

Ultimate Air Hockey Privacy Policy

Effective Date: July 24, 2023

This Privacy Policy ("Policy") describes how IE Elena Kadyshkina ("Company," "we," "us," or "our") collects, uses, secures and shares information about you. This Policy applies when you visit our websites located at <https://www.fragments.world> or any other websites, pages, features, or content we own or operate (collectively, the "Site(s)"), when you play our games including Ultimate Air Hockey (the "Game(s)"), or otherwise engage our products or services that link to this policy (referred to collectively hereinafter as "Services").

Make sure to read this Policy in its entirety to ensure a complete understanding. Additionally, please take the time to carefully review other Terms that apply to your use of our Services. By accessing and using our Services, you acknowledge and consent to the collection and utilization of your personal information in accordance with this Privacy Policy. Furthermore, you agree to abide by our Terms of Use, which can be found at <https://www.fragments.world/tos>. If you disagree with or feel uncomfortable about any aspect of this Policy, we kindly request that you cease accessing or using our Services promptly.

We may change this Policy from time to time. If we make a change to this Policy that we believe materially affects how we process your personal information or reduce your rights, we will provide you with notice. We may also provide "just-in-time" disclosure or additional information about our data collection, use and sharing practices of specific Services. These notices may supplement or clarify our privacy practices or may provide you with additional choices about how we process your personal information.

Information We Collect

We collect personal information about you and your use of our Service. Personal information refers to any information that can be used to identify you or make you identifiable. This includes:

Information You Provide to Us: We collect information you provide directly to us, such as when you create an account or contact us. This includes:

1. Account Information: when you purchase, download, and log into our Games from our partner stores, you have the option to provide us with your platform account information, including:

- Name: We collect your first and last name when you create an account to identify you.
- Email Address: We collect your email address when you create an account to send you notifications and communicate with you.
- Region: We collect your region to determine your location and provide localized content.
- User ID or platform username.

2. Demographic Information: within your account profile, you have the option to provide your age group, gender, and nationality. This information enables us to enhance your gaming experience by matching you with other players more effectively when entering tournaments.

3. Tournament Registration: when you sign up for our monthly tournaments in our Games, we may collect your email address, Facebook username (optional), Discord or other tournament management platform username, and player ID.

4. Customer Service: when you engage with our support team, we will collect records and copies of your correspondence (including email addresses).

5. Game Data:

Game Data comprises two types: Player Account Data and High Scores Data. This Game Data is exchanged between the Game client running on the player's device and our servers. The transmission of Game Data occurs over the internet using encrypted HTTPS requests from the client to the server. When you play our Games, we may collect your body motion and your controller position data with your consent to enhance your user experience. We process and store Game Data to facilitate a seamless gaming experience across multiple gaming sessions and devices for our players.

6. Other information: we may collect other information you provide directly to us, such as when you contact customer support, participate in surveys, contests or promotions, apply for a job, or otherwise communicate with us.

Information We Automatically Collect: In accordance with applicable laws, we may collect specific types of information automatically when you interact with our Sites or use our Services. This information serves various purposes, including addressing customer support inquiries, enhancing the performance of our Sites and Services, delivering a personalized and streamlined experience, and safeguarding your account by detecting unauthorized access. The following types of information may be collected automatically from you:

1. Device information: we collect information about the device you use to access the Service during game sessions.

2. Website Log Data: When you browse our Site, we collect certain information automatically, including your web request, Internet Protocol ("IP") address, browser type, domain names, referring and exit pages and URLs, pages viewed, the order of these page views, the date and time of your server access, and operating system.

3. Game Log data: When you play our Games, we automatically collect log data within the game.

4. Gameplay Information: We automatically log gameplay information about you, including your scores, levels achieved, items collected, interactions with other players, and other gameplay statistics.

5. Usage Information: We automatically log information about how you interact with the Service, including pages or content you view, features you use, purchases, and other actions.

Use of Information

The main objective of collecting personal information is to ensure a secure, seamless, and personalized gaming experience for you. In general, we utilize personal information to create, develop, operate, deliver, and enhance our Services. We use the information we collect for purposes including:

1. Provide, maintain, and improve the Service.
2. Create and manage your account.
3. Enable interactions with other players
4. Analyze gameplay to improve design and balance
5. Develop new products and services.
6. Personalize content and communications based on your preferences. See the Cookies and Other Similar Tracking Technologies section for some examples.
7. Communicate with you about the Service, including by sending you announcements, updates, security alerts, and support messages to keep you updated about our Services and inform you of relevant issues.
8. Provide customer support and response to requests.
9. Advertise and market the Service and analyze advertising effectiveness.
10. Comply with legal obligations.
11. Enforce our Terms of Service and other policies:

We may process your personal information to enforce the terms you have agreed to, such as our licenses, agreements, and terms of use. This may involve reasonable monitoring to detect and prevent misuse or fraud, maintain fairness in our games for all users, and protect the integrity of our services.

12. Detect Fraud and Prevent Security Risks:

We may process your personal information to assist in providing our users with a fair, balanced, and competitive experience on our Service. This includes utilizing anti-cheat and fraud prevention technologies, enhancing security measures, and combating other security risks.

13. Carry out any other purpose disclosed at the time information is collected:

We may process your information for any other purpose which is reasonably necessary to provide the Services or other related services requested, with your permission or upon your direction.

Sharing of Information

We may share the information we collect about you as follows:

1. Service providers: to enable them to provide the Service, such as secure website hosting, cloud storage, information technology maintenance, network infrastructure, anti-cheat and fraud detections, content moderation, analytics, customer support, advertising networks, and more.
2. Stores: information related to your use of the Service through Meta Quest (including AppLab), Pico Platforms and Steam.
3. Advertising: with third parties for our advertising and marketing purposes.
4. Legal compliance: to comply with law, regulation, subpoenas, court orders, or other legal processes.

5. Business transfers: in the event of a merger, divestiture, restructuring, reorganization, dissolution, sale, or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or a similar proceeding, we may disclose your personal information to a buyer or other successor. This includes situations where personal information held by us is among the assets being transferred. By engaging with us or using our services, you acknowledge and consent to our ability to assign or transfer rights to your personal information.

6. On a Public Forum: we may share your information such as match history, scores, username on our leaderboards sites or other similar public forums in order to help you engage with other players.

7. With Other Players: to facilitate multiplayer activities in our games, such as adding friends, inviting others to matches, or accepting challenge invites, we may share certain information with other players. This information may include your username (in encrypted form, unless displayed in the game), match history, and scores.

8. With your consent: at your direction and discretion, including if you authorize an account connection with a third party service.

- We do not share personal information with third parties for their own marketing purposes.

Third-party Sites and Services

Our services may include links to websites operated by third parties. These third parties may have their own privacy policies, and we are not responsible for their data collection and usage practices. We encourage you to review the privacy policy and terms of use of any third-party services you visit or use.

Cookies and Similar Tracking Technologies

We and third parties acting on our behalf may utilize various tracking technologies, such as cookies and similar technologies (collectively referred to as "Tracking Technologies"), to automatically gather additional personal information when you interact with our services. These Tracking Technologies assist us in personalizing your experience and improving content management on our platform by providing insights into the effectiveness of our content.

Cookies

Cookies are small text files used by websites to recognize repeat visitors. We may use cookies and similar technologies for various purposes, such as analyzing web traffic, identifying previous visits, testing content, storing preferences, and recognizing return visits to our sites.

You have the option to control the acceptance of cookies. If you prefer not to allow us to use cookies in your browser, you can adjust your web browser settings to either (1) reject some or all cookies, or (2) receive notifications and grant permission when a website attempts to set a cookie.

If you want to exercise your rights regarding personal information collected through cookies and similar tracking technologies, please refer to the "Your Rights and Choices" section below.

Your Rights and Choices

You have choices when it comes to information about you:

- 1. Opt-out of marketing communications:** you may opt-out of receiving promotional communications from us by following the unsubscribe instructions in those communications. You may also contact us to opt-out.
- 2. Access and update your information:** if you have registered for an account with us, you may review and update certain account information by logging into the account.
- 3. Delete your information:** you may request deletion of your account by contacting us. We will delete your information unless we need to retain it for legitimate business purposes or as required by law.
- 5. Object to processing:** you may request that we stop using your personal data for certain purposes by contacting us.

To exercise these choices, you can log into your account and make the necessary changes, or you can contact us via email at info@fragments.world. We will comply with your requests unless we have a legitimate reason not to do so.

Retention of Your Personal Information

We will keep your personal information for the duration necessary to provide the relevant Service you use, unless a longer retention period is required or permitted by law. We will retain and utilize information as needed to fulfill our legal obligations, resolve disputes, and protect our rights. Once it is reasonable to assume that retaining your personal information no longer serves the purpose for which it was collected and is no longer necessary for legal or business reasons, we will cease to retain it or remove the means by which the data can be associated with you.

Security

We recognize that the effectiveness of maintaining confidentiality relies on the efficiency of the security system and the user's adherence to security requirements. We employ administrative, technical, and physical measures to safeguard your personal data, taking into account the nature of the data, processing procedures, and associated risks.

To ensure the security of your personal data and protect against unauthorized or unlawful processing, as well as mitigate the risks of loss, unintended alteration, unauthorized disclosure, or access, we implement appropriate security measures. These measures may include technical safeguards such as encryption, pseudonymization, logging, access restrictions, and data protection, as well as organizational measures such as employee instructions, confidentiality agreements, and controls.

While we strive to minimize security risks, it is important to note that complete elimination of all risks is not always possible, and some residual risks may remain.

We use reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration, and destruction. However, no method of transmitting or storing data is completely secure. We cannot guarantee absolute security of information about you.

We want to remind you that the User plays a crucial role in safeguarding personal data. Therefore, it is essential for the User to review and understand the security requirements of any service, application, or resource before providing any personal information. Prior to entering personal data into such platforms, it is advisable for the User to familiarize themselves with the applicable security guidelines.

Children's Personal information

Our Services are not intended for children under the age of 18 (or any other age as required by local law), and we do not knowingly collect personal information from children. If you are a parent or guardian and would like to review the information collected from your child, or if you want that information to be modified or deleted, please contact us at info@fragments.world. If we become aware that a child has provided us with personal information in violation of applicable laws, we will delete such information unless we have a legal obligation to retain it. In such cases, we will also terminate the child's account and/or provide them with an age-appropriate experience, as required by law.

Changes to the Privacy Policy

We may change this Privacy Policy from time to time. Any changes will be posted through the Services. It is your responsibility to periodically check this Privacy Policy for any updates or modifications. All changes are effective immediately upon posting.

Contact Us

If you have any questions about this Privacy Policy, please contact us at: info@fragments.world.