

## Notice at Collection

The purpose of this "Notice at Collection of Personal Information" is to provide you, as a California resident, with timely notice (at or before the point of collection) about the categories of personal information we (MyAnimeList Co., Ltd.) collect from you, and the purposes for which the personal information will be used and the length of time we intend to retain the personal information.

The categories of personal information about you that we may collect are the following:

- Identifiers, such as your name, username, postal address, online identifier, IP address and email address.
- Personal information categories described in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)), such as your name, address and telephone number.
- Protected classification characteristics under California or federal law, such as your age and sex.
- Commercial information, such as products or services purchased.
- Internet or other similar network activity, such as browsing history, search history, browser type and operating system, information regarding your interaction with our website or applications, or with advertisements.
- Information you provide, such as information you may decide to post on your profile, through your account or through community features, such as photographs, friends, biographies, anime or manga related lists and favorites, comments, posts, reviews, ratings, recommendations and other information or content.

We collect this personal information for the following business or commercial purposes:

- Advertising: In order to provide you with free access to our content, we and third parties display advertisements and other content on our website or applications, many of which are targeted based on information about you. Through this process, advertisers reach users who are most interested in their products, and you see advertising for products or services in which you may be interested.
- Email Communications: We may use the information that we collect to send you email communications, such as emails about your account or changes to our website or applications, and promotional messages about our and our affiliates' or marketing partners' products and services.
- Request Fulfillment: We may use the information that we collect to fulfill your requests for products, services, and information. We may use your contact information to respond to your customer service requests or to enable you to participate in features on the website or applications such as surveys, polls, sweepstakes, and message boards.
- User Accounts: To provide you with an open and civil, discussion forum, we track user involvement in our community discussions. Our forum moderators monitor discussions and delete comments that we deem inappropriate in our forums.
- Statistical Analysis: In order to learn more about how our website or applications is used, we aggregate and analyze the data that we collect. We may use this information, for example, to better tailor our content and design to suit our users' needs or to increase our website's functionality.
- Support, Personalization and Security: We may use the information we collect to provide support for and personalize our website and applications and our products and services, and to create, maintain and secure your account. We may also use the information we collect to develop and improve and to help maintain the safety, security, and integrity of our website, applications, products and services.
- Enforcement: We may use the information that we collect to prevent illegal activities, to enforce our Terms of Use, and/or to otherwise protect our rights and the rights of our users.

We disclose certain "identifiers" personal information (described above) with third party advertisers, or allow such advertisers to collect identifiers on our website and applications. This disclosure of personal information may be considered a "sale" of personal information under the California Consumer Privacy Act of 2018 ("CCPA"). We may also disclose or allow third parties to collect information about you that may be considered "sharing" under the CCPA. To opt-out of the sale or sharing of this information, you can click on the "Do Not Sell or Share My Personal Information" link available on our homepage and other pages of this website. You can also opt-out by clicking this link here: [Do Not Sell or Share My Personal Information](#). You will then have the option of clicking on a toggle button or checking a box and confirming your choice to opt-out. You may change your mind and opt back in to personal information sales and sharing at any time by clicking on the "Do Not Sell or Share My Personal Information" link again and unchecking the box or clicking on the toggle button again and confirming your choice to opt back in.

We will not keep your personal information any longer than reasonably necessary for the purposes disclosed above. Our primary criteria for determining the length of time we retain your personal information is the length of time you continue to use our website at [www.MyAnimeList.net](http://www.MyAnimeList.net), MyAnimeList branded mobile applications or other sites or online services owned, operated or controlled by us (e.g., for as long as you have an account with us or keep visiting the Sites). More specifically, the table below indicates how long we intend to retain different categories of information:

Information category:	Intended retention period or criteria:
Name and contact information such as postal address, telephone number and email address.	We intend to retain this information as long as you have an account with us.

<b>Information category:</b>	<b>Intended retention period or criteria:</b>
IP address.	We intend to retain this information as long as you have an account with us. We do so to protect your account from malicious activity.
Username, online identifier.	We intend to retain this information as long as you have an account with us.
Age and sex.	We intend to retain this information as long as you have an account with us.
Products or services purchased.	We intend to retain this information as long as you have an account with us.
Internet or other similar network activity, such as browsing history, search history, browser type and operating system, information regarding your interaction with our website or applications, or with advertisements.	Generally, we intend to retain this information as long as you have an account with us. Regarding cookies and similar technologies, you can delete cookies yourself (see Section 5 above) or opt out of their use by third parties through the opt out mechanisms we provide on the Sites. We may retain deidentified or aggregate information that is not linked or reasonably linkable to you indefinitely.
Information you provide, such as information you may decide to post on your profile, through your account or through community features, such as photographs, friends, biographies, anime or manga related lists and favorites, comments, posts, reviews, ratings, recommendations and other information or content.	Any information or material you post on the Sites may be retained indefinitely unless you delete it yourself. If you do delete it, some of your postings may still be retained for the Sites' community in a form that is not linked to you.

To view our full privacy policy, please visit [https://myanimelist.net/about/privacy\\_policy](https://myanimelist.net/about/privacy_policy).