

PRIVACY POLICY

school2life, Inc. ("school2life") Privacy Policy is designed to provide clarity about the information we collect and how we use it to provide a better social gaming experience. By accepting our Privacy Policy and Terms of Service in registration or game installation, you consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy.

I. Introduction

school2life develops and publishes social games for the web and social media, including, without limitation, WUHU (the "Service"). In this policy, "school2life" refers to school2life, Inc. and its Affiliates, which shall mean subsidiaries, parent companies, joint ventures and other corporate entities under common ownership. We may also refer to School2life as "we" or "us".

This Privacy Policy describes:

- the information we collect, how we do so and the purposes of our collection;
- how we use and with whom we share such information;
- how you can access and update such information;
- the choices you can make about how we collect, use and share your information; and
- how we protect the information we store about you.

If you have questions regarding this Privacy Policy or our collection and use of information, please contact us as described in Section XIII ("Contact Us").

If you access our games from a third party Social Networking Site ("SNS"), such as Facebook, you may be required to also read and accept the SNS Terms of Service and Privacy Policy.

II. Information We Collect

Information about You Received from an SNS

When you use any school2life game at an SNS such as Facebook, where our game may also be referred to as an "application," you allow school2life to access certain information from your profile for that site. The information you allow school2life to access varies by SNS. You can control and find out more about these settings at the SNS where you play our game. For example, school2life may access and store some or all of the following information, as allowed by you, the SNS and your preferences: your first and last name

- your user ID number, which is linked to publicly available information such as name and profile photo
- the user ID numbers and other public data for your friends
- the login e-mail you provided to that SNS when you registered

By playing a school2life game through an SNS, you are authorizing school2life to collect, store, and use in accordance with this Privacy Policy any and all information that you agreed the SNS could provide to school2life through the SNS Application Programming Interface ("API"). Your agreement takes place when you "accept" or "allow" (or similar terms) one of our applications on an SNS.

Information We Collect from You Directly

When you interact with the Service (whether or not on an SNS), at www.school2life.com, we may collect and store information from you directly as described below:

Registration Information

We may allow you to "register" with us by using Facebook Connect or other SNS authentication options to create an account or profile within the Service. We may also provide a more typical registration flow where you may be required to provide the following information: your age or birthday (for age screening and/or to better understand who our users are); your first and last names; your e-mail address; a password and other information that helps us confirm that it is you accessing your account.

We may also offer you the option to complete a user profile that is visible to other school2life users. Your user profile may include: one or more game username(s); your gender; biographic details that you provide; and links to your profiles on various SNS.

Your first and last names are considered "public" on school2life websites that offer direct access to school2life games and search engines may index this publicly available information. When we offer profiles, we may also offer functionality that allows you to opt-out of public indexing of your public profile information.

Customer Support Correspondence

When you ask for assistance from our Customer Support team, we will collect and store the contact information you provide (generally your name and e-mail address), information about your game play or activity on the Service, and your user ID number. We will also store the correspondence and any information contained within.

Technical and Usage Information

When you access our websites or play our games, we collect (i) certain technical

information about your mobile device or computer system, including MAC Address, IP Address and mobile device ID; and (ii) usage statistics about your interactions with the Service. This information is typically collected through the use of server log files or web log files ("Log Files") and tracking technologies like browser cookies to collect and analyze certain types of technical information. Some of the cookies the Service places on your computer are linked to your user ID number(s). For more information on how we utilize cookies and other tracking technologies please review the "Cookies and Automated Information Collection" portion of Section III ("How We Collect Information about You").

III. How We Collect Information about You

We may collect information about you in any one or more of the following ways:

Information about Players and Play

When you play one of our games, school2life collects and stores certain information that you provide directly or through the SNS or other third party website that is offering our game(s). To provide a richer game play and social experience, we also collect information about your play and interaction with the Service. The bulk of this information is collected and stored through the use of Log Files, which are files on our web servers that record actions taken on our games and websites.

Communications Features

You may be able to take part in certain activities on our websites or games that give you the opportunity to communicate or share information not just with school2life, but also with other users of our Service. These include:

- participating in player forums and message boards
- posting public comments to other users' profiles or game boards
- sending private messages or invitations to other users, either directly on our websites or to their e-mail accounts
- chat with other users
- posting photos

We may record and store archives of these communications on school2life's servers to protect the safety and well being of our users and school2life's rights and property in connection with the service. You acknowledge and consent to the recording and storage of such communications for these purposes.

Cookies and Automated Information Collection

When you access the Service, we collect certain technical information in order to (i) analyze the usage of our sites and services; (ii) provide a more personalized experience; and (iii) manage advertising. We and service providers acting on our behalf, such as Google Analytics, use Log Files and tracking technologies to collect and analyze certain types of technical information, including cookies, IP addresses,

device type, device identifiers, browser types, browser language, referring and exit pages, and URLs, platform type, the number of clicks, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages, game state and the date and time of activity on our websites or games, and other similar information.

We may also employ other technologies including (i) web beacons, which allow us to know if a certain page was visited or whether an e-mail was opened; (ii) tracking pixels, which allow us to advertise more efficiently by excluding our current users from certain promotional messages, identifying the source of a new installation or delivering ads to you on other websites; and (iii) local shared objects also known as flash cookies, which help Us to prevent fraud, remember your in-game preferences and speed up load times.

You can set your web browser to warn you about attempts to place cookies on your computer or limit the type of cookies you allow. Flash cookies operate differently than browser cookies and cookie management tools available in a web browser may not remove flash cookies. To learn more about and manage flash cookies you can visit adobe.com and make changes at the privacy settings panel. If you disable cookies, you may lose some of the features and functionality of playing our games, as school2life cookies are necessary to track and enhance your game activities. Please note that companies delivering advertisements in our games or on our websites may also use cookies or other technologies, and those practices are subject to their own policies.

IV. How We Use the Information We Collect

In general, we collect, store and use your information to provide you with a safe, smooth, efficient, and customized experience. For example, we may use information collected from you in any one or more of the following ways:

- to create your game accounts and allow play of our games
- to identify and suggest connections with other school2life users
- to provide technical support and respond to user inquiries
- to prevent fraud or potentially illegal activities, and enforce our Terms of Service
- to deliver and target advertising
- to notify users of in-game updates
- to solicit input and feedback to improve School2life products and services and customize your user experience
- to inform users about new products or promotional offers
- to engage in commonly accepted practices, such as contacting you at the email address We have on file if you are a potential winner in a sweepstakes

One important use of your information is communication. If you have provided your e-mail address to school2life, we'll use it to respond to (i) customer support inquiries, and (ii) keep you informed of your in-game activity. Some messages may

include your name. We may also send promotional e-mail messages ("Promotional Communications") directly or in partnership with parties other than school2life. Each Promotional Communication will generally offer recipients choices about receiving additional messages.

V. Sharing of Your Information

We will share your information (in some cases personal information) with third parties, that is parties other than school2life, in the following circumstances:

Third Party Service Providers

We will provide your information to third party companies to perform services on our behalf, including, without limitation, payment processing, data analysis, e-mail delivery, hosting services, customer service and to assist us in our marketing efforts. We direct all such third party service providers to maintain the confidentiality of the information disclosed to them and to not use your information for any purpose other than to provide services on school2life's behalf.

Advertising of Third Party Products and Services

We do not actively share personal information with third party advertisers for their direct marketing purposes unless you give us your consent.

We may share (i) aggregated information (information about you and other users collectively, but not specifically identifiable to you); (ii) anonymous information; and (iii) certain technical information to develop and deliver targeted advertising in the Service and on the websites of third parties. We may also allow advertisers to collect these types of information within the Service and they may share it with us. Advertisers may collect this information through the use of tracking technologies like browser cookies and web beacons. The information collected may be used to offer you targeted ad-selection and delivery in order to personalize your user experience by ensuring that advertisements for products and services you see will appeal to you, a practice known as behavioral advertising, and to undertake web analytics (i.e. to analyze traffic and other end user activity to improve your experience).

Our collection, use, and disclosure of anonymous or aggregated information are not subject to any of the restrictions in this Privacy Policy.

Safety, Security and Compliance with Law

Your information, and the contents of all of your online communications (including without limitation IP addresses and your personal information) may be accessed and monitored as necessary to provide the Service and may be disclosed: (i) when we have a good faith belief that we are required to disclose the information in response to legal process (for example, a court order, search warrant or subpoena); (ii) to satisfy any applicable laws or regulations (iii) where we believe that the

Service is being used in the commission of a crime, including to report such criminal activity or to exchange information with other companies and organizations for the purposes of fraud protection and credit risk reduction; (iv) when we have a good faith belief that there is an emergency that poses a threat to the health and/or safety of you, another person or the public generally; and (v) in order to protect the rights or property of School2life, including to enforce our Terms of Service.

Sale or Merger

In the event that school2life undergoes a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, we may transfer all of your information, including personal information, to the successor organization in such transition. If material changes to school2life's privacy practices will occur as a result of the business transition, we will notify you and other users (in the manner described in Section 12) of the business transition prior to transferring your personal information.

VI. How to Access and Update Your Information

Information We Receive From an SNS Where You Play Our Games

To manage the information school2life receives about you from an SNS where you play our games, you will need to follow the instructions at that site for updating your information and changing your privacy settings.

Once school2life receives your information from an SNS, that information is stored and used by school2life in accordance with this Privacy Policy, and you may access and update that information as described below. Game or other accounts created with school2life are considered active until we receive a user request to delete them or deactivate them.

Other Methods of Accessing and Controlling your Information

- If you no longer want school2life to make active use of your information, you may send an e-mail to susan@school2life.com. Place "Delete My Account" in the subject line and include your first name, last name and e-mail address in the body of the e-mail. We will respond to your request within thirty (30) days. Please note that certain records, for example those pertaining to payments or customer service matters, will be retained for legal and accounting purposes. If you have sent or posted content on the Service, we may not be able to delete it.
If you wish to review or change the information school2life has about you, e-mail us at the address provided herein.
- If you have additional questions about this Privacy Policy, contact us at susan@school2life.com.

VII. Your Sharing and Messaging Options

Information We Receive from Third Party SNS

If you play our games at a third-party SNS, school2life will be able to access and store profile and other information about you as described above. The categories of information you share with us will depend, in part, on the permissions you grant us and the privacy settings you have established at the SNS where you access the application. school2life does not offer an "opt out" option for specific fields that are shared by the SNS where you access and play the game(s).

Opting out of Promotional Communications

You can choose to opt out of receiving additional promotional e-mails from school2life by clicking on the "unsubscribe" link in any such e-mail. Please note that once we receive your request, it may take an additional period of time for your opt-out to become effective. Your unsubscribe or e-mail preference change will be processed promptly, and in no event longer than 10 business days.

Note that if you opt-out of our Promotional Communications or other forms of communication, We may still e-mail or communicate with you from time to time if We need to provide you with information or if we need to request information from you with respect to a transaction initiated by you or for other legitimate non-marketing reasons.

VIII. Privacy Policies of Linked Sites and Advertisers

Our websites and games may contain advertisements from companies other than school2life that may link to their own websites. We are not responsible for the privacy practices or the content of such websites. If you have any questions about how these other websites use your information, you should review their policies and contact them directly.

IX. Security of Your Information

school2life implements reasonable security measures to protect the security of your information both online and offline, and we are committed to the protection of customer information.

For user accounts registered directly with school2life profile information is protected by the password each member uses to access their online account. It is important that you protect and maintain the security of your account and that you immediately notify us of any unauthorized use of your account. If you forget the password to your school2life account, the website allows you to request that instructions be sent to you that explain how to reset your password.

While we take reasonable precautions against possible security breaches of our websites and our customer databases and records, no website or Internet transmission is completely secure, and we cannot guarantee that unauthorized access, hacking, data loss, or other breaches will never occur. We urge you to take steps to keep your personal information safe (including your account password), and to log out of your account after use. If your SNS account is hacked, this may lead to unauthorized play of your school2life games, so be careful to keep your account information secure. If you have questions about the security of our websites, please contact us at susan@school2life.com

Unfortunately, the transmission of information over the Internet is not completely secure. Although we strive to protect your personal data, we cannot guarantee the security of your data while it is being transmitted to our site; any transmission is at your own risk. Once we have received your information, we have procedures and security features in place to try to prevent unauthorized access.

X. Changes to Our Privacy Policy

If we decide to make changes to our Privacy Policy, we will notify you and other users by placing a notice on school2life.com. You should periodically check www.school2life.com and this privacy page for updates.

XI. Your California Privacy Rights

We do not share personal information with third parties for their direct marketing purposes unless you affirmatively agree to such disclosure, typically by "opting in" to receive information from a third party that is participating in a sweepstakes or other promotion on one of our sites. If you do ask us to share your personal information with a third party for its marketing purposes, we will only share information in connection with that specific promotion, as we do not share information with any third party (other than our service providers) on a continual basis. To prevent disclosure of your personal information for use in direct marketing by a third party, do not opt in to such use when you provide personal information on one of our sites.

XII. Right to Access

Users in certain jurisdictions have a right to access personal information held about themselves. Your right of access can be exercised in accordance with applicable law. Please submit any requests for access to your personal data in writing to susan@school2life.com.

XIII. Contact Us

If you have any questions, comments or concerns regarding our Privacy Policy and/or practices, please send an e-mail to susan@school2life.com.