

# PRIVACY POLICY

**Updated January 10th, 2019**

Mammoth Media, Inc. (“Mammoth,” “we,” “us,” “our”) respects the sensitive nature of any personal information you provide to us. We have created this Privacy Policy to demonstrate our commitment to the privacy of those who use any of our applications (“Apps”) or who visit our main website at <https://mammoth.la/> or the websites for our applications (“Sites”) (The Apps and Sites are collectively referred to as “Services”). This Privacy Policy describes our online information collection, storage and disclosure practices and the choices you have regarding how your personal information is collected and used by us. By accessing and using our Services, you consent to the collection, use and disclosure of information as described in this Privacy Policy. Unless a term is defined in this Privacy Policy, all capitalized terms used in this Privacy Policy have the same meanings as in our Terms of Service. <https://mammoth.la/s/Terms.pdf>. Please make sure that you have read and understand our Terms of Service.

We reserve the right to change this Privacy Policy at any time. In the event we make material changes to this Privacy Policy, such policy will be re-posted in the “Privacy” section of our Sites and Apps with the date such modifications were made indicated on the top of the page; we may also contact you to inform you about the revisions. All changes are effective on the date listed at the top of this page and will apply to all information that we have about you no matter when collected. Your continued use after any change is posted indicates your acceptance of the changes and your continued consent to our collection and processing of your data. Because this Privacy Policy contains legal obligations we encourage you to review this Privacy Policy carefully. If you have any questions concerning this Privacy Policy or our information collection, storage and disclosure practices, please contact us at Mammoth at [hello@mammoth.la](mailto:hello@mammoth.la), or by mail at 1447 Second Street, Santa Monica, CA 90401.

## **Information We Collect & How We Use It**

### ***(a) Personal Data***

Mammoth collects certain Personal Data about you when you use our Services. “Personal Data” is information that may be used to directly or indirectly identify you, including your name, e-mail address, physical address, phone number, gender, date of birth or other information about you. The majority of such Personal Data is collected when you register with any of our Apps or Sites, make a purchase, order a subscription, create an account using login credentials from a third-party social networking service account (SNS Account), subscribe to updates, communicate with us or other users, or otherwise provide us with your contact information. Some of this Personal Data will be required if you wish to partake in certain Services that we provide.

Mammoth uses this Personal Data to: (i) enable you to use the Services or features of the Services, including Apps; (ii) guard against potential fraud; (iii) contact you if there is a problem with your account or purchase of the Services; (iv) provide answers to your inquiries or questions; and (v) maintain regular communication with you as may be necessary to inform you of offers, updates and other information regarding Mammoth and its Services.

**(b) Location Information**

When you use our Services, you also have several options for allowing an App to access information about your location (“Location Information”). Your options are (i) allowing the App to access Location Information only while using the App; (ii) allowing the App to always access Location Information, including when you are not using the App; or (iii) not allowing the App to access your Location Information. We use Location Information to allow us to personalize our Services, including providing you with features in Apps that are linked to a particular geographic area or location. For example, we may use Location Information to provide you with content unique to your general location. We may also use such information to publicize local events or customized in-application purchase opportunities, or to customize user interfaces. Finally, we may collect and store Location Information on a generalized or aggregate basis to analyze how you and other users use our Apps and to improve or personalize the Services for you.

If you do not want us to collect Location Information, you may disable that feature on your mobile device or disallow such collection when you receive an applicable push notification. Note, however, that some of our Services, including certain features of our Apps, are only available by using your Location Information.

**(c) Information Sent by Your Mobile Device**

We collect certain information that your mobile device sends when you use our Services, like a device identifier, advertising ID, user settings and the operating system of your device, as well as information about how you use our Services (e.g., which stories you have read, how long you spend reading a certain story, what website or app you were using immediately prior to accessing our App). We use this information to provide you with customized features and for general operational, administrative, advertising, analytical, research, optimization, and security purposes, but no such information will be linked with your Personal Data or be used to identify or contact you.

**(d) Cookies and Other Web Technologies**

Like many website owners and operators, we use automated data collection tools such as Cookies and Web Beacons to collect certain information.

“Cookies” are small text files that are placed on your device by a web server when you access our Services. We may use both session Cookies and persistent Cookies to identify that you’ve logged in to the Services and to tell us how and when you interact with our Services. We may also use Cookies to monitor aggregate usage and web traffic routing on our Services and to

customize and improve our Services. Unlike persistent Cookies, session Cookies are deleted when you log off from the Services and close your browser. Although most browsers automatically accept Cookies, you can change your browser options to stop automatically accepting Cookies or to prompt you before accepting Cookies. Please note, however, that if you don't accept Cookies, you may not be able to access all portions or features of the Services. Some third-party services providers that we engage (including third-party advertisers) may also place their own Cookies on your device. Note that this Privacy Policy covers only our use of Cookies and does not include use of Cookies by such third parties.

“Web Beacons” (also known as web bugs, pixel tags or clear GIFs) are tiny graphics with a unique identifier that may be included on our Services for several purposes, including to deliver or communicate with Cookies, to track and measure the performance of our Services, to monitor how many visitors view our Services, and to monitor the effectiveness of our advertising. Unlike Cookies, which are stored on the device, Web Beacons are typically embedded invisibly on web pages (or in an e-mail).

“Log Data” means certain information about how a person uses our Services, including both account holders and non-account holders (either, a “User”). Log Data may include information such as a User's Internet Protocol (IP) address, browser type, operating system, the web page that a User was visiting before accessing our Services, the pages or features of our Services to which a User browsed and the time spent on those pages or features, search terms, the links on our Services that a User clicked on and other statistics. We use Log Data to administer the Services and we analyze (and may engage third parties to analyze) Log Data to improve, customize and enhance our Services by expanding their features and functionality and tailoring them to our Users' needs and preferences. We may use a person's IP address to generate aggregate, non-identifying information about how our Services are used.

## **How and When Your Information Is Shared With Other Parties**

Mammoth does not sell, trade, share or license Personal Data about its users except as disclosed below:

### ***(a) Personal Data Shared with Our Services Providers***

We may engage third-party service providers to work with us to administer and provide the Services. These third-party service providers have access to your Personal Data only for the purpose of performing services on our behalf. We may share your Personal Data with our payment processing services providers to complete transactions that are initiated through the Services. We may also share your Personal Data with our marketing service providers to help us better market our products and services to you. These marketing service providers may use your Personal Data only for the purpose of sending you notices and information about our relevant products and services. If you don't want us to use your Personal Data for these marketing

purposes, you can opt out by contacting us at [hello@mammoth.la](mailto:hello@mammoth.la) or unsubscribing from any messages you may receive.

**(b) *Anonymized Usage Data Shared with Third Parties***

We may share anonymized or aggregated data we collect from your use of the Services, such as de-identified demographic information, de-identified location information, information about the computer or device from which you access the Services, your actions within our Apps, market trends and other data that we create based on the information we receive from you and other users during your use of our Services. We share this anonymous usage data with third parties so that they can assist us with general operational, administrative, advertising, analytical, research, optimization, and security needs, but no such information will be linked with your Personal Information or be used to identify or contact you.

**(c) *Information Shared with Web Analytics Services Providers***

Google. We use Google Analytics, a service provided by Google, Inc. (“Google”), to gather information about how users engage with our Services. For more information about Google Analytics, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You can opt out of Google’s collection and processing of data generated by your use of the Services by going to <http://tools.google.com/dlpage/gaoptout>.

Facebook. We may use certain tools offered by Facebook, Inc. (“Facebook”) that enable it to collect or receive information about actions users take on: (a) our Site and elsewhere on the internet through use of Cookies, Web Beacons and other storage technologies; or (b) our Apps and other mobile applications, in order to provide measurement services, targeted ads and other services. For more information regarding the collection and use of such information by Facebook, please see the Facebook Data Policy, available at: <https://www.facebook.com/policy.php>.

**(d) *Information Shared with Unacast***

If you allow for the collection of Location Information, Unacast may collect through our Apps certain anonymous information about you such as your device’s advertising identifier, non-precise location data, WiFi signals, horizontal accuracy, and time stamps. We do not link any of this information to any of your Personal Data or otherwise provide Unacast with any of your Personal Data. Unacast uses this information to assist us in providing location based features. Unacast also uses this information to create aggregated movement data that it shares with its customers which may be used for research purposes and to better customize display advertisements that may be served to you outside of our Services. Unacast and its customers are prohibited from collecting or using any Personal Data or any other data collected from our Apps in order to contact you directly. If you do not want Unacast to collect this information, disallow the collection of Location Information when you receive the relevant prompt or choose the necessary option in your phone’s Settings.

**(e) *Additional Sharing of Information for Legal & Security Purposes***

We may share your Personal Data with law enforcement or other government agencies as required by law or for the purposes of limiting fraud. We reserve the right to disclose your Personal Data when we believe that disclosure is necessary to protect our rights or to comply with a judicial proceeding, court order or legal process. We further reserve the right to disclose any of your Personal Data that we believe, in good faith, appropriate or necessary to take precautions against liability, to investigate and defend against any third-party claims or allegations, to assist government enforcement agencies, to protect the security or integrity of the Site or our services, or to protect the rights, property or personal safety of Mammoth, its users, issuers, or others.

**(f) *Information Disclosed in Connection with Business Transactions***

Information that we collect from our users, including Personal Data, is considered to be a business asset. Thus, if we are acquired by a third party as a result of a transaction such as a merger, acquisition or asset sale or if our assets are acquired by a third party in the event we go out of business or enter bankruptcy, some or all of our assets, including your Personal Data, may be disclosed or transferred to a third party acquirer in connection with the transaction.

**Notifications and Communications from Our Website/Opt-Out Rights**

**(a) *Marketing Communications***

We will send you email notifications and free newsletters from time to time. Some notifications are marketing communications relating to us and our Services. You may “opt-out” from receiving such communications either through your account or by following the “Unsubscribe” instructions provided in the e-mail you provide.

**(b) *Legal or Security Communications***

We also send out notices that are required for legal or security purposes. For example, certain notifications are sent for your own protection. In other cases, these notifications involve changes to various legal agreements, such as the Privacy Policy or Terms of Service. Generally, you may not opt out of such emails.

**(c) *Account and Order Communications***

If you make a purchase from us we may send you confirmations of the purchase and updates as to the status of the purchase. Generally, you may not opt out of such emails.

**(d) *Deleting Your Information***

If you want us to delete your Personal Data and your account, please contact us at [hello@mammoth.la](mailto:hello@mammoth.la) with your request. We will take steps to delete your information as soon as

we can, but some information may remain in archived/backup copies for our records or as otherwise required by law.

### **Links to Other Sites**

Our Services may contain links to websites and services that are owned or operated by third parties (each, a “Third-party Service”). Any information that you provide on or to a Third-party Service or that is collected by a Third-party Service is provided directly to the owner or operator of the Third-party Service and is subject to the owner’s or operator’s privacy policy. We are not responsible for the content, privacy or security practices and policies of any Third-party Service. To protect your information, we recommend that you carefully review the privacy policies of all Third-party Services that you access.

### **Targeted Advertising**

We engage certain third-party service providers to serve advertisements on our behalf across the Internet and to provide analytics services. These entities may utilize Cookies or other similar technologies (including within the ads) to collect anonymous information from you such as your device identifiers and IP address, web browser, actions you take relating to the ads, any links you click on, and conversion information. This information may be used by us, our service providers and their clients in aggregated form to, among other things, analyze and track aggregated data, determine the popularity of certain content or products, measure the effectiveness of ad campaigns, determine the proper amount of repeat views of a given ad, and deliver advertising and content targeted to your interests on our platform and other websites (also known as “interest-based advertising”). These service providers are prohibited from collecting any Personal Data from you and we do not share any of your Personal Data with them.

To learn more about advertising networks and interest-based advertising, visit the Digital Advertising Alliance at [www.aboutads.info/choices](http://www.aboutads.info/choices) or the Network Advertising Initiative at [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices).

### **Privacy in User Content**

By submitting User Content, you forego any privacy rights in such materials. Please consult the [Terms of Service](#) for other conditions relating to submission of User Content to Mammoth.

### **Security Policy**

We take commercially reasonable steps to protect our customers' Personal Data against unauthorized disclosure or loss. However, no data transmission over the Internet can be guaranteed to be 100% secure. Therefore, while we strive to protect user information we cannot ensure or warrant the security of any information you transmit to us or from the Site. You engage in such transmissions at your risk.

If you believe your Personal Data is being improperly used by us or any third party, please immediately notify us via email at [hello@mammoth.la](mailto:hello@mammoth.la).

### **Children Under 13**

This Site is restricted to the use of adults over the age of majority in their place of residence. No portion of the Site is directed to children under the age of 13. Consequently, we do not knowingly collect personal identifying information from any person we know is a child under the age of 13.

### **Do Not Track**

Although some browsers currently offer a "do not track ('DNT') option," no common industry standard for DNT exists. We therefore do not currently commit to responding to browsers' DNT signals.

### **Your California Privacy Rights**

California residents may request and obtain from us, once a year, free of charge, a list of third parties, if any, to which we disclosed certain aspects of their personal information for direct marketing purposes during the preceding calendar year and the categories of personal information shared with those third parties. If you are a California resident and wish to obtain that information, please submit your request by sending us an email at [hello@mammoth.la](mailto:hello@mammoth.la) with "California Privacy Rights" in the subject line or by writing to us at 1447 Second Street, Santa Monica, CA 90401.