

PRIVACY POLICY

Effective Date: January 18, 2023

Eterna Software OÜ. (“Eterna”, “Eterna Software”, “we” or “us”) offers services, such as digital games and mobile applications, and is committed to respecting the privacy rights of its visitors and users of its products online, on Facebook and on mobile devices (collectively, the “Services”). We created this Privacy Policy (this “Privacy Policy”) to give you confidence as you visit and use the Services, and to demonstrate our commitment to fair information practices and the protection of privacy. This Privacy Policy is only applicable to the Services, and not to any other websites and applications that you may be able to access from the Services, each of which may have data collection and use practices and policies that differ materially from this Privacy Policy.

1. INFORMATION COLLECTION PRACTICES

1.1. NON-PERSONAL INFORMATION

1.1.1. **Traffic Data.** We automatically track and collect the following categories of information when you use the Services: (1) IP addresses; (2) domain servers; (3) types of computers or devices accessing the Services; and (4) types of web browsers or applications used to access the Services (collectively “Traffic Data”). Traffic Data is anonymous information that does not personally identify you but is helpful for marketing purposes or for improving your experience on the Services.

1.1.2. **Cookies.** We may use “cookies” to customize content specific to your interests, to ensure that you do not see the same advertisement repeatedly, and to store your password, if any, so you do not have to re-enter it each time you visit the Services.

1.2. PERSONAL INFORMATION

1.2.1. **Account Information and Communication.** Certain Services require you to create an account, which may require you to provide us with information about yourself (“Personal Information”). Personal Information includes the following categories of information: (1) “Contact Data” (such as your name, physical address, shipping address, phone number and e-mail address); (2) “Financial Data” (such as your credit or debit card information); and (3) “Demographic Data” (such as your zip code, age and gender). If you communicate with us by e-mail, post messages to any of our chat groups, message boards, or forums, or otherwise complete online forms, surveys, or contest entries, any information provided in such communication may be collected as Personal Information.

1.2.2. **Performance Data.** When you use the Services, we collect certain data about your performance, including without limitation, your scores, progress and statistics information (“Performance Data”).

1.3. USES OF INFORMATION COLLECTED

1.3.1. **Our Use of Non-Personal information.** We use Traffic Data and may use “cookies” for marketing purposes or for improving your experience with the Services.

1.3.2. **Our Use of Personal Information.** We use Contact Data to send you information about us and the Services or promotional material from some of our partners, or to contact you when necessary in order to provide the Services. We use your Financial Data to bill you and / or issue refunds to you for the Services. We may use your Demographic Data to customize and tailor your experience with the Services; displaying content that we think you might be interested in and according to your preferences. We also use your Performance Data to benchmark your performance against other

users of the Services as well as for scientific research; however, any such use of your Performance Data is anonymous and in an aggregate form and does not identify you personally.

1.3.3. Sharing of Personal Information. We may share Demographic Data with advertisers and other third parties only on an aggregate (i.e., non-personally-identifiable) basis. We may share Contact Data with other companies who may want to send you information about their products or services, unless you have specifically requested that we not share Contact Data with such companies. We also share (and / or provide access to) Contact Data and Financial Data with our business partners who assist us in performing services (including, without limitation, as hosting, billing, fulfillment, or data storage and security) related to our operation of the Services. Those business partners have all agreed to uphold the same standards of security and confidentiality that we have promised to you in this Privacy Policy, and they will only use your Contact Data and other Personal Information to carry out their specific business obligations to us. If you do not want us to share your Contact Data with any third parties, please email us at hello@eternasoftware.com, but please understand that such a request will likely limit your ability to take advantage of all of the features and services we offer on the Services. In addition, we maintain a procedure for you to review and request changes to your Personal Information; this procedure is described in Section 3 below.

1.3.4. Facebook. If you choose to sign up to the Services through your Facebook account, you may have the option to interact with your Facebook “friends” through the Services. For example, you may be able to “challenge” your Facebook “friends” to measure your performance of a particular game against their performance. When you choose to “challenge” a Facebook “friend” through our Services, we will share with those Facebook users some of your Performance Data. Also, once you have interacted with Facebook “friends” through our Services, those Facebook users may be able to monitor your Performance Data.

1.3.5. Sale of Information. In order to accommodate changes in our business, we may sell portions of our company, including the information collected through this Services. If we or substantially all of our assets are sold, customer information will be one of the assets transferred to the acquirer.

1.3.6. User Choice Regarding Collection, Use, and Distribution of Personal Information. You may choose not to provide us with any Personal Information. In such an event, you can still access and use parts of the Services; however, you will not be able to access and use those portions of the Services that require your Personal Information.

2. RESPONDING TO LEGAL REQUESTS AND PREVENTING HARM.

We may access, preserve and share information in response to a legal request (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so. This may include responding to legal requests from jurisdictions outside of the United States where we have a good faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction, and is consistent with internationally recognized standards. We may also access, preserve and share information when we have a good faith belief it is necessary to: detect, prevent and address fraud or other illegal activity; to protect our Services, you and others, including as part of investigations; or to prevent death or imminent bodily harm. Information we receive about you, including financial transaction data related to purchases made on or through our Services, may be accessed, processed and retained for an extended period of time when it is the subject of a legal request or obligation, governmental investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm. We also may retain information from accounts disabled for violations of our terms for at least a year to prevent repeat abuse or other violations of our terms.

3. ACCESS, REVIEW AND DELETION.

We store information for as long as it is necessary to provide the Services to you and others, including those described above. If you have an account associated with our Services, information associated with your account will be kept until your account is deleted, unless we no longer need the data to provide products and services.

You can delete your account any time. Some of the information about you, or information you have shared with others, is not part of your account and therefore will not be deleted with your account. It may take a reasonable amount of time to delete your information, such as information stored in backup systems. Copies of some material (for example, log records) may remain in our database, as we need or use them for technical and other business-related reasons. When you delete your account, this material is disassociated from information that personally identifies you. If you would like information about how to access or delete your account, you can contact us at hello@eternasoftware.com.

4. INTERNATIONAL DATA TRANSFERS.

We are based in the Estonia, and, regardless of where you use our Services or otherwise provide information to us, the information may be transferred to and maintained on servers located in the U.S. or any other country globally. Note that the laws, regulations and standards of the country in which this information is stored may be different from your own country. By using our Services, you consent to this collection, transfer, storage, and processing of information to and in the U.S. and other countries.

5. CHANGES TO THIS PRIVACY POLICY.

If we make changes to this Privacy Policy, we will provide reasonable notice of such changes as appropriate, such as providing notice through the Services or otherwise communicating with you, and / or updating the "Effective Date" at the top of this policy.

6. SECURITY.

We have security measures in place to prevent the loss, misuse, and alteration of the information that we obtain from you, but we make no assurances about our ability to prevent any such loss, misuse, to you or to any third party arising out of any such loss, misuse, or alteration.

7. CONTACT INFORMATION.

If you have any questions about this Privacy Policy or our related practices, please contact us online at hello@eternasoftware.com.