

## **Something Fruity Privacy Policy**

Something Fruity is part of the Something Fruity Group which includes Something Fruity International and Something Fruity Direct. This privacy policy will explain how our organisation uses the personal data we collect from you when you use our website.

Topics:

- What data do we collect?
- How do we collect your data?
- How will we use your data?
- How do we store your data?
- Marketing
- What are your data protection rights?
- Privacy policies of other websites
- Changes to our privacy policy
- How to contact us
- How to contact the appropriate authorities

### **What data do we collect?**

Something Fruity collects the following data:

- Personal identification information (Name, email address, phone number, etc.)
- Number of games played, login dates and length of time of logged in sessions

### **How do we collect your data?**

You directly provide Something Fruity with most of the data we collect. We collect data and process data when you:

- Register online to create a new user account.
- Login to your account
- Play any of our games while you are logged in.

### **How will we use your data?**

Something Fruity collects your data so that we can:

- Manage your account.
- Email you with special offers on other products and services we think you might like.

### **How do we store your data?**

Something Fruity securely stores your data in a database in the cloud at AWS.

Something Fruity will keep your account details for five years after a period of inactivity. Once this time period has expired, we will delete your data.

## **Marketing**

Something Fruity would like to send you information about products and services of ours that we think you might like. If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop Something Fruity from contacting you for marketing purposes or giving your data to other members of the Something Fruity Group.

## **What are your data protection rights?**

Something Fruity would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

**The right to access** – You have the right to request Something Fruity for copies of your personal data. We may charge you a small fee for this service.

**The right to rectification** – You have the right to request that Something Fruity correct any information you believe is inaccurate. You also have the right to request Something Fruity to complete the information you believe is incomplete.

**The right to erasure** – You have the right to request that Something Fruity erase your personal data. You can delete your account and your gameplay history from your account page. Please be advised that this process is irreversible.

**The right to restrict processing** – You have the right to request that Something Fruity restrict the processing of your personal data, under certain conditions.

**The right to object to processing** – You have the right to object to Something Fruity's processing of your personal data, under certain conditions.

**The right to data portability** – You have the right to request that Something Fruity transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: [something-fruity@gmail.com](mailto:something-fruity@gmail.com)

Or write to us: Something Fruity, University of Essex Online

## **Changes to our privacy policy**

Something Fruity keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 27 January 2022.

## **How to contact us**

If you have any questions about Something Fruity's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: [something-fruity@gmail.com](mailto:something-fruity@gmail.com)

Or write to us: Something Fruity, University of Essex Online