

LvlUpGames L.L.C. Privacy Policy

At LvlUpGames L.L.C., we prioritize the protection of your data and are dedicated to safeguarding it. This Privacy Policy elucidates the information we collect about you, the reasons behind it, how we utilize that information, and our approach to handling such data. All capitalized terms not defined in this Privacy Policy will have the meaning set forth in the Terms. All capitalized terms not defined in this Privacy Policy will have the meaning set forth in the [Terms](#).

1. INFORMATION WE COLLECT

When you engage with our Services, we collect the following types of information.

ACCOUNT INFORMATION

Certain information is necessary to establish an account on our Services, including your name, email, password, and in-game name (e.g., summoner name, battle.net id, etc). If you choose to log into LvlUpGames with a social networking credential, such as your Facebook, Google+, Twitch, or Steam account, we will seek permission to access basic information from that account, such as your name and email address. You have the option to cease sharing that information with us at any time by revoking LvlUpGames' access to that account.

ADDITIONAL INFORMATION

To enhance your experience or enable specific features of the Services, you may opt to provide us with supplementary information, such as your product and game preferences to personalize your account. You may also connect with friends on the Services or invite friends who have not yet joined by providing their email addresses, accessing social networking accounts, or using the contact list on your mobile device. We do not store your contact list and erase it after utilizing it for adding contacts as friends. If you contact us or partake in a survey, contest, or promotion, we collect the information you submit, such as your name, contact information, and message.

2. INFORMATION FROM THIRD-PARTY SERVICES

When utilizing our Services, we require data about your game performance, such as the latest match details, season stats, etc., obtained from the game publishers' APIs. To facilitate this, we utilize the in-game name you provided during the registration process. If you opt to link your account on our Services to your account on another service, we may receive information from the other service about you, including details you've made available via your privacy settings. For instance, connecting to Facebook, Google, Twitch, Steam, and/or Discord may provide information like your name, profile picture, age range,

language, email address, and friends list. You can choose to grant us access to your gameplay, exercise, or activity data from another service, and you have the option to stop sharing this information by revoking our access to that other service.

3. INFORMATION WE RECEIVE FROM YOUR USE OF OUR SERVICES

A. LOCATION INFORMATION

Upon creating an account with us, we receive signals about your current location from information such as your IP address or device settings. This is essential to securely and reliably set up and maintain your account and provide our services to you.

B. USAGE INFORMATION

When you access or use our Services, we gather specific usage data. This includes details about your interactions with the Services, such as viewing or searching specific player performance, creating or logging into your account, or engaging with a particular Service feature. We also collect data about the devices and computers you use to access the Services, including IP addresses, browser type, language, operating system, the referring web page, pages visited, location, and cookie information.

4. HOW WE USE INFORMATION

We utilize the information we collect for the following purposes:

A. PROVIDE AND MAINTAIN THE SERVICES

We use the collected information to deliver the Services, as outlined in the Terms. This involves utilizing your information to calculate your performance, provide your Gamer Performance Index (GPI), deliver personalized advice, showcase your recent activity and other trends, enable community features, and offer customer support. For community features, we may use your information to help you connect with other users and vice versa. For instance, your account contact information allows users to add you as a friend. If another user has your email in their contact list or in their friend network on a connected service, we display that you are a user of the Services.

B. IMPROVE, PERSONALIZE, AND DEVELOP THE SERVICES

The collected information is employed to enhance and personalize the Services and to develop new features. This includes troubleshooting and error protection, conducting data analysis and testing, performing research and surveys, and creating new features and Services. We also use your information to make inferences and display more relevant content, such as personalizing advice based on your in-game performance and tailoring

quests, challenges, and goals based on your historical performance data and previously set or achieved goals.

C. COMMUNICATE WITH YOU

We use your information to send Service notifications and respond to your inquiries. Additionally, we may use your information to promote new features or products we believe would interest you. You have control over marketing communications and most Service notifications through your notification preferences in account settings or via the “Unsubscribe” link in an email.

D. PROMOTE SAFETY AND SECURITY

The information collected is employed to enhance the safety and security of the Services, users, and other parties. This includes user authentication, secure payments, protection against fraud and abuse, response to legal requests or claims, audits, and enforcement of our terms and policies. We utilize cookies and similar technologies for the described purposes. For more details, please refer to our Cookie Privacy Policy. For personal data subject to the GDPR, we rely on various legal bases, including your consent (which can be withdrawn at any time), the necessity to perform a contract (e.g., the Terms), and our legitimate interests in improving, personalizing, and developing the Services, marketing relevant features or products, and ensuring safety and security, as detailed above.

5. HOW INFORMATION IS SHARED

We prioritize the protection of your personal information and only share it in limited circumstances as described below.

A. WHEN YOU AGREE OR DIRECT US TO SHARE

You have the ability to direct us to disclose your information to others, particularly when utilizing our community features such as forums, the 7-day leaderboard, and other social tools. Privacy preferences in account settings and other tools offer control over how your information is visible to other users. However, keep in mind that if you engage in a challenge, certain information, such as your profile photo, posted messages, challenge results, personal statistics, and achievements, is not governed by your privacy preferences and will be visible to all other challenge participants. You may also grant us authorization to share your information with third-party applications when you give them access to your account. Note that their use of your information will be subject to their privacy policies and terms, and you can revoke consent to share with third-party applications through your account settings.

B. FOR EXTERNAL PROCESSING

We may transfer information to our corporate affiliates, service providers, and partners who process it on our behalf, following our instructions and in compliance with this policy and appropriate confidentiality and security measures. These partners provide services globally, including customer support, information technology, payments, marketing, data analysis, research, and surveys.

C. FOR LEGAL REASONS OR TO PREVENT HARM

We may disclose or preserve information about you to comply with a law, regulation, legal process, or governmental request; assert legal rights or defend against legal claims; or prevent, detect, or investigate illegal activity, fraud, abuse, violations of our terms, or threats to the security of the Services or the physical safety of any person. It's important to note that our policy is to notify you of legal processes seeking access to your information, unless prohibited by law. Exceptions may include exigent or counterproductive circumstances, such as emergencies involving a danger of death or serious physical injury. We may also share non-personal information that is aggregated or de-identified in a way that cannot reasonably identify an individual. This information may be disclosed publicly, to third parties, or as part of community benchmarking information provided to users of our subscription services. In the event of a merger, acquisition, financing, reorganization, bankruptcy, receivership, purchase, sale of assets, or transition of service to another provider, your information may be sold or transferred as permitted by law and/or contract.

6. DATA RETENTION

We retain your account information, including your name, email address, and password, for the duration of your account's existence as it is essential for operating your account. When you provide information for a specific Service feature, we delete the data after it is no longer necessary for that feature. For example, when you submit your contact list to find friends on the Services, we delete the list after it is used for adding contacts as friends. Other information, such as your performance data obtained from game publishers' APIs or calculated with our algorithms, is retained as long as required for our legitimate business interests. We also maintain information about you and your use of the Services for the duration necessary for our legitimate business interests, legal compliance, and to prevent harm, as outlined in the "How We Use Information" and "How Information Is Shared" sections.

7. ANALYTICS AND ADVERTISING SERVICES PROVIDED BY OTHERS

We collaborate with partners who furnish us with analytics and advertising services. This encompasses aiding us in comprehending how users engage with the Services, delivering ads on our behalf across the internet, and evaluating the performance of those ads. These

partners may utilize cookies and similar technologies to gather information about your interactions with the Services and other websites and applications. To acquire more details and learn about your privacy choices, please review our Cookie Privacy Policy.

8. THIRD PARTY WEBSITES AND APPLICATIONS

The Services may include links to other websites and applications. Additionally, other websites and applications may refer to or link to our Services. We do not exercise control over these websites and applications. We encourage users to review the privacy policies of each website and application they engage with. We neither endorse, screen, nor approve, and are not responsible for the privacy practices or content of such external websites or applications. The decision to visit these websites or applications is at your own risk.

9. OUR POLICIES FOR CHILDREN

Our Services are not intended for children under 13 (or any other age stipulated by local law), and we do not knowingly gather personal information from children. If we become aware that we have inadvertently collected personal information from a child below the minimum legal age without parental consent, we will take prompt action to delete the information. Parents who believe their child has provided personal information to us and wish to have it removed can contact us at rayjorgensen@lvlupgames.net

10. INFORMATION SECURITY

We operate globally and transfer information to the United States and other countries to fulfill the purposes outlined in this policy. By furnishing LvlUp with information, you consent to the global transfer, processing, and storage of your information, which is deemed necessary for the execution of the Terms. If you disagree with this, you can delete your LvlUp account as detailed in the "Your Rights To Access and Control Your Personal Data" section. It's important to note that the countries where we operate may have privacy and data protection laws that differ from, and might be less protective than, the laws of your country.

11. OUR INTERNATIONAL OPERATIONS AND DATA TRANSFERS

We operate globally and transfer information to the United States and other countries to fulfill the purposes outlined in this policy. By furnishing LvlUp with information, you consent to the global transfer, processing, and storage of your information, which is deemed necessary for the execution of the Terms. If you disagree with this, you can delete your LvlUp account as detailed in the "Your Rights To Access and Control Your Personal Data" section. It's important to note that the countries where we operate may have privacy and

data protection laws that differ from, and might be less protective than, the laws of your country.

12. CHANGES TO THIS POLICY

This Privacy Policy may be periodically updated at our discretion. In the event of substantial changes, we will notify you as mandated by relevant laws. Your continued use of the Services following the implementation of the new Privacy Policy signifies your acceptance of the updated terms.

13. QUESTIONS

If you have inquiries, suggestions, or concerns regarding this policy or how we handle your information, please reach out to us at rayjorgensen@lvlupgames.net