Privacy Policy

This Privacy Policy describes how Prophecy Games, Inc. and our affiliates, (collectively, "**Prophecy**" "**we**," "**us**," or "**our**") collects, uses, shares, and safeguards personal information. This Privacy Policy also tells you about your rights and choices with respect to your personal information, and how you can reach us to get answers to your questions.

We have adopted a companywide Privacy Policy (the "**Policy**") that guides how we process your personal information in connection with your access or use of the Site (as defined below) or any Prophecy game(s) or subscription service(s) offered through the Site (the "**Service**"). When we collect, access, use, or do anything with your personal information on our website or through our Services, we are "processing" your personal information. This Policy also applies to information or data that may be collected by Prophecy offline as described in this Policy below. This Policy applies to your use of any video game developed and/or published by Prophecy, and any other websites established by Prophecy or its subsidiaries which reference this Policy (collectively, the "**Site**"). Please note that this Policy does not apply to websites maintained by third parties.

Types Of Information We Collect Through Your Use of the Services

The term "personal information," as used in this Policy, includes any information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual. We may collect several different types of personal information when you access or use our Services, including:

(a) Information You Provide to Us.

Personal information collected will vary depending upon the activity and may include, but is not limited to, your name, e-mail address, phone number, home address, created username and password, age, and gender. Such personal information may be collected through:

• **Account Information**: Information you provide about yourself to use our software or online services (including, without limitation, when you register for an account with Prophecy), so that we may communicate with you and provide you with the Service;

• **Self-Reported Information**: Information you provide about yourself, as well as records and copies of such correspondence, when you purchase goods or services through the Site or Service, register for warranties, register for games or special game-specific event participation, or further contact us;

• **Voluntary Information**: Information you provide to us voluntarily by filling out marketing surveys, email campaigns, participating in message boards, newsletters, and contests, or subscribing to other offerings on the Site. We may also ask you for personal information if you report a problem with the Site or Service. We do not require this information to gain access to the Site; however, you may not use certain features, products, or services (including, without limitation, the Service) that require registration, or receive materials (e.g., newsletters), unless such information is provided. Additionally, your participation in tournaments or other online game events is conditional upon your agreement to us collecting, using, storing, transmitting, and publicly displaying performance and statistical data (e.g., your scores, rankings, and achievements) generated through your participation in the foregoing. Prize winners may also be required to provide Social Security or Social Identification Numbers for tax purposes.

• **User Contributions and Public Communications**: You may choose to disclose information about yourself in our online message boards, chat rooms, forums, in creating user "profiles" when you play games on our Site or utilizing the Service, or through any other avenue of communication in public areas or with other users on our through the Services. User Contributions that you disclose in message boards, chat rooms, forums, or in "profile" information is public information, and there is no expectation of privacy or confidentiality. We cannot control the actions of other users or third parties with whom you may choose to share your User Contributions. Please see our Terms of Service and Use Agreement on this point and for other guidelines about posting content on our websites.

(b) Usage Information Automatically Collected.

When you play our games, visit our Site, or use our Services, we automatically collect information about the Services you use and how you use them ("**Usage Information**"), as described below:

• **Service Data**: When you play our games, we may retrieve information about your hardware system, gameplay and how our games are used, including, without limitation, your Internet Protocol Address, your gameplay characteristics and patterns, information about your computer, hardware, software, platform, media, information about online activity (e.g., feature usage), gameplay statistics and scores, user rankings, and click paths and other data that you may provide in surveys or online profiles. We use this information to enable you to play our game(s) over the Internet. We may also combine such information with other demographic information to better understand the behavior and preferences of our customers so that we can improve our Services and for marketing and advertising purposes. Some Usage Information may be collected while you are offline, and automatically recorded and stored on your device until you connect to the Internet or with our Site or Service when such information will be collected by us.

• **Cookies and Similar Tracking Technologies**: We may use various tracking technologies to collect and store information about your use of our Services. We use these tools to ensure that you receive a personalized experience, to provide you with certain functions on our Services, to keep your account safe, and to improve and optimize our Services, and to inform our marketing efforts. Please refer to our Prophecy Games Cookie Policy for more information, available at www.prophecygames.com/legal.

(c) Information from Third Parties.

We may receive information about you from other sources, including third parties, business partners, our affiliates, or publicly available sources. Further, if you log into your user account through social media sign-in services (e.g., Google Connect), you provide Prophecy with permission to collect, store, and use any and all information in the same manner and to the same extent that you agreed the social network or third party platform could collect, store, or use the information. Once the personal information has been transferred to the Site from a third party, you may or may not be able to rescind or remove the information. We obtain contact details and other personal information regarding media contacts and social media influencers from a variety of sources including AppsFlyer. If you wish to know more about how such information is collected and used, please refer to AppsFlyer's privacy policy at https://www.appsflyer.com/privacy-policy.

The following provides more specific examples of the type of information that we collect from you and how we use that information.

Context	Types of Data	Primary Purpose for Collection and Use of Data
Account Registration	We may collect your name and contact information when you create an account or user profile. We also collect information relating to the actions that you perform while logged into your account and user profile.	We have a legitimate interest in providing account related functionalities to our users. Accounts and user profiles can be used for easy checkout, to save or change your preferences, and view your transaction history. We also use this information to perform our contract to provide you with products or services.
Age Information	We may collect personal information, such as your age.	We use this information to comply with our legal obligations and determine your eligibility to use our Services.
Cookies and first party tracking	We may use cookies and clear GIFs. "Cookies" are small pieces of information that a website sends to a computer's hard drive while a web site is viewed. See our Cookie Policy for more information.	We have a legitimate interest in making our website operate efficiently.
Cookies and Third Party Tracking	We participate in behavior-based advertising, this means that a third party uses technology (*e.g.,* a cookie) to collect information about your use of our website so that they can provide advertising about products and services tailored to your interests on our website, or on other websites. See our Cookie Policy for more information.	Where required by law, we base the use of third party cookies upon consent.
Email Interconnecti vity	If you receive email from us, we may use certain tools to capture data related to when you open our message, click on any links or banners it contains and make purchases.	We have a legitimate interest in understanding how you interact with our communications to you.
Employment	If you apply for a job posting, or become an employee, we collect information necessary to process your application or to retain you as an employee. This may include, among other things, your Social Security Number. Providing this information is required for employment.	We use information about current employees to perform our contract of employment, or the anticipation of a contract of employment with you. In some contexts, we are also required by law to collect information about our employees. We also have a legitimate interest in using your information to have efficient staffing and work force operations.
	We may collect personal information from participants at eSport tournaments and other special	We use this information to perform our contract with participants and players.
Context	**Types of Data**	**Primary Purpose for Collection and Use of Data**

eSport, Tournament, and Other Special Event Participant Information	events that we sponsor, conduct, or otherwise support. This may include your contact information, government identification information, travel information, and financial information.	We also have a legitimate interest in advancing our game play, creating new opportunities for players to compete with one another, and promote our games.
Feedback/Support	If you provide us feedback or contact us for support we may collect your name, user or profile name, e-mail address, phone number, as well as any other content that you send to us, in order to reply.	We have a legitimate interest in receiving, and acting upon, your feedback or issues. We also use this information to perform our contract to provide you with products or services.
Gameplay and Usage Information	When you play our games, we may retrieve information about your hardware system, gameplay and how our games are used, including, for example, your Internet Protocol Address, your gameplay characteristics and patterns, information about your computer, hardware, software, platform, media, information about online activity (e.g., feature usage), gameplay statistics and scores, user rankings, and click paths and other data that you may provide in surveys or online profiles.	We have a legitimate interest in ensuring our games are able to be played over the internet. We may also combine such information with other demographic information to better understand the behavior and preferences of our customers so that we can improve our Services, and for marketing and advertising purposes.
Geolocation Information	When you use our Site or Services we may collect your location from the GPS, Wi-Fi, and/or cellular technology in your device to determine your location.	We have a legitimate interest in understanding our users and providing tailored services. In some contexts our use is also based upon your consent to provide us with geo location information.
Mailing List	When you sign up for one of our mailing lists we collect your email address.	We share information about our products, Sites, games, and Services with individuals that consent to receive such information. We also have a legitimate interest in sharing information about our products, Sites, games, and Services.
Making a purchase	We may collect your name, billing address, e-mail address, phone number, and credit card number when you make a purchase through a Site or Service.	We use your information to perform our contract to provide you with products or services.
Mobile Devices	We may collect information from your mobile device such as unique identifying information broadcast from your device when visiting our website.	We have a legitimate interest in identifying unique visitors, and in understanding how users interact with us on their mobile devices.
Partner Promotion	We collect information that you provide as part of a co-branded promotion with another company.	We have a legitimate interest in fulfilling our promotions.
Player Behavior	We allow players to report each other and submit information about their in-game conduct and actions	We may use information received from a reporting player in enforcing our contracts, rules and policies, improving our services, and keeping the Services
Context	**Types of Data**	**Primary Purpose for Collection and Use of Data**

	to help us determine if the reported behavior violates our rules for player conduct.	secure. We also have a legitimate interest in understanding how the Services are used, keeping them secure, and making improvements to the Services. In some, select circumstances, we may use this information to protect a vital interest of you or another person.
Surveys	When you participate in a survey we collect information that you provide through the survey. If the survey is provided by a third party service provider, the third party's privacy policy applies to the collection, use, and disclosure of your information.	We have a legitimate interest in understanding your opinions and collecting information relevant to our organization. We may use this information to select and direct advertising that is more likely to be of interest to you.
Sweepstakes or contests	When you participate in a sweepstakes or contest we collect information about you which includes contact information to notify you if you are selected.	We have a legitimate interest in operating the sweepstakes. In some contexts, we are also required by law to collect information about those that enter into our sweepstakes, and we have a legitimate interest in complying with those laws.
Third Party and Social Media Account Information	We may collect third party and social media account information (e.g., SteamID, Facebook information, etc.) to log you in. We may also use this information to respond to your communications through third party platforms.	We use your information to perform our contract to provide you with products or services. We also have a legitimate interest in allowing users the ability to log in and communicate with us through multiple gaming platforms.
User Information	We may collect the name, and contact information, of our users with whom we may interact outside the context of an account or user profile.	We have a legitimate interest in contacting users of our Sites and Services, and communicating with them concerning normal business administration such as games, products, services, and billing.
Web logs	We may collect information, including your browser type, operating system, Internet Protocol (IP) address (a number that is automatically assigned to a computer when the Internet is used), domain name, click-activity, referring website, and/or a date/time stamp for visitors.	We have a legitimate interest in monitoring our networks and the visitors to our websites. Among other things, it helps us understand which of our services is the most popular.
Website interactions	We may use technology to monitor how you interact with our Sites. This may include which links you click on, or information that you type into our online forms. This may also include information about your mobile or computer device or browser.	We have a legitimate interest in understanding how you interact with our Sites to better improve it, and to understand your preferences and interests in order to select offerings that you might find most useful. We also have a legitimate interest in detecting and preventing fraud.

In addition to the permissible purposes listed above, in certain circumstances we may collect and share your personal information with third parties to protect the vital interests of you or another person.

Note that we may also receive information about you from other sources, including third parties, business

partners, our affiliates, or publicly available sources. For example, if you submit a job application, or become an employee, we may conduct a background check. Further, if you log into your user account through social media sign-in services (e.g., Google Connect), we may collect, store, and use any and all information in the same manner and to the same extent that you agreed the social network or third party platform could collect, store, or use the information.

Use And Processing Of Information.

In addition to the purposes and uses described above, we may use information in the following ways:

- To identify you when you visit or use our websites or Services.
- To provide products and services or process refunds.
- To improve our services, games, and product offerings.
- To streamline the checkout process.
- To conduct analytics.
- To respond to inquiries related to support, employment opportunities, or other requests.
- To send marketing and promotional materials including information relating to our products, services, sales, or promotions, or those of our business partners or affiliates.
- To comply with applicable laws.
- For research and development.
- For anti-cheating and fraud prevention.
- For internal administrative purposes, as well as to manage our relationships.
- To maintain a safe, secure, and trusted environment for you when you use the Services, we use your personal information to make sure our terms, policies, and agreements with you and any third parties are enforced. We actively monitor, investigate, prevent, and mitigate any suspected or actual prohibited activities on our Services. We are required to process your personal information for this purpose to provide our Services.

Although the sections above describe our primary purpose in collecting your information, in many situations we have more than one purpose. For example, if you complete an online purchase, we may collect your information to perform our contract with you, but we also collect your information as we have a legitimate interest in maintaining your information after your transaction is complete so that we can quickly and easily respond to any questions about your order, or related to the products or Services purchased. As a result, our collection and processing of your information is based in different contexts upon your consent, our need to perform a contract, our obligations under law, and/or our legitimate interest in conducting our business.

Sharing Of Information.

In addition to the specific situations discussed elsewhere in this policy, we may disclose information in the following situations:

1. **Affiliates and Acquisitions**. We may share information with our corporate affiliates (*e.g.*, parent company, sister companies, subsidiaries, joint ventures, or other companies under common control). If another company acquires, or plans to acquire, our company, business, or our assets, we will also share information with that company, including at the negotiation stage.

2. **Google Analytics**. Prophecy uses the Google Analytics Demographics and Interest Reporting features of Google Analytics for Display Advertising. You may opt-out of Google Analytics for Display Advertising and customize Google Display Network ads by visiting the Google Ads Preference Manager, which is available at http://www.google.com/settings/ads.

3. **Other Disclosures with Your Consent.** We may ask if you would like us to share your information with other unaffiliated third parties who are not described elsewhere in this policy.

4. **Other Disclosures without Your Consent**. We may disclose information in response to subpoenas, warrants, or court orders, or in connection with any legal process, or to comply with relevant laws. We may also share your information in order to establish or exercise our rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our policies, or to comply with your request for the shipment of products to or the provision of services by a third party intermediary.

5. **Public**. Some of our websites and Services may provide the opportunity to post comments, or reviews, in a public forum. If you decide to submit information on these pages, that information may be publicly available. We have no control over third parties or how they may use the content of publicly available information you post. Further, we have no obligation or responsibility regarding such third party collection or use of information you make public – you are solely responsible for the content of such public information.

6. **Partner Promotion**. Users who register for an account with Prophecy may register for other third party partners from our Site, or link a Prophecy account to an account with such third party partners, from time to time. If you opt-in to any of these services, we may collect additional information including, without limitation, information requested by a third party, and pass this information, together with all other Personal Information, to that third party partner. Use of your Personal Information by a third party partner will be governed by that third party provider's privacy policy and terms of service. We may also retain any additional information collected for use in accordance with the terms of this Policy. Participation in these other related services is optional and is not required to access our Site, though some functionality may depend upon it.

7. **Service Providers**. We may share your information with service providers. Among other things service providers may help us to administer our website, conduct surveys, provide technical support, aid in auditing practices, process payments, assist in the fulfillment of orders, and for other legitimate purposes permitted by applicable law. Such service providers may have access to your personal information as reasonably necessary to perform these tasks on our behalf and are obligated not to disclose nor use such

information for other purposes.

8. **Research and Development**. We may share aggregate consumer data (which does not contain personal information) with the advertising companies or with any other third party, and we may use such information for any legitimate business purpose at our sole discretion. Additionally, we may utilize your personal information for internal marketing and demographic studies, so we can consistently improve our websites to better meet our visitors' and users' needs.

9. **Advertising Audiences.** We may use your email address or phone number to show advertisements for our games to you, and to people with similar interests, on other companies' services such as Meta, Google, Reddit and TikTok. To do this we may send those companies your email address or phone number in a scrambled ("hashed") form so that they can match it to their own users. You can opt out through our privacy portal at www.prophecygames.com/privacyrequest. You can also manage how each of these services uses information from advertisers in its own settings: Meta's Ad Preferences, Google's My Ad Center, Reddit's privacy settings and TikTok's ad settings. This applies to contact details you gave us before this update as well as after it.

10. **Advertising Measurement.** We and our measurement providers use information such as your IP address and device type to understand whether an advertisement led to an install of one of our games, and we tell advertising services when it did.

Your Choices.

Some jurisdictions give you a right to make the following choices regarding your personal information:

1. **Access To Your Personal Information**. You may request access to your personal information by contacting us at the address described below. If required by law, upon request, we will grant you access to the personal information that we have about you. Note that California residents may be entitled to ask us for a notice describing what categories of personal information (if any) we share with third parties or affiliates for direct marketing.

2. **Changes To Your Personal Information**. We rely on you to update and correct your personal information through your account. Most of our websites allow you to modify or delete your account information or user profile information. If our website does not permit you to update or correct certain information, you may contact us at the address described below in order to request that your information by modified. Note that we may keep historical information in our backup files as permitted by law.

3. **Deletion Of Your Personal Information**. You may request information about how long we keep a specific type of information, or request that we delete your personal information by contacting us at the address described below. If required by law we will grant a request to delete information, but you should note that in many situations we must keep your personal information to comply with our legal obligations, resolve disputes, enforce our agreements, or for another one of our business purposes.

4. **Objection to Certain Processing.** You may object to our use or disclosure of your personal information by contacting us at the address described below.
5. **Online Tracking.** We do not currently recognize automated browser signals regarding tracking mechanisms, which may include "Do Not Track" instructions because a uniform technological standard has not yet been developed.
6. **Promotional Emails**. You may choose to provide us with your email address for the purpose of allowing us to send free newsletters, surveys, offers, and other promotional materials to you, as well as targeted offers from third parties. You can stop receiving promotional emails by following the unsubscribe instructions in e-mails that you receive. If you decide not to receive promotional emails, we may still send you service related communications.
7. **Promotional Text Messages.** If you receive a text message from us that contains promotional information you can opt-out of receiving future text messages by replying "STOP."
8. **Revocation Of Consent**. If you revoke your consent for the processing of personal information then we may no longer be able to provide you services. In some cases, we may limit or deny your request to revoke consent if the law permits or requires us to do so, or if we are unable to adequately verify your identity. You may revoke consent to processing (where such processing is based upon consent) by contacting us at the address described below.

Please address written requests and questions about your rights to info@prophecygames.com. You may request a copy of the personal information that we hold about you, and exercise other rights as described above, through our online portal, **located here**.

Note that, as required by law, we will require you to prove your identity. We may verify your identity by phone call or email. Depending on your request, we will ask for information such as your name, the last item you purchased from us, or the date of your last purchase from us. We may also ask you to provide a signed declaration confirming your identity. Following a request, we will use reasonable efforts to supply, correct or delete personal information about you in our files.

In some circumstances, you may designate an authorized agent to submit requests to exercise certain privacy rights on your behalf. We will require verification that you provided the authorized agent permission to make a request on your behalf. You must provide us with a copy of the signed permission you have given to the authorized agent to submit the request on your behalf and verify your own identity directly with us. If you are an authorized agent submitting a request on behalf of an individual, you must attach a copy of the signed permission to make a request on another individual's behalf. If we do not receive this information, the request will be denied.

How We Protect Personal Information

No method of transmission over the Internet, or method of electronic storage, is fully secure. While we use reasonable efforts to protect your personal information from unauthorized access, use, or disclosure, we cannot guarantee the security of your personal information. In the event that we are required by law to inform you of a breach to your personal information we may notify you electronically, in writing, or by telephone, if permitted to do so by law.

Some of our Sites and Services permit you to create an account or user profile. When you do you will be

prompted to create a password. You are responsible for maintaining the confidentiality of your password, and you are responsible for any access to or use of your account or user profile by someone else that has obtained your password, whether or not such access or use has been authorized by you. You should notify us of any unauthorized use of your password, account, or user profile.

Other Important Information

The following additional information relates to our privacy practices:

- **Retention of Your Personal Information.** Prophecy retains your Personal Information: (a) for so long as your account is active or as needed to provide you with Services or to fulfill our contractual obligations; (b) as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements; and (c) for so long as is necessary for the purposes for which we collected such Personal Information.
- **Transmission Of Information To Other Countries**. We may transmit information between and among our affiliates. As a result, your information may be processed in a foreign country where privacy laws may be less stringent than the laws in your country. Nonetheless, where possible we take steps to treat personal information using the same privacy principles that apply pursuant to the law of the country in which we first received your information. By submitting your personal information to us you agree to the transfer, storage, and processing of your information in a country other than your country of residence including, but not necessarily limited to, the United States. If you would like more information concerning our attempts to apply the privacy principles applicable in one jurisdiction to data when it goes to another jurisdiction you can contact us using the contact information below. You may also request a copy of any Standard Contractual Clauses we use for the transfer of your data outside of the EEA, which includes the categories of information transferred by contacting us using the contact information below.
- **Third Party Applications/Websites**. We have no control over the privacy practices of websites or applications that we do not own. When you interact with such links or applications, you may leave the Prophecy Site you are visiting and go to the website you selected. For example, you may be required to establish a STEAM account with Valve Corporation to use our game(s), and you may be required to provide credit card and other information to Valve Corporation and our other third party payment processors when you purchase products or services from our Site or through our Service. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.
- **Changes To This Privacy Policy.** We may change our privacy policy and practices over time. To the extent that our policy changes in a material way, the policy that was in place at the time that you submitted personal information to us will generally govern that information unless we receive your consent to the new privacy policy. Our privacy policy includes an "effective" and "last updated" date. The effective date refers to the date that the current version took effect. The last updated date refers to the date that the current version was last substantively modified.
- **Accessibility.** If you are visually impaired, you may access this notice through your browser's audio reader.
- **Children.** Prophecy does not knowingly permit access to the Site or Services by children under the age of 13. If you are under 13 years of age, you should not access, or attempt to obtain access to, the Sites or Services. The Sites do not collect personal information from any person we

actually know is under the age of 13. If your child is under 13 years of age and you believe they are accessing the Sites and Services, please contact us at info@prophecygames.com. Teenagers age 13 or older, but who are under the age of 18, must have their parents or guardians review this Policy and should encourage them to contact us if they would like to raise any concerns. For more information, we encourage you to review our Parent Information page, available at www.prophecygames.com/parents-guide.

- **Information for California Residents.** California law indicates that organizations should disclose whether certain categories of information are collected, "sold" or transferred for an organization's "business purpose"(as those terms are defined under California law). You can find a list of the categories of information that we collect and share **here**. Please note that because this list is comprehensive it may refer to types of information that we share about people other than yourself. If you would like more information concerning the categories of personal information (if any) we share with third parties or affiliates for those parties to use for direct marketing please submit a written request to us using the information in the "Contact Information" section below. We do not discriminate against California residents who exercise any of their rights described in this Privacy Policy.

Contact Information. When you interact with us, we act as the data controller of your personal information. If you have any questions, comments, or complaints concerning our privacy practices please contact us at the appropriate address below. We will attempt to respond to your requests and to provide you with additional privacy-related information.

Prophecy Games
Attn: Legal Department
info@prophecygames.com

Legal Department
Prophecy Games, Inc.,
3925 Brookside Parkway, Suite 400
Alpharetta, Georgia 30022

If you are not satisfied with our response, and are in the European Union or United Kingdom, you may have a right to lodge a complaint with your local supervisory authority.

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