

## Privacy Policy

The following terms define the privacy policy of the website <http://www.adincube.com/> (hereinafter “the Website”), edited by SAS PURPLE BRAIN, registered at the Paris RCS under number 534 993 548, whose Head Office is located at 4 rue de Châtillon, 75014 PARIS FRANCE (hereinafter “AdinCube”).

This Privacy Policy can be reviewed at any time by AdinCube without further notice. In the event of changes, the applicable Privacy Policy shall be the one in force on the date of use.

### Preamble

AdinCube operates a platform available on its Website <http://www.adincube.com/>. This platform allows App Developers to maximize the monetization of their mobile applications via the optimization of the ad campaigns provided by various Mediated ad partners. The ads are displayed to the users of the App Developers mobile applications (hereafter, “the users”).

### 1. The information collected by AdinCube

In order to operate its service, AdinCube or its mediated ad partners may collect and transmit to its / their partners Advertising Device Identifiers (Google AID or IDFA) as well as other information regarding the users or their navigation habits. This allows AdinCube to optimize the ads for every user’s usage.

When selecting a specific Mediated Ad Partner on AdinCube, Developer must acknowledge that he is transmitting private data about his users to a third party service company. As a result, it is the developer’s responsibility to consult the privacy policy of each of the Mediated Ad Partner he is using to know what is done with his users data.

AdinCube collects private information regarding its Publisher such as Payment Details, Address, ids, email, etc This data is collected by AdinCube to process the publishers payments as well as to provide its publisher with proper billing.

### 2. Coppa

The Developer displaying content for children under the age of 13 acknowledges that it is his responsibility to respect the Coppa standards.

The Developer willing to address children under the age of 13 should only select on AdinCube the Mediated Ad Networks that are Coppa Compliant. Unless clearly stated by AdinCube, the Developer must consider the Mediated Ad Partners as non Coppa Compliant. When selecting a Mediated Ad Partner that is not clearly defined as Coppa Compliant by AdinCube, the Developer commits to only address individuals over 13 years old.



If the developer becomes aware that his apps might get in conflict with the Coppa standards, he needs to contact AdinCube immediately.

### **3. Data storage**

AdinCube takes data security very seriously and has been taking strict technical and business measures to prevent data leaking. However, you need to be aware that all the information you transmit to AdinCube is at your own risk. Indeed, AdinCube can't guarantee that this data won't be accessed, altered or erased in the case of a security breach.

If AdinCube becomes aware of such a security breach, it will communicate it to its Publishers on the AdinCube portal. If you are a Developer and want to receive a written notice via email in case such a breach occurs, please notify us on [support@adincube.com](mailto:support@adincube.com).