

The Software may incorporate technology developed by IGA Worldwide Inc. ("IGA") (the "Advertising Technology"). The purpose of the Advertising Technology is to deliver in-game advertisements to you when you use the Software while connected to the Internet. When you use the Software while connected to the Internet, the Advertising Technology may record your Internet Protocol address and other anonymous information ("Advertising Data"). The Advertising Data is temporarily used by IGA to enable the presentation and measurement of in-game advertisements and other in-game objects which are uploaded temporarily to your personal computer or game console and changed during online game play. The Advertising Technology does not collect any personally identifiable information about you, and EA will not provide IGA with any of your personally identifiable information. The servers used by the Advertising Technology may, from time to time, be located outside your country of residence. If you are located within the European Union, the servers may be located outside the European Union.

By installing and using the Software, you agree to: (i) the transfer of the Advertising Data to servers located outside your country of residence and, if applicable, outside the European Union; (ii) the collection and use of the Advertising Data as described in this Section; and (iii) the delivery of advertising and marketing content by the Advertising Technology. IF YOU DO NOT WANT IGA TO COLLECT, USE, STORE OR TRANSMIT THE DATA DESCRIBED IN THIS SECTION, DO NOT INSTALL OR PLAY THE SOFTWARE ON ANY PLATFORM THAT IS USED TO CONNECT TO THE INTERNET.