

# Privacy Policy - Utomik

Through it processes privacy-sensitive or personal data. Utomik B.V. (Utomik) values your privacy and observes due care in processing and protecting personal data.

During the processing we stick to the requirements of the applicable data protection legislation, such as the European General Data Protection Regulation (GDPR). This means we:

- **clearly specify our purposes** before we process personal data, by using this Privacy Policy;
- **limit our collection of personal data** to only the personal data needed for legitimate purposes;
- only process personal data when we have a **legal basis** for this, such as a contract or statutory obligation;
- take **appropriate security measures** to protect your personal data and we demand the same from parties who process personal data on our behalf;
- **respect** your right to inspect, correct or delete your personal data held by us.

Utomik B.V. is the party responsible for data processing via the Utomik service. In this privacy policy, we will explain which personal data we collect via these services, and for which purposes. We recommend that you read it carefully.

*This privacy policy was last amended on May 24, 2018.*

**Please note:** the user of a main account, can view the personal data of the sub-account holders. If you are under 18, your parents/legal guardian can view your personal data via the Parental Control panel.

## Use of Personal Data / Personnaly Identifiable Information

We use the following data collected via Utomik software:

- name;
- address;
- contact details;
- date of birth;
- username;
- password;
- payment information;
- bank account number;
- games played;
- time spent playing;
- other information related to your use of the services;
- forum and chat discussions between you and other users and/or Utomik;
- browser used;
- type of device used (type of laptop, tablet, smartphone);
- IP address;
- click and surf behavior.

## Purposes of processing of personal data

We use the data collected via the software of Utomik for the following purposes:

- providing our gaming services;
- providing a forum where you can post messages and react to them;
- providing chat options;

- providing notifications, for example of new games;
- creating statistics data relating to the demographics of our users and their computing equipment and use of the services, in order to improve our services;
- securing, and preventing unauthorized access to, our services;
- solving errors reported;
- handling questions, feedback and requests regarding our services.

We may use your personal data in order to provide our services, when you have given your consent for this, or when we are legally obliged to do so.

## Newsletter

If you have consented thereto, we may contact you by e-mail for commercial purposes with personalized offers. Each communication by e-mail will include an option to unsubscribe. If you revoke your consent, this does not affect the legality of the processing of personal data before you revoked your consent.

## Providing data to third parties

Utomik may provide your personal data to the parties providing the games via our platform. We will do so when this is necessary for providing the requested game(s) to you.

We will only make your account searchable for other users, when this is necessary for providing the requested game, or when you have given your consent for this.

We will only provide your personal data to third parties for advertising purposes when you have given your consent for this. You can revoke your consent at any time via a support request. If you revoke your consent, this does not affect the legality of the processing of personal data before you revoked your consent.

Utomik may also provide personal data to the following third parties, if this is necessary for providing its services or when it is legally obliged to do so:

- hosting providers;
- other IT service providers when necessary for providing Utomik's services;
- Squeezely (provider of our Data Management Platform, see below for more information);
- governmental organisations and regulators, when we need to do so in order to comply with legal and compliance obligations.

These partners may be based outside the EU. If personal data is transferred outside the EU, the privacy law requirements for doing so have been fulfilled. For example, because we have concluded EU model contract clauses to agree with these parties on how they deal with personal data. Or, if the relevant party is established in the United States, this party is Privacy Shield certified.

## Security

We take security measures to reduce misuse of and unauthorized access to personal data. We take the following measures in particular:

- access to personal data requires the use of a user name and password;
- we take physical measures to protect access to the systems in which the personal data is stored;
- we make use of secure connections (SSL/TLS) to encrypt all information between you and our website when entering your personal data;
- use of back-ups;

- use of encryption;
- we keep logs of all requests for personal data.

If you have questions regarding any of the security measures that have been adopted and implemented by Utomik, please feel free to contact us at [legal@utomik.com](mailto:legal@utomik.com).

## Data Retention

Your account details are retained by us for 15 months after termination of your subscription.

Messages which you post on our forum, are retained by us indefinitely.

If you send us a message via e-mail, a contact form or chat message, we will retain your message for as long as necessary to fully answer your question or request.

## Cookies

Cookies are small information files that can be automatically stored on, or read out from the device (including a PC, tablet or smartphone) of the website visitor, while visiting a website. This is done through the web browser on the device. The information that can be transmitted by a cookie, over the use of our website, can be transferred to the own secured servers of Utomik or to the servers of a third party.

Our website uses cookies. Cookies are placed by us, but also placed via third parties we engage for these purposes. We use cookies on our website for the following purposes:

- to enable the functionality of our website (technical and functional cookies);
- to generate overall statistics and gain insight into the use of our website by the public in order to optimise our website and services (analytics cookies);
- to make the internet offer more interesting for you by displaying advertisements that fit your interests and to personalise the ads and content on our website and in our newsletters based on your interests and click and surf behaviour (targeting/advertisement cookies);
- to offer you the possibility to share information on our webpages via the different Social Media channels (Social Media cookies).
- to enable the testing of multiple versions (A/B testing) for potential improvements of our website.

For the above-mentioned purposes, we use the following cookies. Some of the relevant parties are located in the United States of America (USA). If the relevant party is not Privacy Shield certified, EU Model Contract Clauses will be concluded with the relevant party. In this manner, the transfer of personal data outside the EU is allowed.

Name cookie	Purpose of cookie	Country	Privacy Shield?	EU Model Contract Clauses
DoubleClick	Advertising	USA	Yes	Not applicable
Google Adwords Conversion	Advertising	USA	Yes	Not applicable
Facebook Custom Audience	Advertising	USA	Yes	Not applicable
Google Dynamic Remarketing	Advertising	USA	Yes	Not applicable
Google Adwords User Lists	Advertising	USA	Yes	Not applicable
Google Tag Manager	Advertising	USA	Yes	Not applicable
GA Audiences	Advertising	USA	Yes	Not applicable
Facebook Connect	Social media	USA	Yes	Not applicable

Facebook Social Plugins	Social media	USA	Yes	Not applicable
Google Analytics	Analytics	USA	Yes	Not applicable
Visual Website Optimizer	Analytics	USA	Yes	Not applicable
Hotjar	Analytics	Malta	Not applicable	Not applicable

We have no control over how the above parties use the cookies, and information and personal data collected via the cookies, themselves. For more information about these parties and how they use cookies, we recommend that you read their privacy policies (please be aware that such policies may be revised regularly).

You can prevent the placement of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling some functionality and certain features of this website. Therefore, it is recommended not to disable cookies.

Most cookies have an expiration date. This means, that they will automatically expire after a certain period and no longer register any data concerning your visit of the website. Another option is to remove the cookies manually before the expiration date. In order to do this, consult the instruction manual of your browser.

## Hotjar

We use Hotjar in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on [this link](#). You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this [opt-out link](#).

## Squeezely

We make use of the Squeezely data management platform (the Platform) for our advertising. The Platform enables us to buy, sell, and analyze advertising, including interest-based advertising, using real-time bidding; and to apply on-site optimization and sending commercial e-mails. Squeezely, on our behalf, uses cookies and other technologies to collect data on our users' behavior and their devices (IP address), browser information, geographic location, actions performed within the Utomik website. For further details, please see Squeezely's privacy policy by clicking on [this link](#). You can opt out of Squeezely Information collection, by clicking on the following link: <https://squeezely.tech/optout>.

By clicking this link, you opt out of selected ads for your browser based on your browsing behavior. When you opt out, an opt out cookie will be stored in your web browser. The Platform will know the choice you have made when it sees your opt out cookie and will apply your choice to all third parties using the Platform. If you block or delete the opt out cookie, the Platform will not be able to recognize your opt out.

## Third-party websites

This policy is not applicable to third-party websites connected to the Utomik service through links. We cannot guarantee that these third parties will handle your personal data in a secure and careful manner. We recommend you read these websites' privacy policies before making use of these websites.

## Changes to this Privacy and Cookie Policy

We reserve the right to modify this policy. We recommend that you review this policy regularly, so that you remain informed of any changes.

## Your rights relating to your personal data

You have the right to request for inspection of your personal data. You can request for correction or deletion of your personal data, when the data is incorrect or no longer relevant. You have the right to object against the processing of your personal data. If you would like to do so, please contact us via [www.utomik.com/customer-support](http://www.utomik.com/customer-support). Some personal data can also be updated by you via your account settings.

If you are of the opinion that your personal data is processed in a manner contrary to applicable privacy rules, you can let us know via the contact information below. However, you also have the right to submit a complaint with the competent data protection authority. For the Netherlands, this is the *Autoriteit Persoonsgegevens*.

## Contact information - Utomik B.V.

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