



## PRIVACY NOTICE

(Last updated 27 September 2023)

1. INTRODUCTION	
Who are we?	<p>We are Prismatika GmbH, a company incorporated and registered in Germany with registered address at Neue Schönhauser Str. 3-5 Berlin, 10178, Germany (“<b>Prismatika</b>”, “<b>we</b>” or “<b>us</b>”), and we are a videogame publisher.</p> <p>Where we decide the means or purpose of processing your personal data, we are the “data controller.”</p>
What’s this notice about?	<p>This notice explains how we process personal data, as a data controller, relating to:</p> <ul style="list-style-type: none"> <li>visitors to our website (“<b>Website Users</b>”): <a href="https://prismatika.games">https://prismatika.games</a> (“<b>Website</b>”);</li> <li>users of our games (“<b>Game Users</b>”) when they access any of Prismatika’s games (“<b>Games</b>”), including, but not limited to, any game alongside which we make this Privacy Notice available;</li> <li>people who volunteer to play, evaluate and provide feedback on our Games (“<b>Playtesters</b>”); and</li> <li>people who sign up for one or more of our email mailing lists to receive news and other information from us (“<b>Mailing List Subscribers</b>”).</li> </ul> <p>and together the Website Users, Game Users, Playtesters and Mailing List Subscribers shall be the “<b>Users</b>” (and “<b>you</b>” and “<b>your</b>” shall refer to any User).</p> <p>Note that we may offer each Game through third party application and/or games stores including, without limitation, Steam, Epic Game Store, GOG, Humble Bundle, Apple App Store, Google Play, Xbox, PlayStation, Nintendo Switch (each a “<b>Store</b>”). That may mean that you need a Store account to play the Games, and your use of each Store is subject to the terms of use and privacy policy applicable to that Store.</p> <p>We update this notice from time to time, so Users should check back in on a regular basis. Where appropriate, we will actively notify you.</p> <p>Please note that other websites or services mentioned or linked to on the Website or in-Game are not operated by us, and you should refer to the privacy policies on those websites to understand how their personal data is being used.</p>
What are your rights?	<p>Users have the following rights, although these rights may be limited in some circumstances:</p> <ul style="list-style-type: none"> <li>Ask us to send a copy of your personal data to you or someone else</li> <li>Ask us to restrict, stop processing, or delete your personal data</li> <li>Object to our processing of your personal data</li> <li>Object to use of your personal data for direct marketing purposes</li> <li>Ask us to correct inaccuracies in your personal data</li> </ul> <p>If we rely on consent to process personal data you can withdraw consent at any time.</p> <p>To make a request for your rights, please let us know by sending an email to the email address set out</p>

	<p>in the next section below.</p> <p>You also have the right to submit a complaint to a supervisory authority. For example, in Berlin, you can get in contact with the Berliner Beauftragte für Datenschutz und Informationsfreiheit: <a href="https://www.datenschutz-berlin.de/buergerinnen-und-buerger/beschwerde">https://www.datenschutz-berlin.de/buergerinnen-und-buerger/beschwerde</a>. If you live in the UK or a European country, you can alternatively submit a complaint to the supervisory authority in your country/state. If you live outside of those territories, you may have a supervisory authority in your country whom you can also turn to.</p>
How do you contact us?	If you have any questions concerning this notice, including how you can exercise your rights, please contact us at: <a href="mailto:privacy@prismatika.games">privacy@prismatika.games</a>

2. YOUR PERSONAL DATA AND HOW WE USE IT		
Your personal data	Our legal justification for using your personal data	Sources
<p><b><u>Gameplay Data</u></b></p> <p>We process the following personal data about our Games:</p> <ul style="list-style-type: none"> <li>• Your Store username and other profile details</li> <li>• Your Device ID</li> <li>• Your device operating system &amp; version</li> <li>• Your device make and model</li> <li>• Game play attempts, progression and results</li> <li>• Session game time start, end and duration</li> <li>• The country of your Device</li> <li>• The time, date and install source of your first download</li> <li>• Identification of crashes and defects</li> </ul> <p>We use this personal data to allow Game Users to use our Games (including certain functionalities on our Games), identify and correct any problems in our Games (such as bugs or problems preventing in-Game progression); understand how Game Users use our Games; and perform essential business operations.</p>	<p>We process this personal data where it is necessary for the performance of a contract which Game Users are a party to.</p> <p>We also process this personal data to pursue our legitimate interests, including to:</p> <ul style="list-style-type: none"> <li>• Improve the delivery of our Games</li> <li>• Operate our business and promote its success</li> </ul>	<p><u>Sources</u></p> <p>We collect this data directly from Game Users.</p>
<p><b><u>Enquiry Data</u></b></p> <p>We process the following personal data in relation to Website Users when they get in touch with us. For example, when they submit any enquiries, complaints or questions about our Games, Website, events, products or services:</p> <ul style="list-style-type: none"> <li>• Name;</li> <li>• Contact information (such as email address);</li> <li>• Any other information that Game Users submit as part of their enquiries, complaints or questions.</li> </ul> <p>We use this personal data to communicate with you and provide our support services.</p>	<p>We may process this data in accordance with the terms of our contract with you (where we need this information to provide the Games to you) or to take steps at your request prior to entering into a contract.</p> <p>We also use this to pursue our legitimate interests, including:</p> <ul style="list-style-type: none"> <li>• Our interest in responding to enquiries to ensure smooth operation of our business and services</li> <li>• To understand our customers and improve our Services, by taking on-board your feedback</li> </ul>	<p><u>Sources</u></p> <p>We collect this data directly from Website Users.</p>

<p><b><u>Playtester Data</u></b></p> <p>We process the following personal data in relation to Playtesters when you sign up to become a Playtester. For example, when you complete forms that we provide for you to do so.</p> <ul style="list-style-type: none"> <li>● Name;</li> <li>● Contact information (such as email address);</li> <li>● Any other information that you submit as part of your playtesting, questions or feedback on our Games.</li> </ul> <p>We use this personal data to allow Playtesters to use our Games (including certain functionalities on our Games), identify and correct any problems in our Games (such as bugs or problems preventing in-Game progression); understand how Playtesters use our Games; and perform essential business operations.</p>	<p>We process this data based on your consent, and in accordance with the terms of our contract with you (where we need this information to provide the Games to you) or to take steps at your request prior to entering into a contract.</p> <p>We also use this to pursue our legitimate interests, including:</p> <ul style="list-style-type: none"> <li>● Our interest in responding to enquiries to ensure smooth operation of our business and services</li> <li>● To understand our customers and improve our Services, by taking on-board your feedback</li> <li>● To make improvements, upgrades and error correction to our Games</li> </ul>	<p><b><u>Sources</u></b></p> <p>We collect this data directly from Playtesters.</p>
<p><b><u>Website Analytics</u></b></p> <p>We process the following personal data in relation to Website Users (collected from your device and interaction with our Website):</p> <ul style="list-style-type: none"> <li>● How often you use our website</li> <li>● Which webpages/application screens you go to, how long you spend on certain webpages/application screens and which features you use</li> <li>● Which webpages, emails, search engines or marketing campaigns referred you to our website</li> <li>● Your IP address, and device identifiers communicated by your device or browser</li> <li>● Device and browser operating system, version, make and model</li> </ul> <p>Please see section 3 below for more information about our use of cookies and similar technologies.</p> <p>We process this information so that we can understand usage of our Website and improve it.</p> <p>We may further process this information for online marketing and advertising, including:</p> <ul style="list-style-type: none"> <li>● Remarketing, which allows us to show ads to people on third party services (for example, Facebook), who have previously visited our website; and</li> <li>● Ad performance monitoring, meaning that your information may be used to understand how ads have performed or how many people have viewed certain ads.</li> </ul>	<p>We process this personal data based on your consent, which is collected via the cookie banner on our Website.</p>	<p><b><u>Sources</u></b></p> <p>We collect this data from Website Users via cookies, please see more detail on this and the third parties who may have access to this data in Section 3 below.</p>

<p><b><u>Ad Analytics</u></b></p> <p>Where you interact with one of our ads online, the following personal data may be collected by a third party:</p> <ul style="list-style-type: none"> <li>● Your IP address, and unique device identifiers communicated by your device or browser</li> <li>● Device and browser operating system, version, make and model</li> </ul> <p>This personal data is used by a third party who can then tell us if someone who clicks on an ad for one of our Games (for example, on Facebook or YouTube) then goes on to buy the Game in a Store. It helps us understand how effective our Ads are and where our Game Users hear about us. We only receive aggregated statistics on whether ads have led to Game sales. We have no way of identifying a specific Game User from this information. We do not have access to or control the underlying personal data (as listed above).</p>	<p>This personal data will be processed based on your consent, which is collected via the cookie banners on the websites on which you see the ads.</p>	<p><b><u>Sources</u></b></p> <p>This data is collected via third party tracking technologies in the ads.</p> <p>We only receive aggregated statistics on whether ads have led to Game sales, we do not have access to or control the underlying personal data.</p>
<p><b><u>GameAnalytics</u></b></p> <p>Where you give your consent, when you play our Games on PC, the following personal data may be collected by our analytics providers:</p> <ul style="list-style-type: none"> <li>● Your country based on your IP address</li> <li>● Device and browser operating system, version, make and model</li> <li>● A unique device identifier</li> <li>● Information about how you play our Games, including gaming session frequency and length, and gaming platform</li> <li>● Game errors</li> </ul> <p>This personal data is used by analytics providers to provide us with reports and information about how our Games are played. It helps us understand how our Games are played, to make improvements to our Games and to fix errors in our Games. We use a third-party provider, GameAnalytics, for this purpose. Read the GameAnalytics Privacy Policy <a href="#">here</a> and more information about GameAnalytics services <a href="#">here</a>.</p>	<p>This personal data will be processed based on your consent, which is collected via a pop-up on Steam before you download our Games. You may withdraw your consent by contacting us or through the settings menu in relevant Games.</p>	<p><b><u>Sources</u></b></p> <p>This data is collected via third party tracking technologies in our Games.</p>

<p><b><u>Game pitch processing activities</u></b></p> <p>Our website has a feature where you can submit a pitch for a future game. We process the following personal data in relation to Website Users when they submit a pitch for a game via our Website:</p> <ul style="list-style-type: none"> <li>● Game information</li> <li>● Submitter contact details (name, email address and telephone number)</li> <li>● Website or portfolio link</li> <li>● Any other information that Website Users submit as part of their game pitch</li> </ul> <p>We use this personal data to evaluate the pitch and, where applicable, communicate with you about the Pitch. We may also share the pitch with investors and other financial partners.</p>	<p>We process this personal data to pursue our legitimate interests, being to:</p> <ul style="list-style-type: none"> <li>● Operate our business and promote its success</li> <li>● Find, promote and launch new Games</li> <li>● Further our, and the Website User’s, commercial interests</li> </ul>	<p><b><u>Sources</u></b></p> <p>We collect this data directly from Website Users</p>
<p><b><u>Job application processing activities</u></b></p> <p>We process the following personal data in relation to Website Users when they submit a job application on our Website:</p> <ul style="list-style-type: none"> <li>● Your name</li> <li>● Your email address</li> <li>● Your education and qualifications</li> <li>● Details of your previous work and/or employment; and</li> <li>● Any other information you include in your CV</li> <li>● Any other information that Website Users submit as part of their job application</li> </ul> <p>We use this personal data to assess whether you are suitable for a role at Prismatika, including to consider your skills and qualifications. We’ll also communicate with you about the role and the recruitment process and keep appropriate records of the process.</p>	<p>We process this personal data to pursue our legitimate interests, being to:</p> <ul style="list-style-type: none"> <li>● Hire suitably qualified individuals</li> <li>● Operate our business and promote its success</li> </ul>	<p><b><u>Sources</u></b></p> <p>We collect this data directly from Website Users</p>
<p><b><u>Email list processing activities</u></b></p> <p>We may process the following personal data in relation to Mailing List Subscribers when they sign up for one or more of our email mailing lists (for example, on our Website, or within a Game):</p> <ul style="list-style-type: none"> <li>● Your email address</li> <li>● Your name</li> <li>● Any other information that Mailing List Subscribers provide when signing-up for one of our email mailing lists</li> </ul> <p>We use this personal data to contact you with news about Prismatika and our Games, and to market our Games and related content to you. You can unsubscribe at any time by clicking the “unsubscribe” link found at the bottom of all emails that we send to you.</p>	<p>We process this personal data to pursue our legitimate interests, being to:</p> <ul style="list-style-type: none"> <li>● Share news and other important information, for example, about updates to our Games or bugs within our Games</li> <li>● Market Prismatika and our Games and related content to you</li> </ul>	<p><b><u>Sources</u></b></p> <p>We collect this data directly from Mailing List Subscribers</p>

### 3. COOKIES, ANALYTICS AND SIMILAR TECHNOLOGIES

Cookies, pixels and other technologies store and access data on your device to help websites and apps work. This table explains their purpose, how long they last, and who else can access their data. We get your consent to use them on our Website unless they're essential for our sites to function.

Most browsers allow control over cookies, for more information: [Google Chrome](#) | [Microsoft Edge](#) | [Mozilla Firefox](#) | [Microsoft Internet Explorer](#) | [Opera](#) | [Apple Safari](#).

Other settings to disable certain similar technologies: [Windows Advertising ID](#) | [iOS and Mac OS Ad Tracking](#) | [Google Analytics](#) | [Your Ad Choices](#).

Cookie/data	Duration	Purpose/ Access
SiteCookies	Does not expire	This cookie is used to remember a user's choice about cookies on our Website. Where Users have previously indicated a preference, that User's preference will be stored in this cookie. This is an essential cookie to enable a core functionality of our site (i.e. managing cookie consents).
Google Analytics gat_UA-XXXXXXXX-X,_ga	2 years	This cookie is used to collect information about how Users use our Website. We use the information to compile reports and to help us improve the website. The cookies collect information in an aggregated form, including the number of visitors to the website, where visitors have come to the website from and the pages they visited. Google may receive information about your activity.  Read more information provided by Google <a href="#">here</a>
Facebook Pixel _fbp	2 years	This cookie is used to collect information about how Users use our Website. This cookie is used for remarketing. Facebook remarketing allows us to show Facebook ads to users who have previously visited our Website. This cookie is also used to understand how our Facebook ads are performing. Facebook may receive information about your activity.  Read Facebook Privacy Policy and Cookie Policy <a href="#">here</a> and <a href="#">here</a>
GameAnalytics SDK	Does not expire	This SDK is used to collect information about how Game Users use our Games. We use the information to compile reports, and to help us improve our Games. The SDK collects information such as identifying unique users, gaming session frequency and length, errors, User device make and models, operating system versions, gaming platform and country based on your IP address.  Read the GameAnalytics Privacy Policy <a href="#">here</a> and more information about GameAnalytics services <a href="#">here</a> .

#### 4. STORAGE, TRANSFERS AND DISCLOSURE

Data retention	We hold personal data for as long as necessary bearing in mind the purpose for which it was collected. At the end of the retention period, we assess whether it is necessary to continue to retain personal data to achieve the purposes for which it was collected. To determine appropriate retention periods, we consider the amount, nature, and sensitivity of the data, the potential risk of unauthorised access, and legal requirements.
Storage & Transfers	We are based in Germany, regularly collaborate with an international network of partners and may from time to time use subcontractors and service providers based in other countries. Where we transfer your information outside of the UK and/or EEA, we will have agreements in place with the recipient which include standard data protection clauses adopted by a data protection regulator and/or approved by the European Commission to ensure that appropriate safeguards are in place to protect your personal data. For more information, drop us a line using the contact details at the start of this notice.
Disclosure	<p>We may disclose your personal data:</p> <ul style="list-style-type: none"> <li>● Where required by law, government, competent authorities or the courts or to establish, exercise or defend our legal rights, and for the purposes of preventing crime and fraud (for example, we may share personal data with our professional advisors, investigators, or credit reference agencies).</li> <li>● With suppliers, business partners and subcontractors, as necessary for the purposes set out in this notice, including analytics services providers.</li> <li>● With other members of our corporate group and our international network of partners.</li> <li>● If involved in an investment, merger, acquisition, or sale of our organisation or assets, personal data we hold may be shared on the basis of the legitimate interests of us, our investors, our shareholders, customers and other parties to a transaction, unless those interests are outweighed by prejudicial impacts upon you.</li> </ul>