

## **PRIVACY NOTICE**

### **INTRODUCTION**

This Privacy Notice ("Notice") explains the manner in which the mobile application "Halloween Bingo Journey" ("we," "us," or "our") collects, uses, and discloses your personally identifiable information ("Personal Data") when you utilize our gaming services (collectively, the "Services"). This Notice also outlines your legal rights pertaining to the processing of such information.

Our Services encompass the "Halloween Bingo Journey" application and related digital offerings, except where a separate privacy disclosure is explicitly provided. Please be advised that our Services may contain links to third-party digital properties, which are governed by their own independent privacy policies and fall outside the scope of this Notice.

This Notice operates in conjunction with our Terms of Service, which govern your general use of the Services.

### **LEGAL BASES FOR PROCESSING**

We process your Personal Data based on several distinct legal grounds as outlined by applicable data protection regulations:

**Performance of a Contract:** Processing is necessary to provide the core functionalities of the Services, including enabling gameplay, maintaining your account, delivering requested features, and communicating essential service-related updates.

**Legitimate Interests:** We process data for our legitimate operational interests, which include enhancing user experience, personalizing content, providing user support, promoting the Services, ensuring platform security, fostering social interactions within the Services, and analyzing user engagement.

**Consent:** For specific purposes, such as sending certain marketing communications or facilitating personalized advertising, we will rely on your explicit consent, which you may withdraw at any time through in-app settings or by contacting us.

### **TYPES OF INFORMATION COLLECTED**

We collect information through the following methods:

**Information You Provide:** This includes data you submit directly, such as your chosen player alias, communications with our support team, and any contact information provided.

**Information Collected Automatically:** When you use our Services, we automatically gather certain technical data, which may include unique device identifiers (e.g., Advertising ID, IMEI), IP address, device type, operating system, language settings, and general location information (e.g., country or city).

Information from Third-Party Partners: We may receive information from platforms you use to access our Services (e.g., if you log in via a social network), as well as demographic or analytic data from advertising and analytics partners to help improve our application.

#### HOW WE USE YOUR INFORMATION

Your information is utilized for the following primary objectives:

To deliver, maintain, and improve the Services and your user experience.

To provide customer support and respond to your inquiries.

To personalize content and offers within the Services.

To display advertisements, both personalized and non-personalized.

To ensure the security and integrity of the Services by combating fraud and abusive behavior.

To comply with legal obligations.

#### SHARING OF YOUR INFORMATION

We may share your Personal Data with the following categories of recipients:

Service Providers: Trusted third-party vendors who assist us in operations, such as hosting, analytics, advertising, and customer support, under strict contractual obligations.

Advertising and Social Media Partners: As detailed in our partner list, subject to their respective privacy policies.

Legal Authorities: When required to do so by law or to protect our rights, safety, or property, or that of our users.

#### INTERNATIONAL DATA TRANSFERS

Your Personal Data may be transferred to and processed in countries other than your own. We ensure that such transfers are protected by appropriate safeguards, such as the European Commission's Standard Contractual Clauses.

#### DATA RETENTION

We retain your Personal Data only for as long as necessary to fulfill the purposes outlined in this Notice, unless a longer retention period is required or permitted by law. Inactive account data is subject to routine anonymization or deletion.

#### DATA SECURITY

We implement reasonable technical and organizational measures designed to protect your Personal Data, including encryption and access controls. However, please note that no method of electronic transmission or storage is entirely secure.

#### YOUR RIGHTS

Depending on your jurisdiction, you may have the right to access, correct, or delete your Personal Data, as well as to restrict or object to certain processing. You can manage your advertising preferences through your device settings. To exercise your rights, please contact us using the details below. We will respond to requests within a reasonable period, not exceeding 30 days.

#### CONTACT US

If you have any questions regarding this Privacy Notice or our privacy practices, please contact us.