

Generative Toys Privacy Policy

Effective September 10, 2021

The Generative Toys Privacy Policy describes the privacy practices of Generative Toys's apps and websites.

What information Generative Toys collects

Information users provide directly to Generative Toys

Registration information

When you create an account with us, we ask you for a valid email address.

Payment information

If you subscribe to or purchase one of our products or services, we collect your credit card information or other payment information. Generative Toys does not process or store your payment information, but our third-party payment processor does.

Information Generative Toys automatically collects

Usage information

If you're accessing our services or websites, we automatically collect basic information such as the pages you view, the referring site, your IP address and session information, and the date and time of each request.

Cookies

As further described below, we automatically collect information from cookies (such as cookie ID and settings) to keep you logged in, to remember your preferences, to identify you and your device and to analyze your use of our service.

Device information

We may collect certain information about your device, such as its IP address, browser or client application information, language preference, operating system and application version, device type and ID, and device model and manufacturer.

What information Generative Toys does not collect

We do not intentionally collect sensitive personal information. If you choose to store any sensitive personal information on our servers, you are responsible for complying with any regulatory controls regarding that data.

We do not knowingly collect information from or direct any of our content specifically to children under 13. If we learn or have reason to suspect that you are a user who is under the age of 13, we will have to close your account. Please see our Terms of Service for information about account termination. Different countries may have different minimum age limits, and if you are below the minimum age for providing consent for data collection in your country, you may not have an account with us.

How Generative Toys uses your information

We may use your information for the following purposes:

- To create your account, and to provide you with services
- To process your payment for our products and services
- To communicate with you, with your permission
- To better understand our users and to improve our products and services
- To investigate possible fraud or attempts to harm our products or our users
- To comply with legal obligations or for security purposes
- To protect our intellectual property or enforce our Terms of Service

We limit our use of your user information to the purposes listed in this Privacy Policy. If we need to use your information for other purposes, we will ask your permission first.

General Data Protection Regulation

Our legal bases for processing information

To the extent that our processing of your user information is subject to certain international laws (including, but not limited to, the European Union's General Data Protection Regulation (GDPR)), Generative Toys is required to notify you about the legal basis on which we process your user information. Generative Toys processes your information on the following legal bases:

Contract Performance:

When you create an account, you provide your registration information. We require this information for you to enter into the Terms of Service agreement with us, and we process that information on the basis of performing that contract. We also process your email address on other legal bases, as described below. If you have a paid account with us, we collect and process additional payment information on the basis of performing that contract.

Consent:

We rely on your consent to use your information under the following circumstances: when you fill out the information in your user profile, and for marketing purposes, where applicable. While you are not able to delete your email address entirely, it is private. You may withdraw your consent at any time by requesting deletion of your account.

Legitimate Interests:

Generally, the remainder of the processing of user information we perform is necessary for the purposes of our legitimate interest, for example, for legal compliance purposes, security purposes, or to maintain ongoing confidentiality, integrity, availability, and resilience of Generative Toys's systems, websites, and services.

How we share the information we collect

We may share your information with third parties under one of the following circumstances:

With your consent

We share your user information, if you consent, after letting you know what information will be shared, with whom, and why.

With service providers

We share user information with a limited number of service providers who process it on our behalf to provide or improve our services, and who have agreed to privacy restrictions similar to the ones in our Privacy Policy by signing data protection agreements or making similar commitments. Our service providers perform payment processing, network data transmission, security, and other similar services. While Generative Toys processes all information in the United States, our service providers may process data outside of the United States or the European Union.

For legal disclosure

Generative Toys strives for transparency in complying with legal process and legal obligations. Unless prevented from doing so by law or court order, or in rare, exigent circumstances, we make a reasonable effort to notify users of any legally compelled or required disclosure of their information. Generative Toys may disclose user information or other information we collect about you to law enforcement if required in response to a valid subpoena, court order, search warrant, a similar government order, or when we believe in good faith that disclosure is necessary to comply with our legal obligations, to protect our property or rights, or those of third parties or the public at large.

Change in control or sale

We may share user information if we are involved in a merger, sale, or acquisition of corporate entities or business units. If any such change of ownership happens, we will ensure that it is

under terms that preserve the confidentiality of user information, and we will notify you on our website or by email before any transfer of your user information. The organization receiving any user information will have to honor any promises we made in our Privacy Policy or Terms of Service.

Aggregate, non-personally identifying information

We may share certain aggregated, non-personally identifying information with others about how our users, collectively, use our apps, websites, and services.

We do not sell your user information for monetary or other consideration.

Please note: The California Consumer Privacy Act of 2018 (“CCPA”) requires businesses to state in their privacy policy whether or not they disclose personal information in exchange for monetary or other valuable consideration. While CCPA only covers California residents, we voluntarily extend its core rights for people to control their data to all of our users, not just those who live in California. You can learn more about the CCPA and how we comply with it [here](#).

Data retention and deletion of data

Generally, Generative Toys retains user information for as long as your account is active or as needed to provide you services.

If you would like to cancel your account, please contact us via email. We retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements, but barring legal requirements, we will delete your full account (within reason) within 90 days of your request.

Our use of cookies and tracking

Cookies

We use cookies solely to provide, secure, and improve our services. For example, we use them to keep you logged in, remember your preferences, identify your device for security purposes, analyze your use of our service, compile statistical reports, and provide information for future development of our apps, websites, and services.

By using paid versions of our services, you agree that we can place these types of cookies on your computer or device. If you disable your browser or device’s ability to accept these cookies, you will not be able to log in or use the paid version of our services.

How Generative Toys secures your information

Generative Toys takes all measures reasonably necessary to protect user information from unauthorized access, alteration, or destruction; maintain data accuracy; and help ensure the appropriate use of user information.

In the event of a data breach that affects your user information, we will act promptly to mitigate the impact of a breach and notify any affected users without undue delay.

Transmission of data is encrypted using SSH, HTTPS (TLS). No method of transmission, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security.

Generative Toys's global privacy practices

Generative Toys is the controller responsible for the processing of your personal information in connection with the use of our apps, websites, and services.

We store and process the information that we collect in the United States in accordance with this Privacy Policy, though our service providers may store and process data outside the United States. However, we understand that we have users from different countries and regions with different privacy expectations, and we try to meet those needs even when the United States does not have the same privacy framework as other countries.

We provide the same high standard of privacy protection—as described in this Privacy Policy—to all our users around the world, regardless of their country of origin or location. We work hard to comply with the applicable data privacy laws wherever we do business. We collect only the minimum amount of user information necessary for our purposes.

How we communicate with you

We use your email address to communicate with you, with your permission.

Resolving complaints

If you have concerns about the way Generative Toys is handling your user information, please let us know immediately. We want to help. You may email us directly with the subject line "Privacy Concerns." We will respond promptly — within 45 days at the latest.

Dispute resolution process

In the unlikely event that a dispute arises between you and Generative Toys regarding our handling of your user information, we will do our best to resolve it. Additionally, if you are a resident of an EU member state, you have the right to file a complaint with your local supervisory authority, and you might have more options.

Changes to our Privacy Policy

Although most changes are likely to be minor, Generative Toys may change our Privacy Policy from time to time. We will provide notification to users of material changes to this Privacy Policy through our website at least 30 days prior to the change taking effect by posting a notice on our home page or sending email to the address associated with your account.

Contacting Us

Questions regarding Generative Toys's Privacy Policy or information practices should be directed to toys@generative.toys.