

## MOBILE THIRD PARTY COOKIES AND OTHER TECHNOLOGIES

The following table sets out the different categories of cookies and other technologies or tools that our applications use and why we use them. Since business structures and relationships may change, the list below may not always be comprehensive or up to date. Different Sites within Mattel's Services use different technologies so not all of the technologies appear on every Site.

Third-Party Partner or Tool	Current Categorization of Type	Comments
ADOBE AIR	Functional	None
BIT TOYS	Functional	None
CHROMIUM	Functional	None
CRASHLYTICS	Analytics	Used to measure game crash events.
FIREBASE	Analytics	None
GOOGLE ANALYTICS	Analytics	None
GOOGLE APIS	Functional	None
GOOGLE CARDBOARD	Functional	None
HELPSHIFT	Analytics	Used for the purposes of Customer Service
HOCKEYAPP	Functional	Mattel uses for site functionality and application crash analytics
KEEN	Functional	Analytics and both contextual and interest-based advertising are supported by Keen. Used as part of Treasure Data SDK.
MOAT ADS	Advertising - interest-based	Used as part of SuperAwesome SDK.
OOYALA	Functional	None
OTTO	Functional	None
PRIME[31]	Functional	Analytics and both contextual and interest-based advertising are supported by some Prime[31] plugins. Mattel uses for only application functionality purposes.
Pullstring	Functional	None
PURPLE TALK	Functional	None
SARBAKAN	Functional	None
SUPERAWESOME	Advertising - contextual Functional	None
TREASURE DATA	Analytics	None
UNITY	Functional, Advertising	Used for both analytics and contextual and interest-based advertising.
UNIWEBVIEW	Functional	None
UPSIGHT	Analytics Functional	Interest-based advertising is supported by Upsight in Mattel legacy titles.
VUFORIA	Functional	None

YESGNOME	Functional	The software also supports both analytics and contextual and interest-based advertising. However Mattel uses YesGnome for functional purposes (granting runtime permissions).
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Last Updated: January 15, 2019