

**General Games Company** is committed to providing quality services to you and this policy outlines our ongoing obligations to you in respect of how we manage your Personal Information.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The NPPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at [www.aoic.gov.au](http://www.aoic.gov.au)

## **What is Personal Information and why do we collect it?**

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include **metrics related to your play session(s) and some location data (including IP address, town/city and country), and your Email if you have provided it through our website.**

This Personal Information is obtained in many ways including **but not limited to playtesting games, prototypes, and playing commercial games developed by us, as well as if you contact us through our website** and from third parties. We don't guarantee website links or policy of authorised third parties.

We collect your Personal Information for the **purpose to improve the design of our current and future games as well as understand our customer base, and this information alone cannot identify you. We will not sell any data or information collected, nor do we intend to use it in any way other than that which is outlined in this policy.**

We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

When we collect Personal Information, we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

**General Games Company does not knowingly request or collect personal information from children younger than 16 years of age. If you believe that we have collected personal**

information from a child, please contact us so we can act to securely delete this information if we are able.

## **Sensitive Information**

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record, or health information.

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained
- For a secondary purpose that is directly related to the primary purpose
- With your consent; or where required or authorised by law.

## **Third Parties**

Where reasonable and practicable to do so, we will collect your Personal Information only from you. However, in some circumstances we may be provided with information by third parties. In such a case we will take reasonable steps to ensure that you are made aware of the information provided to us by the third party.

We use the following 3rd Party services to collect and analyse data and information, and you should refer to their Privacy Policies as well.

[Microsoft Azure PlayFab \(privacy policy\)](#)

[GameAnalytics \(privacy policy\)](#)

[Wordpress \(privacy policy\)](#)

## **Disclosure of Personal Information**

Your Personal Information may be disclosed in a number of circumstances including the following:

- Third parties where you consent to the use or disclosure; and
- Where required or authorised by law.

## Security of Personal Information

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification or disclosure.

When your Personal Information is no longer needed for the purpose for which it was obtained, we will take reasonable steps to destroy or permanently de-identify your Personal Information. However, most of the Personal Information is or will be stored in client files which will be kept by us for a minimum of 7 years.

## Access to your Personal Information

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing.

**General Games Company** will not charge any fee for your access request but may charge an administrative fee for providing a copy of your Personal Information.

In order to protect your Personal Information, we may require identification from you before releasing the requested information.

## Maintaining the Quality of your Personal Information

It is an important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete, and up to date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you.

## Policy Updates

This Policy may change from time to time and is available on our website. **In the case of playtesting games or prototypes and or playing commercial games developed by us, our policy is accessible from the main menu, and we intend to display it for you in any software made by us, if and when an update is made. Our policy must be agreed to, to use our software, and you should be 16 years or older to do so.**

**If you are not 16 years or older, a parent or guardian must agree to this policy before continuing. Therefore, we advise you to review this policy. The changes made to this policy are effective immediately.**

## **Privacy Policy Complaints and Enquiries**

If you have any queries or complaints about our Privacy Policy please contact us at:

Level 2/44 Pirie St, Adelaide SA 5000

[privacypolicy@generalgamescompany.com](mailto:privacypolicy@generalgamescompany.com)

08 8765 4321