

## Privacy Policy

### Preamble

Pixile Inc. dba as Pixile Studios, a company, located at 120-1231 Pacific Blvd, Vancouver, British Columbia, Canada ("**Pixile**", "**us**" or "**we**") is committed to protecting the privacy of our users ("users" or "you"). Pixile has adopted this Privacy Policy in order to inform you of the way we collect, store, secure, use, and manage the information you give us when using any Pixile game, application, or website (together, the "Service"). Our websites includes pixilestudios.com, animalroyale.com and others, and our games (such as SuperAnimalRoyale) may be made available through third party platforms such as Steam and others. This Privacy Policy is limited to information collected by Pixile your using the Service.

### What We Collect, How We Collect It And How We Use it

For the purpose of this Privacy Policy "personal information" is defined as information that can be used to identify you or by which your identity could be deduced, and any other information specifically associated with that information. We will only use your personal information when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Generally we do not rely on consent as a legal basis for processing your personal information other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us using the details set out below. Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal information for our legitimate interests. We do not use your personal information for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Information That You Provide Directly to Us: When you use our Service for the first time we may collect the following personal information depending upon which part of the Service you are using: first and last name, IP address, email address, street address and country, date of birth and age, gender, Steam ID, Nintendo ID, Xbox ID and Playstation ID. We collect and store this information in order to provide the Services to you (for example, by your having your own account and associated characters), for fraud prevention, community support and customer support and protection. Where you play any of the games that we offer as part of the Services we may store information about your progress, actions and purchases in that games so that you can save and reuse your achievements and progress, and for display on leaderboards where we provide them. In addition we store in-game messaging logs, which may include personal information, in order for Customer Service Representatives to help keep the Service safe for our users.

You may choose to disclose information about yourself in our online chat rooms, forums, game comments or in creating user "profiles". Information that you disclose in these areas is public information, and will be accessible to anyone who uses our Site. However, you may choose to have your profile page be public or private. In the case where you chose to make your profile page private, the information there (including challenges won, "my friends" list, etc.) will only be visible to you. We may from time to time invite you to sign up to our marketing or promotional emails that we periodically send. We will not send you marketing or promotional emails if you do not opt in to receiving these emails, and we will always provide you with an easy way to opt out of receiving any more emails in each of those emails.

Information We Receive Through Mobile Applications: If you use our Service on a mobile device (such as your phone or tablet) we can collect mobile device identifiers that can include things like your

MAC address and IP address. We may also collect information such as device name and type, operating system, telephone number, country, and any other information you choose to provide such as your game character name or e-mail address. Additionally, we may access third party information such as your phone or contacts provided you allow your device to connect to services and you have given the application permission to access this information. We may only collect this information with your authorization and according to the rules you have established within your device permissions.

**Do Not Track:** Do Not Track (DNT) is a privacy preference that users can set in their web browsers allowing users to opt out of tracking by websites and online services. At the present time, the World Wide Web Consortium (W3C) has not yet established universal standards for recognizable DNT signals, and, therefore, we do not recognize DNT.

**Use Of Data:** We use the collected data for various purposes related to our fulfilling our agreement to provide the Services to you at your request when you access the Services:

- To provide and maintain our Service for you
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our Service
- To detect, prevent and address technical issues
- To detect, prevent and address fraud;

To detect, prevent and address community issues such as bullying, harassment or similar issues. Where we create aggregated or anonymized data, that data will no longer be personal information and this Privacy Policy will not apply to it.

If we wish to use your personal information for any other purpose we will ask you for your consent before doing so.

**Sharing of Data with Third Parties:** Pixile is not in the business of selling your data. However, we may be required to disclose personal information in accordance with applicable legislation and in response to legal orders.

The Pixile corporate website may contain links to other websites. Should a link to a website present any advertisements, it does not mean Pixile endorses or authorizes these activities and neither is it a representation of our affiliation with these third party websites. Pixile is not responsible for the privacy policies of these other websites. Please read the Privacy Policies of these applicable websites when exiting the Pixile corporate website and accessing these third party websites and services. Pixile has no control over third party websites and cannot be responsible for the protection and privacy of information while you are visiting other websites.

**Third Party Platforms and Services:** When accessing the Service through Third Party Platforms such as Steam or other social networks, or chat applications you grant us the ability to collect and store personal information via your account profile and any cookies stored by that Third Party Platform. We use your personal information in accordance with the terms of service and the privacy settings you have set with the Third Party Platform. We may share personal information with the Third Party Platform in accordance with their terms of service and the privacy settings you have set. Upon opening the Service on your device we will share some of the non-personal information we collect with Third Party Services such as Google Analytics and third party ad networks who are engaged by us in order help operate the Service we provide to you and for data usage analysis purposes to help us provide a better service. We do not share personal information that Pixile stores with the Third Party Services we work with.

#### Subprocessors

We use third party subprocessors to provide certain aspects of the Service such as cloud hosting, content delivery, data analysis, etc. For more information, see Pixile's subprocessors.

#### **LINKS TO OTHER SITES**

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

## CHILDREN'S PRIVACY

Pixile does not direct its websites, games, game engines, or applications to children (usually considered to be under the age of 16, depending on the country where you reside). We also do not intentionally collect personal information from children through our websites, games, game engines, or applications. If you are the parent or guardian of a child and you believe that we have inadvertently received personal information about that child, please contact us as described in the How to Contact Us section of this policy and we will delete the information from our records.

## COOKIES

When you visit the Pixile corporate website we may store cookies on your device e.g. your computer, phone, tablet, or any other device. Cookies are small text files containing information about your navigation on a website. We use cookies to help us understand how you use the site so we can improve the user experience. There is no personal information from any of our Services stored in the website cookies. If you want to opt out of cookies you can disable and clear them in your browser.

## YOUR RIGHTS

We aim to take reasonable steps to allow you to correct, amend, delete, or limit the use of your personal data. Whenever made possible, you can update your Personal Data directly within your account settings section. If you are unable to change your Personal Data, please contact us to make the required changes.

If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us using the contact details set out at the bottom of this Privacy Policy.

In certain circumstances, you have the right:

- To access and receive a copy of the Personal Data we hold about you
- To rectify any Personal Data held about you that is inaccurate
- To request the deletion of Personal Data held about you

You have the right to data portability for the information you provide to us. You can request to obtain a copy of your Personal Data in a commonly used electronic format so that you can manage and move it.

Please note that we may ask you to verify your identity before responding to such requests.

Depending on the mechanism that you used to set up your account, you may only be able to access your rights regarding your personal information if you access your account through that same mechanism.

To exercise your rights regarding your personal information that we store please contact Pixile at [contact@pixilestudios.com](mailto:contact@pixilestudios.com). **Deleting personal information may affect your ability to access some or all of the Service and may result in the permanent deletion of all purchases that you have made in our services. Any such deletion is permanent and cannot be restored after deletion. If you request such deletion then you agree to indemnify and hold us harmless from any loss you may suffer as a result of such deletion.** Pixile will take all reasonable steps to respond to your request to review or delete your personal information within 30 business days.

## Security of Information

Data security for our games implements best industry practices to reduce the possibility of a data breach. These include, but are not limited to implementing industry standard Identity and Access Management procedures, performing periodic backups of the data as well as having implemented, tested and documented disaster recovery procedures.

## Contacting us

Pixile welcomes your feedback regarding this Privacy Policy. If you have questions, comments, or concerns please contact us: [contact@pixilestudios.com](mailto:contact@pixilestudios.com) or Pixile Inc, 120-1231 Pacific Blvd, Vancouver, BC V6Z 0E2, Canada.

As noted above, if you wish to exercise your rights regarding your personal information please do so through the account settings section of your personal profile.

## Changes to the Privacy Policy

Pixile often reviews its policies and procedures and reserves the right to make changes to this Privacy Policy from time to time. Pixile will provide reasonable notice of any material changes to this Privacy Policy via email or through the Service. By using any of our websites or accessing any of our games after any such change takes effect, you will be agreeing to the modified terms.

**DEFINED TERMS USED IN THIS POLICY:**

**Usage Data**

Usage Data is data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

**Cookies**

Cookies are small pieces of data stored on a User's device.

**Data Controller**

Data Controller means a person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal data are, or are to be, processed.

**Data Processor (or Service Providers)**

Data Processor (or Service Provider) means any person (other than an employee of the Data Controller) who processes the data on behalf of the Data Controller.

**Data Subject**

Data Subject is any living individual who is the subject of Personal Data.

**User**

The User is the individual using our Service. The User corresponds to the Data Subject, who is the subject of Personal Data.

## Subprocessors

Pixile uses the following third party subprocessors to provide the Service:

Third Party Service	Purpose	Location	Website
Playfab	Backend provider used to improve game and track financial benchmarks	United States	<a href="https://playfab.com/">https://playfab.com/</a>
Multiplay	Servers where games are hosted	United Kingdom	<a href="https://unity.com/products/game-server-hosting">https://unity.com/products/game-server-hosting</a>
Unity	Game engine used to track data for game improvements	United States	<a href="https://unity.com/">https://unity.com/</a>
So you Start (Hebergement Inc.)	Server provider	Canada	<a href="https://www.soyoustart.com/en/">https://www.soyoustart.com/en/</a>
Shopify	Used to sell physical merchandise	Canada	<a href="https://www.shopify.com/">https://www.shopify.com/</a>
Google Analytics	Collects traffic data	United States	<a href="https://analytics.google.com/analytics/web/provision/#/provision">https://analytics.google.com/analytics/web/provision/#/provision</a>
Datawisp	Data analysis tool	United States	<a href="https://www.datawisp.io/">https://www.datawisp.io/</a>
Snowflake	Data storage	United States	<a href="https://www.snowflake.com/">https://www.snowflake.com/</a>
Adzap	Ads attribution service	United States	<a href="https://www.zap.ad/">https://www.zap.ad/</a>
Discord	Compiling data necessary for moderation	United States	<a href="https://discord.com/">https://discord.com/</a>