Information Use**

Hoplon may use Personally Identifiable Information collected through the Site to, among other things, respond to inquiries or comments, to verify the identity of users, to maintain or administer user accounts, to maintain the security and integrity of the Site and its data, to provide support to users, to process and facilitate transactions, including without limitation transactions between advertisers and game developers/publishers utilizing the Bitverse Ads services and system, to communicate with users regarding transactions made via the Site, to improve and personalize the Site for user preferences, to provide users with product or service updates and promotional notices, and to offer services and products of interest to users.

Hoplon uses the anonymous information collected automatically by our servers primarily to help us administer and improve our Site. We may also use aggregated anonymous information to provide information about our Site to advertisers, potential business partners and other unaffiliated entities. Again, this information is not personally identifiable.

### **4. Disclosure of Information**

From time to time, Hoplon may provide your name, address, telephone number and e-mail address to reputable companies whose products or services you may find of interest. We may use unaffiliated companies to help us maintain, operate and administer the Site or for other reasons related to the operation of our business, and those companies may receive your Personally Identifiable Information for that purpose. We may also disclose Personally Identifiable Information about you in connection with legal requirements, such as in response to an authorized subpoena, governmental request or investigation, or as otherwise permitted by law. Finally, we may sell or buy corporate assets, and in such transactions user information may be one of the transferred business assets. If Hoplon or certain of its assets are acquired, user information may be transferred.

### **5. Security**

Hoplon maintains physical, electronic, and procedural safeguards to help guard Personally Identifiable Information. If transactions are offered on the Site, transaction information is transmitted to and from the Site in encrypted form using industry-standard Secure Sockets Layer (SSL) connections to help protect such information from interception. Hoplon restricts

authorized access to your personal information to those persons who have a legitimate purpose to know that information to provide products or services to you and those persons you have authorized to have access to such information. Hoplon also has security measures in place to protect the loss, misuse, and alteration of the information under our control (e.g., verification of Site user's identity through username and password). Please be aware, however, that any e-mail or other transmission you send through the Internet cannot be completely protected against unauthorized interception.

## **6. Children's Privacy**

This Site is directed toward and designed for use by persons aged 18 or older. We do not solicit or knowingly collect Personally Identifiable Information from children under the age of 18. If we nevertheless discover that we have received Personally Identifiable Information from an individual who indicates that he or she is, or whom Hoplon otherwise has reason to believe is, under the age of 18, Hoplon will delete such information from its systems. Additionally, a child's parent or legal guardian may request that the child's information be deleted from Hoplon files by contacting us at [contact@bitverseads.com](mailto:contact@bitverseads.com).

## **7. "Cookies"**

The Hoplon server, or the servers of companies that are used to operate the Site, may place a "cookie" on your computer in order to allow you to use the Site and to personalize your experience.

A cookie can be stored by your browser on your computer's hard drive. Cookies allow us to recognize your computer while you are on the Site and help customize your online experience and make it more convenient for you. Cookies are also useful in allowing more efficient log-in for users, tracking transaction histories and preserving information between sessions. The information collected from cookies may also be used to improve the functionality of the Site and to measure traffic patterns.

Advertisers and/or other content providers that may appear on our Site may also use cookies that are not sent by us. Such advertisements or content may use cookies to help track and target the interests of users of the Site in order to present customized and personalized advertisements or other messages that the user might find interesting. Hoplon is not responsible for any such cookies. Please note that most web browser applications (such as Microsoft Internet Explorer and Mozilla Firefox) have features that can notify you when you receive a cookie or prevent cookies from being sent. If you disable cookies, however, you may not be able to use certain personalized functions of the Site.

## **8. Opt-Out**

In order to provide services to you, Hoplon may send you communications related to your transactions, security, or the administration of the Site. From time to time, Hoplon may also wish to send you other messages or updates about Hoplon, or its promotions and other activities. If you would prefer not to receive future e-mail communications from Hoplon and its affiliates,

you may click on a link if provided or you may send an e-mail containing your request to [contact@bitverseads.com](mailto:contact@bitverseads.com).

## **9. External Links**

This Privacy Policy does not extend to other sites on the Internet that are owned and operated by third party vendors, and other third parties to which we may link (“**External Sites**”). Please be aware that Hoplon is not responsible for the privacy practices or the content of External Sites. External Sites may use cookies. Hoplon encourages you to read the privacy policies provided by External Sites before you provide Personally Identifiable Information to them.

## **10. California Residents**

California Civil Code Section 1798.83 permits users who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to [contact@bitverseads.com](mailto:contact@bitverseads.com).

## **11. Severance**

If any of this Privacy Policy is determined to be illegal, invalid or otherwise unenforceable by reason of the laws of any state or country in which this Privacy Policy is intended to be effective, then to the extent and within the jurisdiction in which that term is illegal, invalid or unenforceable, it shall be severed and deleted from this Privacy Policy and the remaining terms of the Privacy Policy shall survive, remain in full force and effect, and continue to be binding and enforceable.

## **12. Governing Law/Jurisdiction**

This Privacy Policy is governed by and construed in accordance with the laws of the State of California. Any dispute between you and Hoplon regarding this Privacy Policy or the Site shall be submitted to binding arbitration. The arbitration shall be conducted in English by a neutral arbitrator appointed by the American Arbitration Association (“**AAA**”). Arbitration proceedings shall be held in San Francisco, California under the Rules of Commercial Arbitration and under the institutional supervision of AAA, and you irrevocably submit to the jurisdiction of the Federal and State courts located in California incident to any such arbitral proceeding. Witnesses and parties residing outside of the State of California may testify telephonically or via such other audio/visual means as the arbitrator approves. The arbitrator shall render the award within thirty (30) days following the commencement of the arbitration. The prevailing party shall be entitled to an award of its reasonable outside attorneys’ fees and costs. A final arbitral award against either party in any proceeding arising out of or relating to this Privacy Policy shall be binding and conclusive. The foregoing provisions shall not limit the right of either party to commence any action or proceeding to compel arbitration, to obtain injunctive relief pending the appointment of an arbitrator, or to obtain execution of any award rendered in any such action or proceeding, in any other appropriate jurisdiction or in any other manner.

### **13. Modifications of this Privacy Policy**

Hoplon shall have the right, at its sole discretion, to modify, add or remove any terms or conditions of this Privacy Policy without notice or liability to you. Any changes to this Privacy Policy shall be effective immediately following the posting of any such changes on the Site. Please review this Privacy Policy regularly to ensure you are aware of any changes made by Hoplon. Your continued use of the Site after changes are posted means you agree to be legally bound by this Privacy Policy as updated and amended.

### **14. Contacting Us**

If you have questions about this Privacy Policy, the information practices of Hoplon or your dealings with Hoplon, please contact us at [contact@bitverseads.com](mailto:contact@bitverseads.com) or through the “Contact us” section of the Site.