

PRIVACY POLICY

BY USING THE SERVICE, YOU PROMISE US THAT (I) YOU HAVE READ, UNDERSTAND, AND AGREE TO THIS PRIVACY POLICY, AND (II) YOU ARE OVER 16 YEARS OF AGE (OR HAVE HAD YOUR PARENT OR GUARDIAN READ AND AGREE TO THIS PRIVACY POLICY FOR YOU).

1. ABOUT US

1.1. This Privacy Policy explains what personal data is collected when you use the website <https://playboy.ua/art/> and the services provided through it (hereinafter the “**Services**”) distributed by OSA MANAGEMENT LP, a legal entity incorporated under the laws of the United Kingdom, (company number OC 404344), having its office at Suite 4005 43 Bedford Street, London, WC2E 9HA, England, the United Kingdom (“**we**”, “**us**” “**our**” or the “**Company**”), how such personal data will be collected, used and shared.

1.2. The **data controller** of your personal information is OSA MANAGEMENT LP, a legal entity incorporated under the laws of the United Kingdom, (company number OC 404344), having its office at Suite 4005 43 Bedford Street, London, WC2E 9HA, England, the United Kingdom. Please note that if you contact us to assist you, for your safety and ours we may need to authenticate your identity before fulfilling your request.

2. WHAT PERSONAL DATA DO WE COLLECT ABOUT YOU

We collect the following data about you:

2.1. Data you give us voluntarily (for example, when you enter your name, and email). We also may receive data about you from third parties (for example, when you use our Services via Facebook). We may also collect data automatically (for example, your IP address) and use third-party service providers for such collection.

2.2. Data provided to us by third parties. When you decide to log in using Facebook or Google, for example, we may get personal data from your Facebook or Google Account respectively. This information may include your email, name, profile image, Google ID, *etc.* You can revoke access provided to us on the Apps Permissions page. To know more about how Google and Facebook process your data, visit their Privacy Policy.

2.3. Data we collect automatically, for example:

- Data about how you found us. We collect data about your referring app or URL (that is, the app or place on the Web where you were when you tapped on our ad);
- Device and Location Data. We collect data from your device. Examples of such data include: language settings, IP address, time zone, type and model of a device, device settings, operating system and its version, Internet service provider, mobile carrier, hardware ID, and Facebook ID;

- Usage data. We record how you interact with our Service. For example, we log your taps/clicks on certain areas of the interface, the features, and content you interact with, how often you use the Service, how long you are in the Service, and your subscription orders. We also record the ads in our App or Website with which you interact (and the Internet links to which those ads lead);
- Advertising IDs. We collect your Apple Identifier for Advertising (“IDFA”) or Google Advertising ID (“AAID”) (depending on the operating system of your device). You can typically reset these numbers through the settings of your device’s operating system (but we do not control this);
- Transaction data. When you make payments through the Service, you need to provide financial account data, such as your credit card number, to our third-party service providers. We do not collect or store full credit card number data, though we may receive credit card-related data, data about the transaction, including date, time, and amount of the transaction, the type of payment method used;
- Cookies. A cookie is a small text file that is stored on a user's computer for record-keeping purposes. Cookies can be either session cookies or persistent cookies. A session cookie expires when you close your browser and is used to make it easier for you to navigate our Service. A persistent cookie remains on your hard drive for an extended period of time. We also use tracking pixels that set cookies to assist with delivering online advertising. Cookies are used, in particular, to automatically recognize you the next time you visit our website. As a result, the information, which you have earlier entered in certain fields on the website may automatically appear the next time when you use our Service. Cookie data will be stored on your device and most of the time only for a limited time period.

3. WHAT FOR WE COLLECT AND PROCESS YOUR PERSONAL DATA

3.1. To provide our Service. This includes enabling you to use the Service in a seamless manner and preventing or addressing Service errors or technical issues, hosting personal data, and enabling our Service to operate and be distributed.

3.2. To customize your experience. We process your personal data, such as gender, country of living, and age, to adjust the content of the Service and make offers tailored to your personal preferences. As a result of such processing, we will be able to provide personalized services to you.

3.3. To manage your account and provide you with customer support. We process your personal data to respond to your requests for technical support, service information, or to any other communication you initiate. This includes accessing your account to address technical support requests. For this purpose, we may send you, for example, notifications or emails about

the performance of our Service, security, payment transactions, and notices regarding our Terms of Use or this Privacy Policy.

3.4. To communicate with you regarding your use of our Services. We may communicate with you, for example, by email. These may include, for example, emails with information about the Services. The software that we may use for these purposes may collect data concerning the date and time when the message was viewed by you, as well as when you interacted with it, such as by clicking on links included in the message.

3.5. To research and analyze your use of the Services. This helps us to better understand our business, analyze our operations, maintain, improve, innovate, plan, design, and develop the Services and our new products. We also use such data for statistical analysis purposes, to test and improve our offers. This enables us to better understand what features and sections of the Website and the Playboy Magazine our users like more, and what categories of users use our Website and the Playboy Magazine. As a consequence, we often decide how to improve the Services based on the results obtained from this processing.

To perform research and analysis about how users interact with our Services we may use AppsFlyer. AppsFlyer enables us to understand, in particular, how users find us (for example, who was the advertiser that delivered an ad to users, which led you to our Service). AppsFlyer also provides us with different analytics tools that enable us to research and analyze the use of the Service. [Privacy Policy Opt Out](#).

We may use Facebook Analytics, which is a service provided by Facebook that allows us to use different analytical tools. On Facebook Analytics we get, in particular, aggregated demographics and insights on how many people access the Service, how often users make purchases and other users' interactions within the Service. [Privacy Policy](#).

To analyze how visitors use our Services and to measure the effectiveness of some ads we may use Google Analytics, a web analysis program of Google. In order to provide us with analytics, Google Analytics places cookies on your device. On Google Analytics we get, in particular, aggregated information on the data you enter on our Service and users' interactions within the Service. Google allows you to influence the collection and processing of the information generated by Google, in particular, by installing a browser plug-in [available here](#).

We may also use Amplitude, which is an analytics service provided by Amplitude Inc. We use this tool to understand how customers use our Service. Amplitude collects various technical information, in particular, time zone, type of device (phone or tablet), and unique identifiers (such as IDFA). Amplitude also allows us to track various interactions (entering your reading goals) that occur on the App or the Website. As a result, Amplitude helps us to decide what features we should focus on. Amplitude provides more information on how they process data in its [Privacy Policy](#).

To track and analyze the behavior of our Services' users (in particular, how they react to changes in the App's or Web site's structure, text, or any other component), we may use Firebase Remote Config. Firebase Remote Config is an A/B testing and configuration service provided by [Google.Privacy Policy](#) and [Privacy and Security in Firebase](#).

We may also use Firebase Analytics, which is an analytics service provided by Google. In order to understand Google's use of data, consult [Google's partner policy](#). [Firebase Privacy information](#). [Google's Privacy Policy](#).

3.6. To send you marketing communications. We may process your personal data for our marketing campaigns. We may add your email address to our marketing list. As a result, you will receive information about our products, such as, for example, special offers. If you do not want to receive marketing emails from us, you can unsubscribe by following the instructions in the footer of the marketing emails.

3.7. To personalize our ads. We and our partners, including Facebook and Google, may use your personal data to tailor ads and possibly even show them to you at the relevant time. For example, if you have accessed our Services, you might see ads for our products in your Facebook feed. You can opt-out from receiving marketing communication or influence personalized advertising by contacting us at info@playboy.ua

3.8. To process your payments. We provide paid products within the Services. For this purpose, we use third-party services for payment processing (for example, payment processors). As a result of this processing, you will be able to make a payment for a subscription and we will be notified that the payment has been made. We will not store or collect your payment card details ourselves. This information will be provided directly to our third-party payment processors.

3.9. To enforce our Terms of Use and for fraud prevention and combating. We may use personal data to enforce our agreements and contractual commitments, and to detect, prevent, and combat fraud. As a result of such processing, we may share your information with others, including law enforcement agencies (in particular, if a dispute arises in connection with our Terms of Use).

3.10. To comply with our legal obligations. We may process, use, or share your data when the law requires it, in particular, if a law enforcement agency requests your data by available legal means.

4. WHO WE MAY DISCLOSE OR SHARE YOUR PERSONAL DATA WITH

We may share with and disclose your personal data to third parties for the following purposes:

- Our banking and financial services partners and payments providers – to the extent required to allow you to make payments via the Website;
- Advertisers – in order to promote our Services;
- Customer service providers and developers – in order to develop and improve our Services and deliver them to you;

- Communications services providers – in order to send you communication (such as messages and email messages) related to our Services;
- Governmental authorities such as judicial authorities.

5. INTERNATIONAL DATA TRANSFERS

5.1. We do business globally. We may transfer personal data to countries other than the country in which the data was originally collected in order to provide the Service set forth in the Terms of Use and for purposes indicated in this Privacy Policy. If these countries do not have the same data protection laws as the country in which you initially provided the information, we deploy special safeguards.

6. YOUR PRIVACY RIGHTS AND HOW YOU CAN EXECUTE THEM

To be in control of your personal data, you have the following rights:

6.1. Right to access/review/update/correct your personal data. You may request a copy of your personal data and request us to update/correct your personal data collected during your use of the Service at info@playboy.ua

6.2. Right to delete your personal data. You can request the erasure of your personal data by sending us an email at info@playboy.ua. When you request deletion of your personal data, we will use reasonable efforts to honor your request. In some cases we may be legally required to keep some of the data for a certain time; in such an event, we will fulfill your request after we have complied with our obligations.

6.3. Right to object or restrict the use of your personal data. You can ask us to stop using all or some of your personal data or limit our use thereof by sending a request at info@playboy.ua.

7. YOUR RIGHTS UNDER CALIFORNIA CONSUMER PROTECTION ACT

In addition to the rights listed above in Section 5 hereof, California residents are entitled by the California Consumer Protection Act to the following:

7.1. No Discrimination. We will not discriminate against any consumer for exercising their rights under the California Consumer Privacy Act.

7.2. Right to Know. California's Shine the Light law gives California residents the right to ask companies once a year what personal information they share with third parties for those third parties direct marketing purposes. Learn more about what is considered to be personal information under the statute. To obtain this information from us, please send an email message to info@playboy.ua which includes "Request for California Shine the Light Privacy Information" on the subject line and your state of residence and email address in the body of your message. Please be aware that not all information sharing is covered by the "Shine the Light" requirements and only information on covered sharing will be included in our response. Please be aware that not all information sharing is covered by the "Shine the Light" requirements and only information on covered sharing will be included in our response.

8. HOW YOU CAN EXECUTE YOUR RIGHTS

8.1. Any of the listed herein rights may be exercised through your e-mail addressed to info@playboy.ua.

9. HOW “DO NOT TRACK” REQUESTS ARE HANDLED

9.1. Except as otherwise stipulated in this Privacy Policy, our Services do not support “Do Not Track” requests. To determine whether any of the third-party services it uses honor the “Do Not Track” requests, please read their privacy policies.

10. CHANGES TO THIS PRIVACY POLICY

We may modify this Privacy Policy from time to time. If we decide to make material changes to this Privacy Policy, you will be notified through our Services or by other available means and will have an opportunity to review the revised Privacy Policy. By continuing to access or use the Service after those changes become effective, you agree to be bound by the revised Privacy Policy.

11. HOW LONG WE WILL STORE YOUR DATA

We will store your personal data for as long as it is reasonably necessary for achieving the purposes set forth in this Privacy Policy (including providing the Service to you), which includes (but is not limited to) the period during which you have an account with the Service. We will also retain and use your personal data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

12. CONTACTING US

For questions specifically about this Privacy Policy, or our use of your personal information, cookies, or similar technologies, please contact us by email at info@playboy.ua.