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LAVENDER HYPER DRIVE PRIVACY POLICY

Intro

Hello! Welcome to the LAVENDER HYPER DRIVE Privacy Policy. This policy describes how LAVENDER HYPER DRIVE collects, uses, processes and shares information about you.

This Privacy Policy applies to your download, access and/or use of LAVENDER HYPER DRIVE Games, whether on your computer, on a mobile device, on our website www.lavenderhyperdrive.com (the "Website") or any other website, device or platform (each a "Game" and together the "Games"). It also applies to our Marketing and Advertising activities on all platforms and other Services that we will provide to you from time to time including campaigns with influencers. This Privacy Policy also applies to any other Services that we may provide in relation to our Games or our Website, such as customer support, social media, community channels and other websites that we may operate from time to time (we refer to all our Games and other services collectively as our "Services").

When you download, access and/or play our Games, or interact with our Websites or other Services you acknowledge the collection and use of your information in accordance with this Privacy Policy, including LAVENDER HYPER DRIVE's and our advertising partners' use of your data for targeted advertising purposes as described in the Marketing and Advertising sections of this Privacy Policy. Those sections also explain how you can opt in or out of the use of your personal information for targeted advertising purposes. If you have any concerns about providing information to us, or it being used as described in this Privacy Policy, you should not use our Games or other Services.

Playing our Games

When you download, access and/or play our Games or use our other Services, we collect information about you. Most of this information comes directly from you or your device, such as device information, country, region, and game-play information. We use this information to provide our Games and Services to you, including for the purposes of optimisation, preventing fraud, customising in-game offers and verifying purchases. We will also use it for the other purposes set out in this Privacy Policy, including for Marketing and Advertising purposes.

When you visit our Websites, such as www.lavenderhyperdrive.com and other Websites operated by us ("Websites"), we collect information about you, such as details about how you use and interact with such Websites. We will use the information we collect about you for a number of purposes, including for operating and optimising the Websites, in connection with our advertising purposes, and for research or analysis.

LAVENDER HYPER DRIVE Profile and Playing Socially

You can choose to use a third party social network (such as Facebook) to add information to your LAVENDER HYPER DRIVE Profile or to connect to your account. If you do this, then your personal information will be visible to other players and we'll also use it for the other purposes set out in this Privacy Policy, including for Marketing and Advertising.

Marketing

Where we record your preferences as permitting us to do so, (see further below on how to change your preferences) we and our third-party partners use information collected about you to send you marketing communications about our Games and other Services based on your interests. For example, we will send emails, serve ads within our Services or place ads on third party websites, apps and Internet-connected devices.

We will use the information that we hold about you to promote our Games and other Services or those of LAVENDER HYPER DRIVE's Group Companies in a number of ways. This might include:

- advertising within third party websites, apps and Internet-connect devices;
- showing you promotions for other LAVENDER HYPER DRIVE or its Group Companies' games in the Games you play; or
- sending you marketing materials by email.

Advertising

Our Games include advertising for third party products and services.

LAVENDER HYPER DRIVE and our advertising partners collect and use information about you to improve advertising, targeting and measurement systems so that we can show you relevant third party ads in our Games.

Where applicable, we use a cookies to gather consent and permissions for our advertising based activity. Where local laws allow, we will opt you into targeted advertising by default. You can change your preferences at any time in the Privacy and Security settings of our Games.

Ad identifiers, cookies and similar technologies

To provide our Games and other Services, Websites and targeted advertising, we use ad identifiers, cookies and similar technologies. This section describes our use of these technologies and how you can manage your preferences.

Your rights

You have certain rights in connection with your personal information and how we handle it. You can exercise these rights at any time by contacting us via any of the methods set out in the Contact Us section below.

General

This Privacy Policy contains further details about:

- who we share your information with and the reasons for sharing it;
- measures we take to keep your information secure;
- the legal basis under which we process your information;
- how long we retain your information and where we store it;
- changes or updates to our Privacy Policy.