MOBILE THIRD-PARTY TECHNOLOGY LIST

December 20, 2019

The following table sets out the different categories of cookies and other technologies or tools that our mobile applications use and why we use them. Some of these technologies are necessary to provide our mobile apps, while other technologies are used to tailor the mobile app or present interest-based advertising. Different mobile apps within *Mattel's Services* use different technologies and not all of the technologies in this list appear on every mobile app. You may be able to manage certain technologies using your built-in mobile device settings and controls, or the setting within your app where applicable. For more information, please refer to our COOKIES AND TECHNOLOGIES STATEMENT. Keep in mind that, if you opt out of interest-based advertising, your opt out will not prevent any advertising network from displaying advertising that is not customized to you and your interests and, consequently, may be less relevant to you. Please also note that you may need to revisit such choices if you reset your phone or otherwise turn ad tracking back on in your device settings.

Type of Technology	Purpose	Third-Party Partner or Tool
Functional	These provide functionality that help us deliver the *Mattel Services* to you. For example, functional technologies help deliver text in styled fonts and graphic elements, enable you to watch videos on our apps, remember your login information and preferences and maintain your game progress. Not all functional technology process *personal information*.	Adobe Air
		Bit Toys
		Firebase - functional tools (Google Product)
		Gamelift (Amazon Web Services Product)
		Gamesparks
		Google Cardboard
		HockeyApp

		Ooyala
		Otto
		Prime [31]
		Purple Talk
		SuperAwesome (function services)
		Swerve
		Unity Game Engine
		UniWebView
		Vuforia
		YesGnome
Analytics	These are used to understand, improve, and research the *Services*, including when you access the *Services* from a mobile device. For example, we may use technology to understand how you are using features on our *Services*.	Crashlytics
		Firebase - analytics tools (Google Product)
		Kontagent (UPSIGHT)
		Treasure Data

Social	These technologies to allow you to share content and experiences, such as making suggestions to you and others, or so you can sign in with your social network ID and stay logged in devices. When you do this, *information* about your use of the app will be shared with your social network.	Facebook
		KT Play
Advertising	These technologies are used to deliver relevant ads and track ad campaign performance and efficiency. For example, we and our ad partners may use *information* collected to serve you interest-based ads that on *Mattel Services* or on other websites. We may also serve you with advertising that is not is not customized to you (e.g. contextual ads).	Ad Colony
		AdMob (Google)
		AppsFlyer (Ad Attribution)
		Chartboost
		Fyber (Ad mediation)
		SuperAwesome (contextual, non interest-based advertising)
		Unity Ads