

# **BOOMBOX PRIVACY POLICY**

**Effective as at January, 2020**

## **1. Introduction**

Thank you for playing Boombox!

Your privacy and the security of your personal data is important to us. This Privacy Policy (“Policy”) will explain exactly how and why we gather, store, and use your personal data.

## **2. About this Privacy Policy**

This Policy sets out the essential details relating to your personal data relationship with Boombox. From time to time, we may develop new or offer additional services. If the introduction of these new or additional services results in any change to the way we collect or process your personal data we will provide you with more information and additional terms or policies. Unless stated otherwise when we introduce these new or additional services, they will be subject to this Policy.

## **3. Your rights and your preferences**

Under new European Union law, the General Data Protection Regulation, you have certain rights in relation to your personal data. Except as limited under applicable law, the rights afforded to individuals are:

- Right of Access - the right to be informed of and request access to the personal data we process about you;
- Right to Rectification - the right to request that we amend or update your personal data where it is inaccurate or incomplete;
- Right to Erasure - the right to request that we delete your personal data;
- Right to Restrict - the right to request that we temporarily or permanently stop processing all or some of your personal data;
- Right to Object -
  - the right, at any time, to object to us processing your personal data on grounds relating to your particular situation;
  - the right to object to your personal data being processed for direct marketing purposes;

- Right to Data Portability - the right to request a copy of your personal data in electronic format and the right to transmit that personal data for use in another party's service; and
- Right not to be subject to Automated Decision-making - the right to not be subject to a decision based solely on automated decision making, including profiling, where the decision would have a legal effect on you or produce a similarly significant effect.

To exercise these rights contact [help@boomboxgame.com](mailto:help@boomboxgame.com).

## **4. How do we collect your personal data?**

We collect your personal data in the following ways:

- When you sign up for Boombox you provide us with certain personal data for your Boombox profile and to enable you to play.
- When you use Boombox we collect personal data about your use of the game, such as what songs you have selected and what playlists you have helped create.
- From time to time, you also may provide us with additional personal data or give us your permission to collect additional personal data, such as through surveys, to resolve technical support issues or to provide you with more features or functionality. You always will have the option to change your mind and withdraw your consent at any time.

## **5. What do we use your personal data for?**

When you use or interact with the Boombox, we use a variety of technologies to process the personal data we collect about you to operate our business and to enhance and personalize your game experience including to:

- To provide, personalize, and improve your Boombox experience.
- Operate, improve, and develop our games and Services;
- To optimize gameplay, such as populating leaderboards and enable online matchmaking.
- To facilitate sharing on social networks
- To link you to Boombox playlists on third party streaming services.
- To understand how you access and use Boombox to ensure technical functionality, develop new product features and services,

- To analyze your use of Boombox, including your interaction with applications, advertising, products, and services that may be made available, linked to, or offered through the Boombox App.
- To communicate with you for Boombox-related purposes.
- To communicate with you, either directly or through one of our partners, for marketing, research, participation in contests, surveys and sweepstakes, promotional purposes, or via emails, notifications, or other messages, consistent with any permissions you may have communicated to us.
- To provide you with features, information, advertising, or other content which is based on your specific location.
- To help identify and troubleshoot problems with your account or games.
- To communicate with you and respond to your specific requests or questions.

## **6. Data retention and deletion**

We keep your personal data only as long as necessary to support your Boombox experience and for legitimate and essential business purposes, such as maintaining the performance of Boombox, making data-driven business decisions about new features and offerings, complying with our legal obligations, and resolving disputes. If you request, we will delete your personal data, unless, we are legally allowed or required to maintain certain personal data.

We do not share, sell, or disclose your personal information

## **7. Links**

We may display advertisements from third parties and other content that links to third-party websites. We cannot control or be held responsible for third parties' privacy practices and content. If you click on a third-party advertisement or link, please understand that you are leaving Boombox and any personal data you provide will not be covered by this Policy. Please read their privacy policies to find out how they collect and process your personal data.

## **8. Keeping your personal data safe**

We are committed to protecting our users' personal data. We implement appropriate technical and organisational measures to help protect the security of your personal data; however, please note that no system is ever completely secure. Boombox cannot guarantee the security of your information.

## **9. Children**

Boombox is not directed to children under the age of 13 years. However, in some countries, stricter age limits may apply under local law. We do not knowingly collect personal data from children under 13 years or under the applicable age limit (the “Age Limit”). If you are under the Age Limit, please do not use Boombox, and do not provide any personal data to us.

If you are a parent of a child under the Age Limit and become aware that your child has provided personal data to Boombox, please contact us and you may request exercise of your applicable rights under this Policy.

## **10. Changes to this Privacy Policy**

We may occasionally make changes to this Policy.

When we make material changes to this Policy, we’ll provide you with prominent notice as appropriate under the circumstances. Please read any such notice carefully.

## **11. How to contact us**

Thank you for reading our Privacy Policy. If you have any questions about this Policy, please contact us at [help@boomboxgame.com](mailto:help@boomboxgame.com)