

# RATLOOP GAMES CANADA PRIVACY POLICY

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## INTRODUCTION

The below "**Privacy Policy**" describes how Ratloop Games Canada (the "Company," "Ratloop," "us", "we", or "our") collects, uses, and discloses your personal information when you access our "**Website**" and play our "**Games**," (collectively, our "**Services**").

We respect your personal information (which means any information about you as an identifiable individual) and are committed to protecting it through our compliance with this Policy and applicable law. This Privacy Policy describes:

- The types of personal information we collect from you and that you provide when you access or use our Services; and
- Our practices for collecting, using, and disclosing that information.

We will only collect your personal information when we have your consent or as otherwise required or permissible by law.

Please read this policy carefully to understand how we collect, use, and disclose your information.

We may make occasional updates to this policy. We will inform you of any material changes. If you do not agree, understand, or accept those changes, please do not use our Services.

## HOW WE COLLECT INFORMATION

We collect personal information directly from you when you provide it to us via the Website or when you interact with our Games. We collect some of this information automatically. Your information will also be collected by third-party platforms and the publisher of the Games ("**Publisher**"). These third parties have their own privacy practices, which we do not control. Some of this information will be collected and processed by us on behalf of these third parties.

We will only collect as much information as is reasonably necessary to meet the purposes for which it was collected.

### ***Information You Submit***

When you contact us via email, we will collect your email address along with any other contact information (including your name) or content that you provide in our communications with you. We will only use this information for the purpose you provided it to us.

### ***Information Collected When You Play Our Games***

After you purchase our Games, your User ID from the Third-Party Platform (see definition below) is bound to certain player profile data that we collect and process on behalf of the Publisher when you play. This data relates to your interactions with the Game and is necessary for us to process in order to run the Game. This includes, for example, the number of games you played, your rank, and your time trials.

We do not control the privacy practices of the Publisher, and the information collected by the Publisher is subject to the terms and conditions that apply when you register for an account.

### ***Payment information***

We do not collect or process any payment information, which is all processed at the third-party platform level.

### ***Marketing***

You may register on our Website to receive our newsletter from us, including information about game launches or upcoming releases and updates and other promotional communications. You can unsubscribe from these communications at any time by clicking "unsubscribe" in the message or by contacting us (see email address below).

### ***Information Collected by Third Parties***

You are able to download and login to the Games through certain third-party accounts ("**Third-Party Account**") such as Steam, Xbox Live, or Playstation. These platforms are operated by third parties ("**Third-Party Platform**"), and subject to terms and conditions and privacy policies that are not controlled by us.

When you link a Third-Party Account to use the Games, you may be able to connect and interact with and share game information with your friends and network from that Third-Party Account. In some cases, you may be able to make purchases through or earn rewards (subject to applicable program terms) from that Third-Party Account.

When you access the Games through a Third-Party Platform, we will only collect your Third-Party Platform User ID in order to run the Games for you.

We also may use third-party tools to help us manage and analyze our social media presence. The privacy practices of these third parties are subject to terms and conditions and privacy policies that we do not control.

### ***Service providers***

We use certain third parties to help us and the Publisher store and process information. For example, your player profile data is hosted and stored by Playfab (Microsoft). In addition, we may receive personal information from ad networks, analytics providers and others who we work with to deliver, improve and measure our online advertising and marketing campaigns.

### ***Tracking Technologies and Information Collected Automatically***

When you use our Website, the following additional information will be collected automatically:

- We use so-called “cookies,” pixels, web beacons and other similar tracking technologies to allow for a smoother browsing experience on our Website.
- We also use these technologies with third-party partners such as Google and Facebook to better target advertisements we think might be of interest to you and for marketing purposes.

### **HOW WE USE YOUR INFORMATION**

We use your personal information:

- To communicate with you.
- To run the Games and provide our Services to you, including administering your player profile data for the Games.
- To run analytics (we provide your IP address to Google Analytics; when we obtain the reports, we only receive aggregated information, which is not linked to any users of the Games or Website).
- If you choose to opt in to our mailing list, we may send you, from time to time, promotional information we think will be of interest to you. You will have the opportunity to opt out of those communications at any time following the instructions in the communication or by contacting us indicating your wishes (see contact information below).

The usage and device information we automatically collect helps us to improve our Services and to deliver a better experience by enabling us to:

- Estimate our audience size and usage patterns.
- Recognize when the Website is used and which features are accessed.

We collect this information on an aggregated basis only and will not be linked with your personal information.

### **SHARING YOUR INFORMATION**

We will not sell your personal information to any third party. We will only share your information as follows:

- We share and exchange information with the Publisher to run the Game.
- We provide information to service providers, third-party processors, and other third parties we use to deliver the Services.
- We share certain information with advertising and analytics partners, such as Facebook and Google Ads.
- We may disclose information to a purchaser in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company’s assets.

- We will also disclose information as may be required by law or as legitimately requested by law enforcement or pursuant to a legal obligation, in which case we will use reasonable efforts to provide notice to you.

## **ACCESSING, CORRECTING, AND DELETING YOUR PERSONAL INFORMATION**

You may send us an email at [hello@ratloopcanada.com](mailto:hello@ratloopcanada.com) to request access to, correct, or delete any personal information that you have provided to us. We will accommodate your request within a reasonable time. Depending on the nature of the request, it may mean that you will no longer be able to use our Services. We may not be able to delete your information if it is still required for the purposes for which it was collected.

## **DATA RETENTION**

We will retain information collected for as long as we are providing Services to you with respect to such information. We will retain information for as long as it may be required under applicable laws and regulations. If you wish for us to retain your information for longer, please contact us.

## **DATA SECURITY**

We follow industry recognized standards on information security management to safeguard your information. Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure and for that reason we cannot guarantee you that your personal information will always be secure.

## **CHILDREN**

We do not knowingly collect information from anyone under the age of 13. If you are under the age of 13, please do not submit any information to us. Our Games are only intended to be played in accordance with applicable age ratings.

## **DATA TRANSFERS**

We are located in Montreal, Quebec. We use certain third-party providers who are located in the United States who may store and access personal information for support purposes. Any information located in the United States will be subject to local and federal jurisdiction, including access by law enforcement.

## **CHANGES TO OUR PRIVACY POLICY**

We may update our privacy policy from time to time. If we make material changes to how we treat our users' personal information, we will alert you to those changes.

## **QUESTIONS AND CONTACTING US**

If you have any questions or wish to contact us regarding our use of personal information, you can contact our Privacy Officer at [hello@ratloopcanada.com](mailto:hello@ratloopcanada.com).

Should you have any complaints about this Policy or about how we process your personal information, we hope that you will contact us directly, but you are also entitled to contact the Office of the Privacy Commissioner of Canada toll-free: 1-800-282-1376.