**Last Updated:  May \_\_, 2020**

**AJ’s Bets Privacy Policy**

AJ’s Bets values the privacy of our users. This Privacy Policy describes the information that AJ’s Action-Packed Sports Bets (“**AJ’s Bets**”) and our affiliated companies (**“AJ’s Bets,” “we,” or “us”**) collect about consumers (**“you”** and **“your household”**) and how we use and share that information.

**Scope of this Privacy Policy**

This Privacy Policy applies to information collected by AJ’s Bets through the **“AJ’s Bets Services”**, which includes:  AJ’s Bets website at https://www.ajsactionpackedsportsbets.com/ (**“AJ’s Bets Site”**), AJ’s Bets advertising services, the AJ’s Bets emails and newsletters, AJ’s Bets accounts on third-party social networking sites and, in the future may include AJ’s Bets mobile apps.

**Part I. Information Collection**

Information is collected from or about you from various sources, as described below.

**A.  Information You Provide**

**1. Registration Information**

When you subscribe for an AJ’s Bet’s account, we ask for information such as your name, email address, postal address, telephone number, birth date, and demographic information.

**2. Payment Information**

When you add a credit card or payment method to your account, we will collect your payment information and billing address.

**3. Communications**

If you contact us directly, we may receive additional information you provide, such as your name, email address and phone number, and the contents of a message or attachments that you may send to us.

**4. Information You Provide About Others**

We also collect the personal information of other people, for example, if you provide email addresses of friends for referrals.

**B. Information We Collect Automatically Through the AJ’s Bets Services**

**1. Device Information**

We may receive information about the browser and devices you use to access the Internet, including our services, such as device types and models, unique identifiers, IP address, operating system type and version, browser type and language, Wi-Fi network name and connection data, and information about other devices connected to the same network.

**2. Information from Cookies and Similar Technologies**

We collect information on websites and in our emails using cookies, pixel tags, or similar technologies. We may use these technologies to collect information about your online activities over time and across different online services.

**3. Activity and Usage Information on AJ’s Bets Site and Mobile Apps**

We receive information about your interactions with the AJ’s Bets Services, such as your browsing history, search history, search results, interactions with content and ads, and settings and preferences.

In the future, if we develop mobile apps and you use such mobile apps, in addition to the other usage information described in this section, these mobile apps may need permissions to access the content and other information stored on your mobile device.

**4. Activity, Location, and Usage Information Through AJ’s Bets Advertising Services**

We may receive information about your activities on other websites, apps, and connected devices to which AJ’s Bets provides or receives measurement and analytics services, including the content you view, the date and time of your visits, how you interact with these websites, apps and devices, and how you interact and respond to ads. We may also receive your precise geolocation information.

**C. Information We Receive from Third Parties**

We may receive data about you from other sources like data providers and combine it with the data that we collect from you or your use of the AJ’s Bets Services.

We may also receive your personal information from others if they have referred you as described under Part I, Section A(4) above.

**Part II. Information Usage**

Information collected by AJ’s Bets is used for the following purposes:

**1. Support, Maintenance and Fulfillment.**We use your information to provide and maintain the AJ’s Bets Services, and to process and fulfill your requests or orders;

**2. Improvement of Products and Services.** We use your information to understand and analyze our user base and how you use the AJ’s Bets Services, and to improve and enhance the AJ’s Bets Services, and to develop new products, services, features and functionality;

**3. Personalization.**We use your information to personalize your experience on the AJ’s Bets Services, including suggesting and offering you relevant content and recommendations;

**4. Advertising Services.**We do not currently show you ads. However, in the future we may use your information to show you ads (including personalized ads) through the AJ’s Bets Services, on third-party websites, mobile apps, platforms and devices. We may use your information to measure and understand the reach, viewership, and effectiveness of advertising, and provide advertising analytics and reporting. We may also help advertising partners reach the desired audience and understand and improve their ad campaigns. We may associate the browsers and devices used by the same individual or household for purposes of advertising to that individual or household on different browsers or devices.

**5. Marketing and Promotions.**We use your information for marketing purposes, including sending you emails and text messages about products, events, promotions and offers from AJ’s Bets or potentially, its partners or advertisers, and understanding the effectiveness of our marketing;

**6. Analytics and Performance.** We use your information to measure performance and analyze key metrics relevant to our business;

**7. Service Communication and Customer Care.** We use your information to communicate with you, including sending you service information such as confirmations, invoices, notices, updates, security alerts, user surveys, and support and administrative messages; and to respond to your comments and questions and provide customer service;

**8. Protect AJ’s Bets and our Users.**We use your information to enforce our terms and conditions and protect our business and our users; and

**9. Security and Fraud Prevention.**We use your information to protect, investigate, and deter against fraudulent, unauthorized, infringing or illegal activity, including click fraud.

**Part III. Information Sharing**

**A. Your Sharing**

You can share reviews or feedback on the AJ’s Bets Site and comments and content on blogs, message boards, community pages, and accounts on third-party social networking sites. Information posted in these venues may be available to the public. You can also share with us personal information of other people as described in “Information You Provide” under Part I, Section A above (e.g., for referrals). We rely on you to obtain the permission of those other people to allow us to collect their personal information. Please be mindful of your own privacy needs and those of others as you choose what to share and make public. We cannot control the privacy or security of information you choose to make public.

**B. Our Sharing**

**1. Service Providers and Vendors**

We work with other businesses (including contractors and service providers) to provide services for us and to help with our operations, which may require that they access and use your information. For example, we may use other companies to communicate with you (via telephone, email, or letter) about our products or services, to send information to you, to process and collect payment via your credit card (if applicable), to provide customer support, to receive additional data about you, and to perform analytics and other work that we may need to outsource.

**2. Analytics Providers**

We use analytics services such as the analytics provided by wix.com to collect and process certain analytics data for AJ’s Bets Services. These analytics services may also collect information regarding your use of other companies’ websites, apps, online services, and devices.

**3. Advertising Partners**

We may work with advertising partners, such as ufcstats.com, to show you ads that we think may interest you for AJ’s Bets products and services on AJ’s Bets Services and on other companies’ websites, apps, and devices. We may also work with advertising partners in order to show you ads on other companies’ websites, apps, and devices. We may share information with these advertising partners, and they may set and access their own cookies, pixel tags and similar technologies on the AJ’s Bets Services and they may otherwise collect or have access to information about you which they collect over time and across different online services and devices.

**4. Advertising Measurement Providers and Services**

We may work with advertising measurement providers to help us understand the effectiveness of ad campaigns, including the audience that saw ads and how they responded. These measurement providers collect or receive information about your viewing of or interaction with ads. We may also share your demographics data with advertising measurement providers.

Measurement providers use your information to create statistics about what content and ads are being watched – for example, to help them and their clients understand the audience viewing the content or ads, and to measure the effectiveness of the ads.

**5. Corporate Affiliates**

We may share your information with our current or future “affiliates” (which means a parent company, any subsidiaries, joint ventures, or other companies under common control), in which case we will require our affiliates to honor this Privacy Policy.

**6. Consent**

We also may share personally identifying information with your consent, for example, when you agree to our sharing of your personally identifying information with other third parties for their own marketing purposes, subject to their separate privacy policies.

**7. Merger, Sale, or Other Asset Transfers**

We may also share your information with others in connection with or during negotiation of any merger, financing, acquisition, bankruptcy, dissolution, transaction or proceeding involving sale, transfer, divestiture or disclosure of all or a portion of our business or assets to another company.

**8. As Required by Law and Similar Disclosures**

We may also share your information (1) to comply with laws or to respond to lawful requests and legal process, (2) to protect the rights and property of AJ’s Bets, our employees, agents, customers, and others, including to enforce our agreements, policies, and terms of use, (3) in an emergency to protect the personal safety of AJ’s Bets, its employees or customers, or any person, or (4) to investigate, prevent, or take action regarding illegal or suspected illegal activities.

**9. Aggregated or De-Identified Information**

We may also share aggregated or de-identified information (i.e., information that does not personally identify you directly), or statistical information about you, including demographics data, with others for a variety of purposes, including for their own uses, for example, for improving their products and services for us and others, and to make ads more relevant to your interests.

**Part IV. Information Access and Choices**

**A. General Requests**

If you have an AJ’s Bets account, you may view and update certain contact and billing information we have about you by logging into your account on https://www.ajsactionpackedsportsbets.com/ . If you otherwise wish to ask for access, correction, or deletion of any of your personal information held by us, please contact us at ajsactionpackedsportsbets@gmail.com. However, we may decline requests that are unreasonable, prohibited by law, or are not required to be honored by applicable law.

**B. Email Marketing Choices**

From time to time, we send out marketing e-mails. You may also contact us at ajsactionpackedsportsbets@gmail.com at any time to let us know that you no longer wish to receive further marketing emails from us. If you opt out of receiving marketing e-mails, we may still send you non-marketing emails, such as emails about your accounts and our business dealings with you, and, as allowed by applicable law, requests for your participation in surveys.

**C. Personalized Advertising Choices**

You can ask AJ’s Bets to stop personalizing your ads on websites by contacting us at [ajsactionpackedsportsbets@gmail.com](mailto:ajsactionpackedsportsbets@gmail.com). This opt-out mechanisms opts you out of AJ’s Bets personalizing of ads only for that specific device or browser and will not affect activities or personalized advertising on other browsers or different devices.

**D. Do Not Track**

At this time, there is no accepted standard for how to respond to Do Not Track signals, and we do not respond to such signals.

**Part V. Data Storage, Transfers and Security**

**A. Security:** We use industry-standard methods of securing electronic databases of personal information. However, you should know that no company, including AJ’s Bets, can fully eliminate security risks associated with personal information. To help protect yourself, please use a strong password, do not use the same password to access your AJ’s Bets account that you use with other accounts or services, and protect your usernames and passwords to help prevent others from accessing your accounts and services.

**B. Retention:**Personal information we collect may be retained for as long as needed to fulfill legitimate business purposes, including the purposes outlined in “Information Usage” under Part II, or for a time period specifically required or allowed by applicable regulations or laws.

**Part VI. Additional Notice for California Residents**

**A. California Consumer Privacy Act (“CCPA”)**

The CCPA requires us to provide our consumers who reside in California with the additional notice below.

In the prior 12 months before the date of this Privacy Policy, we may have collected and disclosed for a business purpose the following categories of personal information:

* **Identifiers,**including account IDs, household ID, device identifiers, internet protocol addresses, browser cookies, and other unique online identifiers.
* **Account Records,**including name, address, email address, telephone number, and payment card number.
* **Protected Classifications under California or Federal Law.**
* **Commercial Information,**including products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
* **Electronic Network Activity,**Internet or other electronic network activity information, including browsing history, search history, and information regarding a consumer’s interaction with an Internet website, application, service or advertisement.
* **Geolocation data.**
* **Profiles and Inferences,**inferences drawn from any personal information to create a profile about a consumer reflecting the consumer’s preferences, characteristics, predispositions, behavior, and attitudes.
* **Audio/Visual Information,**including audio, electronic, visual, or similar information.
* **Professional/Employment Information.**

But we only disclose Account Records to contractors and service providers to help with our business operations and carry out work that we need to outsource (see Part III, Section B(1) above), and to business partners at your direction.

In the prior 12 months before the date of this Privacy Policy, we may have shared Identifiers, Protected Classifications, Commercial Information, Electronic Network Activity, Profiles and Inferences, and Professional/Employment Information with business partners to bring you ads that are more relevant and to measure and report on the effectiveness of ad campaigns. Under the CCPA, some of this data sharing may be broadly considered a “sale” of information even though these activities do not fit what most people would understand “sale” to mean. Except for this type of sharing, we do not sell your information.

Part I of this Privacy Policy, “Information Collection”, describes the categories of sources from which we collect your personal information. Part II, Section A, “Information Usage, Use by or on Behalf of AJ’s Bets,” describes how we use your personal information. Part III, Section B, “Information Sharing, AJ’s Bets Sharing” sets forth the categories of service providers and business partners with whom we share your personal information.

If you are a resident of California, you have the right to make the following requests, up to twice every 12 months:

* The right to request a copy of the personal information that we have collected about you in the prior 12 months.
* The right to request details about the categories of personal information we collect, the categories of sources, the business or commercial purposes for collecting information, and the categories of third parties with which we share information.
* The right to request deletion of the personal information that we have collected about you, subject to certain exemptions.
* The right to opt-out of sale of your personal information.

California consumers can submit a deletion and right-to-know request or exercise the right to opt out by contacting us at ajsactionpackedsportsbets@gmail.com. Your rights are subject to certain exceptions under the CCPA.

The CCPA prohibits discrimination against California consumers for exercising their rights under it and imposes requirements on any financial incentives offered to California consumers related to their personal information, unless the different prices, rates, or quality of goods or services are reasonably related to the value of the consumer’s data.

**B. California’s Shine-the-Light Law**

California’s “Shine the Light” law (Cal. Civ. Code § 1798.83) permits California residents to request and receive, once per calendar year and free of charge, information about our sharing of your personal information (if any) with third parties for their own direct marketing use. If you are a California resident and would like to make such a request, please email us at ajsactionpackedsportsbets@gmail.com. In your request, please include your name and attest to the fact that you are a California resident and provide a current California address. We may ask you for additional information to confirm your identity before responding to this request.

**Part VII. Modifications**

We may amend this Privacy Policy at any time by posting the amended version on the AJ’s Bets Site or by providing such notice about or obtaining consent to changes as may be required by applicable law.