## COOKIE POLICY

Cookies (and equivalent devices in the context of mobile devices) are small text files that are placed on your computer or device by websites that you visit and mobile applications you use. They are widely used in order to make websites and applications work, or work more efficiently, as well as to provide information to the owners of the sites and apps. The below explains the main cookies we use in our L.O.L. Surprise! website and apps (**Website & Apps**) and L.O.L. Surprise! game (**Game**) and why.

| Cookie | Duration | Purpose/ Third Party Access |
|---|---|---|
| Google Analytics<br><br>Firebase<br><br>via our Website & Games | In perpetuity | This cookie is used to collect information about how visitors use our Website & Apps. We use the information to compile reports and to help us improve our Website & Apps.<br><br>Their privacy information is available here:<br><br>Google:<br><br>https://policies.google.com/privacy?hl=en-GB<br><br>Firebase:<br><br>https://firebase.google.com/support/privacy<br><br>Website & Game:<br><br>https://lolsurprisemoviemaker.com/privacy-policy/ |
| AppsFlyer<br><br>Ironsource<br><br>Facebook<br><br>via our Games | In perpetuity | This device is used in order to: (A) provide us with analytics services; and (B) provide us with advertising attribution services.<br><br>You can find out more information about their privacy practices here:<br><br>Appsflyer:<br><br>https://www.appsflyer.com/privacy-policy/<br><br>Ironsource:<br><br>https://developers.ironsrc.com/ironsource-mobile/air/ironsource-mobile-privacy-policy/<br><br>Facebook:<br><br>https://www.facebook.com/about/privacy |
| Ironsource via our Game | In perpetuity | This device is used in order to (A) enable us to serve advertising in our Game; and (B) provide us with analytics services.<br><br>You can find out more information about their privacy practices here: |

| | | |
|---|---|---|
| | | Ironsource:<br><br>https://developers.ironsrc.com/ironsource-mobile/air/ironsource-mobile-privacy-policy/ |
| PlayFab<br><br>Google Analytics<br><br>Game Analytics<br><br>Firebase<br><br>Delta DNA<br><br>via our Game | In perpetuity | This device is used to collect analytics information about how players use our Game. We use the information to compile reports and to help us improve our Game.<br><br>Their privacy information is available here:<br><br>Playfab:<br><br>https://playfab.com/terms/#:~:text=You%20will%20ensure%20that%20End,other%20data%20or%20information%20that<br><br>Google Analytics:<br><br>https://policies.google.com/privacy?hl=en-GB<br><br>Website & Game:<br><br>https://lolsurprisemoviemaker.com/privacy-policy/<br><br>Firebase:<br><br>https://firebase.google.com/support/privacy<br><br>Delta DNA:<br><br>https://deltadna.com/privacy-2/ |

## THIRD PARTY COOKIES

Some cookies may be set by third parties when you visit the Website & Apps. These third parties may be suppliers who partner with us to deliver our Game services, companies that participate with us in affiliate marketing programmes and other third parties. These cookies are controlled by the third parties, so please check these third-party websites for more information about these cookies and how to manage them.

## SOCIAL BUTTONS

If you share our content with friends through social networks – such as Facebook, Google and Twitter – you may be sent cookies from these third party websites and services. We can't control the setting of these cookies, so we suggest you check the third-party websites and services for more information about their cookies and how to manage them.

## HOW DO I CHANGE MY COOKIE SETTINGS

Most web browsers and mobile devices allow some control of most cookies and similar devices through the browser and mobile device settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org.

Find out how to manage cookies on popular browsers:

- Google Chrome (here)

- Microsoft Edge (here)

- Mozilla Firefox (here)

- Microsoft Internet Explorer (here)

- Opera (here)

- Apple Safari (here)

To find information relating to other website browsers, visit the browser developer's website. Your mobile or tablet device provider may also provide you with additional cookie and browser control options, which may be available to you in your device settings – please consult your device settings for such device-specific controls (if applicable).

To find out more about Google Analytics and to learn how to opt out, please visit:

- How Google uses data when you use our partners' sites or apps, or
- https://tools.google.com/dlpage/gaoptout/.