

This Privacy Policy will inform you how we look after your personal data when you visit our website and tell you about your privacy rights and how the law protects you.

This website is not intended for children, and we do not knowingly collect data relating to children. If you are aware that any child's personal data has been shared with our website, please let us know so that we can delete that data.

Who is responsible for processing your personal data, and who you can contact in this regard

This website <https://playsense.agency/> ("website") is provided by Playsense Limited ("we", "our" or "us"). We are the controller of personal data obtained via website, meaning we are the organisation legally responsible for deciding how and for what purposes it is used.

If you have any questions or want more details about how we use personal information, you can contact our Data Protection Officer at 105, Agion Omologiton Avenue, Nicosia 1080, Cyprus, or via email: dpo@playsense.agency

The data we collect about you

Personal data means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may process different kinds of personal data about you, which we have grouped as follows:

- Identity Data, for instance, your name.
- Contact Data, for instance, your email address.
- Marketing and Communications Data, for instance, your preferences in receiving marketing from our third parties and us and your communication preferences.
- Technical information. When accessing a website, our web hosting provider or we collect data based on each access to the server. This may include: (a) the browser types and versions used; (b) the operating system used for access; (c) the time and date of an access; (d) the pages of the website that you visit; (e) referrer URL; (f) the IP address of your device; (g) what items were clicked on a page

How is your personal data collected?

We collect personal data from you:

- directly, when you enter and send us information, for instance, if you contact us via the online form at the website, we ask for some personal information, like your name and email address.
- indirectly, for instance, during your browsing activity while on our website.

How do we use your personal data

We will only use your personal data when the law allows us to.

Consent

You have provided us with your consent to use your personal information, for instance, in the course of subscribing to our marketing communication.

Marketing communication

We will use your personal data to send you updates by email about our products and services, including promotions or new products and services.

You have the right to opt-out of receiving marketing communications at any time by:

- contacting us at marketing@playsense.agency, or
- using the “unsubscribe” link in emails.

Legitimate interests

It is necessary to pursue our legitimate interests for the purposes:

- to complete any request you may make in relation to marketing preferences;
- to provide and improve our services and products, for instance, by monitoring and recording how and when systems are accessed and how data is uploaded, to analyse website performance;
- to promote our services and to contact you with communications about marketing updates and newsletters;

- to improve your experience of our website, newsletters and other services, for instance by monitoring and recording information relating to your browsing behaviour to make personalised content available to you more efficient and relevant;
- to monitor and analyse our interactions with you to improve our relationship with you and help us to grow and develop our business.

How long your personal data will be kept

We store your personal data only as long as necessary to achieve the purpose of processing. If we use your personal data based on a legitimate interest, we will store it at most as long as your interest in deletion or anonymisation does not prevail. In addition, data may be stored if this has been provided for by the EU or national legislator in regulations, laws or other provisions to which the person responsible is subject. The duration of the data storage depends on the statutory obligations and is generally no longer than ten (10) years. We delete personal data, except Marketing and Communications Data, after ninety (90) days. Marketing and Communications Data are deleted after one (1) year.

Keeping your personal data secure

We have appropriate security measures to prevent personal data from being accidentally lost, used or accessed unlawfully. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

International transfers

Our global presence means that your personal information may be transferred across our business worldwide due, for instance, to the shared IT systems, datacentres and clouds. Personal data transfers are facilitated across the Playsense group via an intra group agreement that applies the EU approved model contract clauses to all such transfers of personal data within the Playsense group. All the Playsense group members agree to comply with the overarching principles of EU data protection attached to the model clauses.

However, depending on the jurisdiction in which your personal information is processed by us, another entity in the Playsense group may be the data controller regarding your personal information.

Cookies

A cookie is a small text file which is placed onto your device when you use our website. We use different types of cookies to run the website. Some or all of the cookies identified below may be stored in your browser. You can view and manage cookies in your browser.

- Session cookies. Websites often collect information about how users interact with the website. This may include the pages users visit most often and whether users get error messages from certain pages. We use session cookies to help us improve our users' browsing experience. Blocking or deleting these cookies will not render the website unusable.
- Analytics cookies. We use analytics tools (including Google Analytics and Facebook) that help us understand how visitors engage with the website. It may use a set of cookies to collect information and report website usage statistics without personally identifying individual visitors. The main cookie used by Google Analytics is the “_ga” cookie.

Your rights

You generally have the following rights, which you can usually exercise free of charge:

- Access to a copy of your personal data. The right to be provided with a copy of your personal data;
- Correction (also known as rectification). The right to require us to correct any mistakes in your personal data;
- Erasure (also known as the right to be forgotten). The right to require us to delete your personal data - in certain situations;
- Restriction of use. The right to require us to restrict use of your personal data in certain circumstances, for instance, if you contest the accuracy of the data.
- Data portability. The right to receive the personal data you provided to us in a structured, commonly used and machine-readable format and transmit that data to a third party - in certain situations.
- To object to use. The right to object: (a) at any time to your personal data being used for direct marketing (including profiling); (b) in certain other situations to our continued use of your personal data, for instance, where we use your personal data for our legitimate interests unless there are compelling legitimate grounds for the processing to continue or the

processing is required for the establishment, exercise or defence of legal claims.

- Not to be subject to decisions without human involvement. The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you. We do not make any such decisions based on data collected by our website.
- The right to withdraw consents. If you have provided us with consent to use your personal data, you have a right to withdraw that consent easily at any time. You may withdraw consent by contacting us at privacy@playsense.agency. Withdrawing consent will not affect the lawfulness of our use of your personal data in reliance on that consent before it was withdrawn.

You may also find it helpful to refer to the guidance from the <https://www.dataprotection.gov.cy/> on your rights under the GDPR.

If you would like to exercise any of those rights, please email us at privacy@playsense.agency.

When contacting us please:

- provide enough information to identify yourself;
- let us know which right(s) you want to exercise and the information to which your request relates.

How to complain

Please contact us if you have any queries or concerns about our use of your personal data. We hope we will be able to resolve any issues you may have. You also have the right to lodge a complaint with the Office of the Commissioner for Personal Data Protection <https://www.dataprotection.gov.cy/>

Changes to this privacy policy

We may change this privacy policy from time to time - when we make significant changes we will take steps to inform you, for example via by including a prominent link to a description of those changes on our website for a reasonable period or by other means, such as email.