

## Privacy Policy

Smart-ad e d.o.o. («Smart-ad«, »we«, »us«) makes virtual reality services and apps for mobile devices, accessible on different platforms.

We take your privacy seriously, therefore this page is used to inform our users of apps we provide regarding our policies with the collection, use, and disclosure of Personal Information. Our Privacy Policy explains:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

If you choose to use our apps, then you agree to the collection and use of information in relation with this policy. The Personal Information that we collect are used for providing and improving the apps. We will not use or share your information with anyone except as described in this Privacy Policy.

The terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, which is accessible at <http://smart-ad.si>, unless otherwise defined in this Privacy Policy. If you have any questions contact us ([info@smart-ad.si](mailto:info@smart-ad.si)).

By installing the apps on your mobile device, entering into, connecting to, accessing and/or using the apps, you agree to the terms and conditions in this Privacy policy, including to the possible collection and processing of your personal information and you are consenting to the use of cookies and other tracking technologies on your device. Please note: if you or, as applicable, your legal guardian, disagree to any term provided in this document, you may not install, access and/or use the apps and you are requested to promptly erase them, and any part thereof, from your mobile device.

Our apps are for users over eighteen 18. If you are under the age of eighteen (18) you hereby represent that your legal guardian has reviewed and agreed to this Privacy Policy.

## Information Collection and Use

For a better experience while using our apps, we may require you to provide us with certain personally identifiable information, including but not limited to your name, e-mail, phone number, date of birth, and any personal photo or image representation. Those are information you shared most already with the platform where you accessed our services and apps. The information that we

collect will be used to contact or identify you. We will collect, use and disclose personal information only as described in this Privacy Policy.

### **Personal Information**

Personal information may include, but is not limited to, your name, e-mail address, date of birth, and any personal photo or image representation. We will collect, use and disclose personal information only as described in this Privacy Policy. Please note that some non-personal information would be considered a part of your personal information if it were combined with other information in a way that enables you to be identified, but the same information is considered non-personal information when taken alone or combined only with other non-personal information.

### **Non-Personal Information**

Non-personal information, alone, cannot be used to identify or contact you. We collect non-personal information about your use of our services and includes aggregated information regarding usage of the services. The non-personal information collected may include information related to your mobile device or computer system, including mobile device type, IP address, unique mobile device ID or other device identifiers, Media Access Control (MAC) address, telephone number of mobile device, country of registration. It may also include browser type, language, Internet Service Provider (ISP), referring and exit pages, time spent, information searched for, time and date stamp, clickstream data, feature usage, game play statistics, scores and achievements, user rankings, time spent playing our games, and other statistics.

### **Log Data**

We want to inform you that whenever you use our services, we collect information about the use which is called Log Data. This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser version, pages of our services that you visit, the time and date of your visit, the time spent on those pages, and other statistics.

### **Cookies**

Cookies are files with small amount of data that is commonly used an anonymous unique identifier. These are sent to your browser from the website that you visit and are stored on your computer's hard drive.

Our services may use these “cookies” to collection information and to improve our service. You have the option to either accept or refuse these cookies, and know when a cookie is being sent to your computer. If you choose to refuse our cookies, you may not be able to use some portions of our services.

### **How We Use Your Information**

Generally, we use your information to provide you with an efficient and customized experience. For example, we may use information in the following ways:

- To send important notices, such as communications about your purchases and changes to this Privacy Policy;
- To inform you about new services and apps;
- To send "push" notifications to your mobile device regarding apps that you have been using;
- To provide in-app information regarding users achievements;
- To provide technical support and respond to inquiries from you;
- To prevent fraud and potentially illegal activities;
- To help us to develop, deliver and improve the services and apps;
- For market research purposes that support our efforts to deliver a more valuable service to our community of our users;
- To deliver and target advertising from third parties;
- To gather demographic information about our users in order to more effectively manage the apps, and services and provide targeted advertising.
- To track clicks or other ad fulfillment metrics.

If we send e-mails or SMS messages to you for the purpose of promoting our services or apps, or those of a third-party partner, we will generally provide you with choices about receiving further such promotional messages. Preferences for "push" notifications may in most cases be adjusted through our apps and services or your mobile device.

### **Disclosure, transfer and sharing of your information**

We want to inform our service users that these third parties have access to your Personal Information. The reason is to perform the tasks assigned to them on our behalf. However, they are obligated not to disclose or use the information for any other purpose.

Your information may be disclosed, transferred to or shared with third parties including those located outside the European Union or the European Economic Area (EEA) countries in accordance with requirements set by the applicable legislation and this Policy. We may use third parties to collect and process Your information on Our behalf and according to Our instructions. We are not liable for the acts and omissions of these third parties, except as provided by the applicable law.

We may employ third-party companies and individuals due to the following reasons:

- To facilitate our service;
- To provide the service on our behalf;
- To perform service-related services; or
- To assist us in analyzing how our service is used.

We may disclose your information under a court order, or a request from a law enforcement or other government agency; in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of our company, our users, our employees; to comply with applicable law or cooperate with law enforcement; and in connection with a substantial corporate transaction, such as the sale of our business or the Apps.

The information that we collect from you may be transferred to, and stored at, a destination outside of your country and the EEA and, in particular, the USA, which may have different or less protective privacy laws than those in your country. Your Information may also be processed by any service providers appointed by us who operate outside the EEA and their staff, and/or our own staff based outside of the EEA. By submitting or permitting us to collect your information, you agree to this transfer, storing or processing outside of the EEA. Your information transferred will be treated in accordance with the requirements of applicable laws and this Privacy Policy.

## **Security**

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

## **Links to Other Sites**

Our services may contain links to other sites. If you click on a third-party link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to

review the Privacy Policy of these websites, read more. 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**

Our services do not address anyone under the age of eighteen (18). In the case we discover that a child under eighteen (18) has provided us with personal information, we immediately delete this from our servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us ([info@smart-ad.si](mailto:info@smart-ad.si)) so that we will be able to do necessary actions.

### **Modification and deletion of your information**

You may request your personal information to be modified or deleted by contacting us ([info@smart-ad.si](mailto:info@smart-ad.si)).

### **Liability**

With the use of our services and app you have to be aware that any virtual reality application or service can cause motion sickness, nausea blackouts, behavioural changes, eye strain or other unwanted conditions, not to mention falls, trips and bumps in real world.

Health and safety are at the forefront of our development of our services and apps, anyhow you use our apps at your 'sole risk'. We do not take any responsibility and we are not liable for any damage caused through use of our services and apps, be it indirect, special, incidental or consequential damages, (including but not limited to damages for loss of business, loss of profits, physical injury, psychic conditions, interruption or the like). If you have any questions regarding the terms of use of services and apps, please do not hesitate to contact us ([info@smart-ad.si](mailto:info@smart-ad.si)).

### **Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. Thus, we advise you to review this page periodically for any changes. We will notify you of any changes by posting the new Privacy Policy on this page. These changes are effective immediately, after they are posted on this page.

### **Contact Us**

If you have any questions or suggestions about our Privacy Policy, do not hesitate to contact us ([info@smart-ad.si](mailto:info@smart-ad.si)).

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