

PRIVACY POLICY

Hatrabbit AB, a Swedish corporation, with registered and business offices at Folkungagatan 44, 118 26, Stockholm, Sweden, (“Hatrabbit”) respects your privacy and provides you with this Privacy Policy (“Privacy Policy”) so that you may understand the ways in which we do and do not use the information you transmit when accessing and playing the Merry Snowballs Game, accessing and using websites, platforms, software services and related services (hereinafter the “Game”). Please note that your access and/or playing of the Game constitutes your acceptance of this Privacy Policy as well as our [Terms of Use](#).

IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY PLEASE DO NOT ACCESS AND/OR PLAY THE GAME.

Please note that this Privacy Policy applies only to information submitted and collected online through or in relation to the Game, and does not apply to information that may be collected by Hatrabbit or its affiliates offline.

1. Information that Hatrabbit collects

In order to access and play the Merry Snowballs Game you must create an account on the Game’s webpage or on the platform/service providers’ platforms that hosts the Game. To create an account you are required to provide certain mandatory information such as your name, your email address, account login etc. which is mandatory in order to be able to establish an account. Hatrabbit and/or the platform/service providers (i.e. Steam, Xbox, Playstation etc.) collects financial information on the terms and conditions set out in this Privacy Policy. Hatrabbit does not use financial information for any purpose other than processing payments. Further you may, but is not required to, provide certain voluntary information such as date of birth, screen name, your personal profile in the Game, interests in and use of various games, products and services, and any other personal or preference information which you may choose to voluntarily provide.

Hatrabbit may also collect and process other information when you interact with the Game online, such as the type of browser you are using, the type of operating system you are using; the IP address or other unique identifier such as a device identifier of any of your computer(s) or device(s) that are used to access the Game. Such information will be collected and processed irrespective of whether you only access the Game or if you actually play the Game. Hatrabbit may also collect and process certain information when you as a user with a user account interact with the Game such as the information in your personal profile, the relationships you form in the Game, the messages you send, the groups you form, the events you set up, the applications you add and the information you transmit information through various channels.

If you choose to use any invitation service to tell a friend about the Game, Hatrabbit will ask you for information needed to send the invitation, such as your friend's email address etc. Hatrabbit will automatically send your friend a one-time email or instant message inviting him or her to visit the Game. Hatrabbit stores this information to send this one-time invitation, to register a friend connection if your invitation is accepted, and to track the success of our referral program. Your friend may contact Hatrabbit at support@hatrabbit.se to request that Hatrabbit remove this information from its database.

2. Use and disclosure of information

When you register an account in the Game, you create your own profile and privacy settings. Certain profile information, for example your name, email and photo may be displayed to people in the networks if you choose so in your privacy settings. We may occasionally use your name and email address to send you notifications regarding new games and services offered that we think may be of

interest to you. Hatrabbitt may send you Game-related announcements from time to time through the general operation of the Game. Hatrabbitt reserves the right to send you notices about your account even if you opt out of all voluntary email notifications. Hatrabbitt may use information in your profile without identifying you as an individual to third parties. We do this for purposes such as personalizing advertisements and promotions so that we can provide you the best Game experience and enjoyment etc. Hatrabbitt believe this benefits you and might be interesting to you.

Generally, the personally identifiable information collected by Hatrabbitt will only be used for the particular purpose for which it was collected. Hatrabbitt may also transfer, disclose or share your personally identifiable information with certain partners and affiliates, and third parties who may be engaged by it specifically to handle and deliver certain activities necessary to operate the Game (e.g., processing orders and payments etc.); these third parties only have access to personal information needed to perform their functions. Additionally, in the event of a corporate reorganization (e.g., all or substantially all of the assets relating to Hatrabbitt are transferred or sold to another entity), personally identifiable information submitted to Hatrabbitt may be transferred to the acquiring entity. Hatrabbitt may also disclose personally identifiable information to third parties in order to comply with national, international, federal, state or local laws, in response to requests by law enforcement agencies, to enforce its Terms of Use, or to protect the rights, property or safety of Hatrabbitt, the Game, End Users etc. We may use personally identifying information and records for defense of any lawsuit, investigation or other actions if such personally identifying information, records or profiles are relevant to a lawsuit, investigation or action.

You agree to and accept that we may also occasionally use your email address to send you announcements regarding the Game, our products and services and/or business that may be of interest to you. This includes the right to send you offers and advertising regarding our games, products and services and/or business, including product placements in the Game.

Hatrabbitt requests that anyone under the age of 18 not send any personal information about themselves over the Internet unless sent under the supervision of their parent or guardian. We do not knowingly collect personal information such as name and email address from children under 13 years old in the Game. We believe it is important to safeguard the privacy of children and encourage parents to regularly monitor their children's use of online activities. If you are a parent and believe that your child under the age of 13 has accessed and/or played the Game and provided personally identifiable information to us, please contact us at support@hatrabbitt.se or the mailing address at the end of this Privacy Policy and we will work to delete that account and any such personally identifiable information.

3. Cookies and logs etc.

Cookies. A cookie is information a website places on your computer's hard drive so that the website is able to remember your preferences and/or which pages you visited on the website and make your visit more efficient and enjoyable. Hatrabbitt may use cookies to determine the number of unique players of the Game over a given period, or to remember user account details, etc. so that the need for multiple log-ins is eliminated. It may combine information collected through cookies to any personal information submitted online when using the Game to help personalize a user's access to and playing of the Game. Cookies may be disabled on your computer by indicating this in the preferences or options menus in your browser.

Logfiles. Log files are files that log actions that have occurred on a website. Hatrabbitt may collect data in the form of log files and may use such log files to gather statistics about End Users user habits and to assess overall Game activity, including how many "hits" a particular web page is getting and other navigational data. These entries are generated anonymously, and enable Hatrabbitt to track interest in

specific promotions, troubleshoot technical concerns, and provide End Users with content that may be of interest to them. Log files are used internally only, and are not associated with any particular user, computer, or browser.

Web beacons. The Game may use a variety of technical methods for tracking purposes, including “Web beacons” etc. Web beacons are small pieces of data that are embedded in images on the pages of the Game. We may also use these technical methods to analyze the traffic patterns in the Game such as the frequency with which End Users accesses various parts of the Game etc. These technical methods may involve the transmission of information either directly to us or to another party authorized by us to collect information on our behalf. We also use these technical methods in HTML emails that we send our End Users to determine whether our End Users have opened those emails or clicked on links in those emails. The information from use of these technical methods may be collected in a form that is personally identifiable.

4. Payment information

End Users purchasing products and/or services in or through the Game may be asked by the platform/service providers to provide certain personally identifiable information, such as full name, billing address, email address, phone number and credit card number/expiration date etc. Please note that you must be the age of 18 or older to make purchases in the Game.

Once End Users have successfully entered valid credit card information and completed the order process, a purchasing account will be created and maintained for them. The platform/service providers will use the information provided to process the End User’s order and to send order confirmations via email, as well as to make future purchases easier for the End User. Hatrabbbit does not sell, transfer or share customer information with third parties, except where applicable the information is transferred, disclosed and shared with its third-party agent(s) who uses the information solely to handle and deliver certain online activities necessary to operate Hatrabbbit’ business (e.g. processing orders and payments).

Hatrabbbit is always looking for ways to improve your experience in the Game. Hatrabbbit may at times solicit additional personally identifiable information to help it to offer new games, products and services that may be of interest to you.

5. Security

Hatrabbbit has taken reasonable steps to ensure that the personally identifiable information it collects is secure and we have taken reasonable measures to protect the confidentiality, security, and integrity of the personal information collected from our Game’s End Users. Personal information is stored in secure operating environments that are not available to the public and that are only accessible to authorized employees and contractors. We also have security measures in place to protect the loss, misuse, and alteration of the information under our control. However, there is no such thing as perfect security. As a result, although we strive to protect personally identifying information, we cannot ensure or warrant the security of any information transmitted to us through or in connection with the Game, that we store on our systems or that is stored on our service providers' systems.

Hatrabbbit may collect certain information so that we can provide you the Game and offer personalized features. Hatrabbbit may for example retain certain information so that, for example you can return to prior levels, view prior messages you have sent etc. When you update information, Hatrabbbit normally keep a backup copy of the prior version for a reasonable period of time to enable reversion to the prior version of that information. You understand and acknowledge that, even after removal of any User Content, copies of User Content may remain viewable in cached and archived pages or if other Users have copied or stored such User Content.

Please note that Hatrabbitt may provide links to other games and websites that are operated and hosted by third parties who may have their own information collection practices. Those other games and websites are governed by their own privacy policies, which may be substantially different from Hatrabbitt' policies. Visitors to other games and websites are encouraged to review the privacy policies and information collection practices of those websites.

Any improper collection or misuse of User Content or information provided in the Game is a violation of the Terms of Use and should be reported to Hatrabbitt at support@tatrabbitt.se.

6. Sharing Your Information with Third Parties

The Game may contain community services. Community services are forums where you may share information with others End Users, persons in your social networks etc. Hatrabbitt allow you to decide what information you share with other End Users, persons in your social networks etc. in and through the community services. Our network architecture and your privacy settings allow you to make informed choices about who has access to your information. We do not provide contact information to third party marketers without your permission. We share your information with third parties only in limited circumstances where we believe such sharing is 1) reasonably necessary to offer the Game and related services, 2) where legally required or, 3) when permitted by you. For example:

- Your news feeds will contain the information you decide to make available to other End Users, persons in your social networks etc. in accordance with your privacy settings.
- We may provide information to service providers to help us bring you the services we offer in and related to the Game. Specifically, we may use third parties to facilitate our business, such as to host the Game at a co-location facility for servers, to send out email updates about the Game, to remove repetitive information from our user lists, to process payments for products or services, or to provide search results or links (including sponsored links). In connection with these offerings and business operations, our service providers may have access to your personal information for use for a limited time in connection with these business activities. Where we utilize third parties for the processing of any personal information, we implement reasonable contractual and technical protections limiting the use of that information to the Game specified purposes.
- If you, your friends, or members of your social network use any third-party applications developed using the service platform ("Platform Applications"), those Platform Applications may access and share certain information about you with others in accordance with your privacy settings. In addition, third party platform/service providers who have created and operate Platform Applications ("platform/service providers"), may also have access to your personal information (excluding your contact information) if you permit Platform Applications to access your data. Before allowing any platform/service provider to make any Platform Application available to you, Hatrabbitt requires the platform/service provider to enter into an agreement with it which, among other things, requires them to respect your privacy settings and strictly limits their collection, use, and storage of your information. However, while we have undertaken contractual and technical steps to restrict possible misuse of such information by such platform/service providers, we cannot and do not guarantee that all platform/service providers will abide by such agreements. Please note that Hatrabbitt does not screen or approve platform/service providers and cannot control how such platform/service providers use any personal information that they may obtain in connection with Platform Applications. In addition, platform/service providers may require you to sign up to their own license agreements/user terms, privacy policies or other policies, which may give them additional rights or impose additional obligations on you, so please make sure to review such terms and policies carefully before using any Platform Application. You can report any suspected misuse

of information through the Game and we will investigate any such claim and take appropriate action against the platform/service providers up to and including terminating their participation in the Game and/or other formal legal action.

- We may be required to disclose End User information pursuant to legal requests, such as subpoenas or court orders, or in compliance with applicable laws. We do not reveal information until we have a good faith belief that an information request by law enforcement or private litigants etc. meets applicable legal standards. Additionally, we may share account or other information when we believe it is necessary to comply with applicable laws, to protect our interests or property, to prevent fraud or other illegal activity perpetrated through the Game or misuse of the Game name, or to prevent imminent bodily harm etc. This may include sharing information with other companies, lawyers, agents or government agencies etc.
- We may offer stores or provide services jointly with other companies in the Game. You can tell when another company is involved in any store or service provided in the Game, and we may share customer information with that company in connection with your use of such store or service.
- Like many other online games or websites that interact with third party sites, we may receive some information even if you are logged out from the Game, or that pertains to non-game users, from those sites in conjunction with the technical operation of the system. In cases where Hatrabbit receives information on users that are not logged in, or on non-game users, we do not attempt to associate it with individual End User accounts and will discard it.
- When you use the Game, certain information you post or share with third parties (e.g., a friend or someone in your social network), such as personal information, comments, messages, photos, videos, or other information, may be shared with other End Users in accordance with the privacy settings you select. All such sharing of information is done at your own risk. Please keep in mind that if you disclose personal information in your profile or when posting comments, messages, photos, videos, or other items, this information may become publicly available.

7. Changing or Removing Account Information

Access and control over most personal information in the Game is readily available through the profile editing tools on the webpage or the gaming platforms. End Users may modify or delete any or all of their profile information at any time by logging into their accounts. Information will be updated as soon as possible. End Users who wish to deactivate their Game account may do so in their accounts on the webpage or the gaming platforms. Removed information may persist in backup copies for a reasonable period of time but will not be generally available to other End Users or visitors of the Game. You cannot however remove communications made in any communication features in the Game, which might have been shared with other End Users (for example sending personal messages to another End Users).

8. Changes to our Privacy Policy

This Privacy Policy applies to all information collected by you or provided to us on and after the Effective Date. This Privacy Policy is subject to change and we may make any changes to this Privacy Policy as we see fit. Hatrabbit will notify you of material changes by posting them in the Game, or on the websites etc. You are encouraged to check back and review this Privacy Policy from time to time so that you will always know what information is collected how it is used and to whom it is disclosed. Your continued use of the Game subject to this Privacy Policy will signify your acceptance of Privacy Policy changes.

9. Governing Laws

Hatrabbit will collect and process your personal information in accordance with applicable Swedish data protection laws and the EU Data Protection Directive (95/46/EC) and any applicable national

legislation and/or regulation implementing or made pursuant to it, or replacing, re-enacting or consolidating it (including the General Data Protection Regulation 2016/679 and any applicable national legislation and/or regulation implementing or made pursuant to it).

10. Governing Law, Disputes

Any dispute, controversy or claim arising out of or in connection with this Privacy Policy, or the breach, termination or invalidity thereof, shall be governed by the law as stated in sections 22-26 of the Terms of Use and the venue of such dispute resolution shall be as stated in section 22-26 of the Term of Use.

11. Contact

If you have any questions, complaints or comments regarding our Privacy Policy, please contact Hatrabbitt at:

Hatrabbitt AB
Folkungagatan 44
118 26, Stockholm, Sweden
email: support@hatrabbitt.se

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