

Cloudhead Games Privacy Policy

Cloudhead Games Ltd. and its affiliates (“**Cloudhead**“, “**us**“, “**our**” or “**we**“) are dedicated to protecting the privacy rights of our users (“**users**“, “**you**” or “**your**”). This Privacy Policy (the “**Policy**”) describes the ways we collect, store, use, and manage the information, including personal information, that you provide or we collect in connection with your use of *The Gallery: Call of the Starseed*, *The Gallery: Heart of the Emberstone*, *Heart of the Emberstone: Coliseum* and/or all related software, the accompanying manual(s), related packaging and other written, files, electronic or on-line materials or documentation, any and all copies of the the same, including any updates thereto (collectively, the “**Games**”). Please note that the scope of this Policy is limited to information collected or received by Cloudhead through your use of the Games. Cloudhead is not responsible for the actions of third party people or companies, the content of their sites, the use of information you provide to them, or any products or services they may offer. Any link to those sites does not constitute our sponsorship of, or affiliation with, those people or companies.

By using the Games, you are expressing your agreement to this Policy and the processing of your data, including your personal information, in the manner provided in this Policy. If you do not agree to these terms, please do not use the Games.

If you have questions or concerns about our privacy policy or practices, please contact us at privacy@cloudheadgames.com.

Information Collection and Use

Cloudhead may collect information as described below. Cloudhead’s primary goals in collecting and using any information is to improve the Games, your user experience and games we may make in the future, contact you, conduct research and create reports for our internal use. We store some information on servers located in the United States via Google Drive and may from time to time store information on other servers and equipment outside of Canada, including in the United States or other countries.

Collection and Use of Game Analytics Data

If you connect to the Internet when using the Games, we may receive information from hardware manufacturers or platform hosts (such as HTC, Valve, Oculus, Humble, Licensor or a Licensor affiliate) and may automatically collect certain information from your computer or gaming unit. This information may include, but is not limited to, user IDs (such as gamer tags and screen names), game scores, game achievements, game performance, locations visited, hardware MAC address, internet protocol address, and your usage of various game features. All information collected by us is intended to be anonymous information that does not disclose your identity or constitute personal information, however, if you include personal information (such as your real name) in your user ID used with our platform hosts, then such personal information may automatically be transmitted to Licensor and used as described herein. The information that is collected and/or provided to us by hardware manufacturers or platform hosts is useful to us for troubleshooting, improving the Games and your user experience and helps us understand usage trends. This information may be

associated with your IP address or user ID for the purpose of providing you services or support in connection with the Games.

Customer Service

We may collect your email address when you contact our customer service group and we may use that email address to contact you about your gaming experience with Cloudhead and notify you about company news and promotions. If you no longer wish to receive certain email notifications you may opt-out at any time by following the unsubscribe link located at the bottom of each communication or by emailing us at privacy@cloudheadgames.com.

Game Updates

We may occasionally send you game updates, patches and related push notifications that may be of importance to you. If you do not wish to receive these types of updates, patches and notifications you should discontinue use of the Games or disconnect your computer or device from the Internet.

How We Use Information

We may use information collected through the Games or provided to us by hardware manufacturers and platform hosts for the purposes described in this Policy or disclosed to you in connection with the Games. For example, we may use your information to:

- operate and improve the Games and future games we may make;
- understand you and your preferences to enhance your experience and enjoyment using the Games;
- respond to your comments and questions and provide customer service;
- provide and deliver products and services you request;
- send you related information, including confirmations, technical notices, updates, security alerts, and support and administrative messages; and
- link or combine it with other information we get from third parties and other users of the Games, to help understand your preferences and provide you with better services.

Disclosure of Your information

Cloudhead does not share your personal information (to the extent it is in possession of any) except as approved by you or as described below:

- Cloudhead may engage other companies and individuals to perform services on our behalf. Example of these services include analyzing data and providing customer support. These

agents and service providers may have access to your personal information in connection with the performance of services for Cloudhead;

- We may release your information as permitted by law, such as to comply with a subpoena, or when we believe that release is appropriate to comply with the law; investigate fraud, respond to a government request, enforce or apply our rights; or protect the rights, property, or safety of us or our users, or others. This includes exchanging information with other companies and organizations for fraud protection;
- Cloudhead may share your information in connection with any merger, sale of our assets, or a financing or acquisition of all or a portion of our business to another company. You will be notified via a notice on our site of any change in ownership of Cloudhead or our business; and
- We may share aggregate or anonymous information about you with hardware manufacturers, platform hosts, publishers, business partners, and other third parties, to the extent permitted by applicable law.

Changes to the Policy

We may update this privacy policy to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

Security

Cloudhead takes reasonable measures to protect your information from unauthorized access or against loss, misuse or alteration by third parties.

Although we make good faith efforts to store the information collected on in relation to the Games in a secure operating environment that is not available to the public, we cannot guarantee the absolute security of that information during its transmission or its storage on our systems. Further, while we attempt to ensure the integrity and security of our network and systems, we cannot guarantee that our security measures will prevent third-party “hackers” from illegally obtaining access to this information. We do not warrant or represent that your information will be protected against, loss, misuse, or alteration by third parties. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security.

Access and Accuracy

Cloudhead will use commercially reasonable efforts to provide access to your personally identifiable information (to the extent we are in possession of any) if you request such access in writing submitted to privacy@cloudhead.com. Unless otherwise required under applicable law, Cloudhead reserves the right to deny access to your personally identifiable information:

1. when such denial of access is required by law;
2. when granting you access is reasonably likely to negatively impact other people's privacy;
3. when such access is cost prohibitive; or
4. when such requests are frivolous or made in bad faith.

If you believe that the personally identifiable information maintained by Cloudhead about you is inaccurate or incomplete, you may notify Cloudhead in writing describing in details any inaccuracies or omissions, submitted to privacy@cloudhead.com. Following receipt of such a properly submitted written notice, Cloudhead will, within a reasonable time period, use commercially reasonable efforts to, in its sole discretion, either: (a) amend or correct your personally identifiable information to reflect corrected or additional information provided by you, or (b) in connection with your personally identifiable information, make note of any claimed inaccuracies or omissions reflected in the notice submitted by you.

Data Retention

The data and information that we collect will be stored and maintained by Cloudhead until you instruct us otherwise, or, in our sole discretion, for the longer of: (a) for so long as is necessary or appropriate to carry out the purpose(s) for which such information was collected and (b) for so long as we are required to maintain such information by law or other applicable rules or regulations and your consent to such purposes remains valid after termination of our relationship with you.

Our Policy Regarding Children

Cloudhead recognizes the privacy interests of children and we encourage parents and guardians to take an active role in their children's use of the Games. This Games is not intended for children under the age of 13. Cloudhead does not target its services or the Games to children under the age of 13. Cloudhead does not knowingly collect personally identifiable information from children under the age of 13. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us at privacy@cloudheadgames.com. We will delete such information from our files within a reasonable time.

International Transfer

We may transfer information that we collect about you to affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world. Please note that these countries and jurisdictions may not have the same data protection laws

as your own jurisdiction, and you consent to the transfer of information to the U.S. and the use and disclosure of information about you, including personal information, as described in this Policy.

Contact Information

CLOUDHEAD GAMES LTD.

Attn: Privacy Coordinator

124 Harlech Road

Qualicum Beach, BC

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privacy@cloudheadgames.com

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