

# Privacy Policy

## MARKETING APLICADO LDA (MARKA)

*Effective on November 1<sup>st</sup> 2017*

Welcome to Marketing Aplicado Lda (“MARKA”, “iLEIO” ,”EULEIO” e “MYEBOOKS”, collectively “WE”). MARKA provides a central place for you to, read and organize literary works from content providers.

Your privacy is very important to MARKA. Accordingly, WE have developed this Privacy Policy to explain how WE collect, use and disclose personal information in relation to our mobile services, Web site, and any software provided on or in connection with MARKA services (collectively, the “**Service**”). This Privacy Policy applies solely to information collected by us pursuant to the Service. Please review Our Terms of Service for more information. Our Privacy Policy applies to all visitors, users, and others who access the Service (“**Users**”). The following outlines Our Privacy Policy:

### Information WE Collect

WE collect the following types of information:

- Your username, password and e-mail address when you register for an MARKA account.
- Profile information that you provide for your user profile (e.g. name, picture, street address).
- User Content (e.g., comments, reviews and other materials) that you post to the Service.
- Communications between you and us (e.g. WE may send you Service-related emails such as feature updates, technical and security notices). You may not opt out of Service-related emails, MARKA reserves the right to send you important account related emails from time to time.
- Analytics information: WE use third-party analytics tools to help us measure traffic and usage trends for the Service. These tools collect information sent by your device or our Service, such as when and how often you use the Service or

click on within the Service (including UI elements, settings, and other information).

- Device identifier: when you use a mobile device like a tablet or phone to access Our Service, WE may access, collect, monitor, store on your device, and/or remotely store one or more "device identifiers." Device identifiers are small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device's operating system or other software, or data sent to the device by us. A device identifier may deliver information to us or to a third party partner about how you browse and use the Service and may help us or others provide reports or personalized content and ads. Some features of the Service may not function properly if use or availability of device identifiers is impaired or disabled.

### **How WE Use Your Information**

WE collect your information for the general purpose of providing you with the Service as described in the Terms of Use and for any specific purposes described in this Privacy Policy, WE may use information that WE receive to:

- Help you efficiently access your information after you sign in.
- Communicate with you, respond to your requests for information and service.
- Conduct internal research to understand your needs.
- Provide personalized content and information to you.
- Provide, improve, test, and monitor Our Service.
- Develop and test new products and features.
- Monitor metrics such as total number of visitors, traffic, and demographic patterns.
- Diagnose or fix technology problems.

### **Sharing of Your Information**

WE will not rent or sell your information to third parties outside MARKA, its affiliates or parent company of its enterprise group without your consent, except as described in this Privacy Policy:

- WE may share your information with third-party organizations that help us provide the Service to you ("Third-Party Service Providers"). Our Third-Party Service Providers will be given access to your information as is reasonably necessary to provide the Service under reasonable confidentiality terms.
- If WE sell or otherwise transfer part or the whole of MARKA or our assets to another organization (e.g., in the course of a purchase and sale transaction,

merger, amalgamation, consolidation, joint venture or other type of business combination, reorganization or restructuring or financing of all or part of Our business or assets), your information such as name and email address, User Content and any other information collected through the Service may be among the items sold or transferred. You will continue to own your User Content. The buyer or transferee will have to honor the commitments WE have made in this Privacy Policy.

- WE may access, preserve and share your information in response to a legal request if WE have a good faith belief that the law requires us to do so.

### **How WE Store Your Information**

- WE use commercially reasonable safeguards to protect the information collected through the Service secure and take reasonable steps to verify your identity before granting you access to your account. However, WE cannot ensure the security of any information you transmit to us or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed.
- Please do your part to help us. You are responsible for maintaining the secrecy of your account information, and for controlling access to emails between you and us, at all times. Your privacy settings may also be affected by changes the third-party social media services you connect to MARKA make to their services. WE are not responsible for the functionality, privacy, or security measures of any other organization.

### **Your Choice about Your Information**

- Update your account at any time by logging in and changing your profile settings.
- Unsubscribe from email communications from us by clicking on the "unsubscribe link" provided in such communications. As noted above, you may not opt out of Service-related communications).
- Following termination or deactivation of your account, WE may retain information (including your profile information) and User Content for a commercially reasonable time for backup, archival, and/or audit purposes.

### **Children's Privacy**

You must be 18 years and older to register to use the Service. As a result, the Service does not specifically collect information about children. In the event that WE learn that the Service has collected information from a child under the age of 18 without parental consent, WE will delete that information as quickly as

possible. Minors between the ages of 18 and the age of majority in the jurisdiction in which such minor resides must receive their parents' permission before using the Service or sending information about themselves or anyone else over the Internet.

### **Other websites and Services**

WE are not responsible for the practices employed by any websites or services linked to or from Our Service, including the information or content contained within them. Please remember that when you use a link to go from Our Service to another website or service, Our Privacy Policy does not apply to those third-party Websites or services. Your browsing and interaction on any third-party Website or service, including those that have a link on Our Website, are subject to that third party's own rules and policies. In addition, you agree that WE are not responsible and do not have control over any third-parties that you authorize to access your User Content. If you are using a third-party Website or service and you allow them to access your User Content you do so at your own risk.

### **Changes to Our Privacy Policy**

WE may modify or update this Privacy Policy from time to time, so please review it periodically. Such modifications shall become effective immediately upon posting. Your continued use of the Service after any modification to this Privacy Policy will constitute your acceptance of such modification.

### **How to Contact Us**

If you have any questions about this Privacy Policy or the Service, please contact us at [www.marka.pt](http://www.marka.pt).