

**The Abyss Ltd.** (“The Abyss”, “we”, “our”)

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## **Privacy Policy**

Effective Date: 25.05.2018

Your privacy is important to us, and we take our responsibility of caring for it seriously. This policy describes what information The Abyss collects when you use online and downloadable products and services (“products”) offered by The Abyss. By using our products, you consent to this policy.

For the purpose of the present Privacy Policy “personal data” or “personal information” shall mean information that can be used to directly or indirectly identify and individual collected through use of The Abyss’s website, online services and platform.

Any information stored on The Abyss’s platform is treated as confidential. All information is stored securely and is accessed by authorized personnel only. The Abyss implements and maintains appropriate technical, security and organizational measures to protect personal information against unauthorized or unlawful processing and use, and against accidental loss, destruction, damage, theft or disclosure.

From May 25<sup>th</sup>, 2018 the EU Directive 95/46/EC of the European Parliament and the Council of 24 October 1995 (the “Directive”) and local legislation based on the Directive will be replaced by the Regulations (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such personal data, known as the General Data Protection Regulation (GDPR), and The Abyss’s processing will take place in accordance with the GDPR.

### **1. Information The Abyss collects**

The Abyss collects personal information from you on a voluntary basis. When you submit personal information to The Abyss it usually take the form of Website registration for the purpose of use by you of The Abyss’s products and services. The types of information collected by The Abyss may vary depending on the activity.

At registration The Abyss collects your personal information such as:

- an e-mail address
- an Internet Protocol (IP) address
- a cookie ID

In case of use by you of The Abyss’s payment products and services The Abyss may additionally collect from you the following information:

- address of your electronic wallet (ERC20)
- banking card requisites

From time to time The Abyss may collect information about you from third parties (Facebook, Google):

- name and surname
- an e-mail address
- telephone/cell number

When you participate in social feature (such as chat) the information that you disclose is public information. The Abyss may store and access it, and it may be read, copied, collected or used by other users without your consent. Please, make sure your privacy settings reflect your preferences.

When you participate in online multiplayer games your in-game profile information, gameplay and statistics are visible to all. The Abyss may record your gameplay, including your controller button inputs, and replay these together with your profile information and game statistics to other players in-game without further notice to you, for example as part of a spectator mode, or for out-of-game promotional purposes.

## **2. Why The Abyss collects information about you**

To provide The Abyss's products and online services to you.

As applicable, The Abyss will use information about you for delivering The Abyss's products and online services to you, as well as:

- responding to your enquiries; and
- contacting you about matters requiring your attention.

This processing of information and analytics is necessary for The Abyss to pursue our legitimate interests of making our products and online services available to you, and ensuring that our products and online services function properly so that you have the best experience when acquiring any one of our products and using the online service.

### **To understand how users use The Abyss's online service**

The Abyss processes information about you to understand how users use The Abyss's products and online services, and to compile analytics and statistical reports regarding that activity.

This processing is necessary for The Abyss to pursue its legitimate interests of (i) ensuring that the Abyss's products and online services function properly so that you and other users have the best experience when acquiring the Abyss's products and using the online services, and (ii) improving the quality of the Abyss's products and online services, and providing a better experience to the Abyss's users.

## **Marketing**

The Abyss uses various forms of marketing to provide you with promotional materials about The Abyss's products and online services. The Abyss will not process your information for the purposes of marketing or pass your information on to third parties for the purposes of such marketing unless you give your consent or you have given it already.

**Direct Marketing:** The Abyss send you marketing e-mails about products and/or services which are similar to the Abyss's products and/or online services, but The Abyss shall not do this without your express consent.

**Targeted Marketing:** The Abyss may use the information it collects about you to serve you targeted advertisements via the Abyss's products and/or online services. The Abyss does this to provide you with more relevant advertising content.

We work with the following third party providers to provide you with such targeted content:

- Facebook
- Telegram
- Google

The processing of your information in this way is necessary for The Abyss to pursue its legitimate interests of ensuring that the Abyss's products and online services remain accessible for all its users.

### **3. Data sharing**

The Abyss will share your information with third parties only in the ways that are described in this Privacy Policy, including the third parties analytics and marketing providers detailed herein.

The Abyss keeps your information confidential, but may disclose it to its personnel, suppliers or subcontractors insofar as it is necessary for the purposes set out in this Privacy Policy. However, this is on the basis that they do not make independent use of the information, and have agreed to safeguard this information.

In addition The Abyss may disclose your information to the extent that The Abyss is required to do so by law (which may include to government bodies and law enforcement agencies); in connection with any legal proceedings or prospective legal proceedings; and in order to establish, exercise or defend The Abyss's legal rights (including providing information to others for the purposes of fraud prevention).

If The Abyss involved in a merger, acquisition or sale of all or a portion of its assets, you will be notified via e-mail, account message and/or a prominent notice on The Abyss's website of any change in ownership or uses of this information, as well as any choices you may have regarding this information.

The Abyss may also disclose your personal information to third parties in order to enforce or apply the terms of agreements between The Abyss and you, to investigate potential breaches or to protect the rights, property or safety of The Abyss, its customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

#### **4. Cookies**

Cookies are small pieces of information sent by a website to your hard disc. Cookies cannot be used to run programs or deliver viruses to your computer. By continuing to visit The Abyss's website, you agree to the placement of cookies on your device. If you choose not to accept our cookies, we cannot guarantee that your experience will be as fulfilling as it would otherwise be. We may also place cookies from third parties for functional and marketing purposes. The use of cookies is widespread and benefits you. For further information see our Cookie Policy.

#### **5. Consumer control and opt-out options**

If you do not wish to receive promotional or other marketing material from The Abyss or third parties then you can opt-out by changing your account settings in the online service at any time. Alternatively you can contact The Abyss via Support Service and let The Abyss know that you no longer wish to receive promotional or other marketing material from The Abyss or third parties.

#### **6. Your rights in relation to personal data which The Abyss processes relating to you**

You have the following rights over the way The Abyss processes personal data relating to you, as set out below. We aim to comply without undue delay and within one month at the latest. To make a request, please let The Abyss know via your personal account or the Service Support.

##### **Ask for a copy of data The Abyss is processing about you and have inaccuracies corrected**

You have the right to request a copy of the personal information The Abyss holds about you and to have inaccuracies corrected. The Abyss will use reasonable efforts to the extent required by law to supply, correct or delete personal information held about you on our files (and with any third parties to whom it has been disclosed to).

##### **Object to The Abyss processing data about you**

You can ask The Abyss to restrict, stop processing or to delete your personal information if:

- you consented to our processing the personal information and have withdrawn that consent;
- The Abyss no longer needs to process that personal information for the reason it was collected;
- The Abyss is processing that personal information because it is in the public interest or it is in order to pursue a legitimate interest of The Abyss, you don't agree with that processing and there is no overriding legitimate interest for The Abyss to continue processing it;
- The personal information was unlawfully processed;
- you need the personal information to be deleted in order to comply with a legal obligations;
- the personal information is processed in relation to the offer of a service to a child.

## **Obtain a machine readable copy of your personal information which you can use with another service provider**

- if The Abyss is processing data in order to perform its obligations to you or because you consented, if that processing is carried out by automated means, The Abyss will help you to move, copy or transfer your personal information to other IT systems;
- if you request, The Abyss will supply you with the relevant personal information in SCV, XML, JSON formats. Where it is technically feasible you can ask The Abyss to send this information directly to another IT system provider if you prefer.

## **Make a complaint to a Supervisory Authority**

- if you are unhappy with the way The Abyss is processing your personal information, please let us know by contacting us via the Support Services;
- if you do not agree with the way The Abyss has processed your personal information or responded to your concerns, an alternative is to submit a complaint to a Data Protection Supervisory Authority.

## **7. Data retention**

The Abyss will hold your personal information on our systems as long as is necessary for the relevant service, or as otherwise described in this Privacy Policy. The Abyss considers that 12 months from the date of your last login an appropriate period of time to retain this data and after this date The Abyss will delete your detail.

## **8. Children**

The Abyss does not use its Website, products and/or online service to knowingly solicit data from or market to children under the age of 16. If a parent or guardian becomes aware that his/her child has provided us with personal information without their consent, he/she should contact The Abyss via the Support Services. The Abyss will delete such personal information from its files within a reasonable time.

## **9. Security and storage**

The Abyss will take all reasonable technical and organizational precautions to prevent the loss, misuse or alteration of your personal information. All The Abyss's databases are password protected and encrypted using Transport Layer Security (TLS) and Secure Sockets Layer (SSL).

Please be aware that although The Abyss endeavor to provide reasonable security for personal information it processes and maintains, no security system can prevent all potential security breaches.

All personal information collected and processed by The Abyss will be stored exclusively in secure hosting facilities within the EEA.

The Abyss may transfer personal information only to countries with guaranteed adequate level of protection as defined by the GDPR.

## **10. Acceptance of this Privacy Policy**

The Abyss assumes that you have carefully read this Privacy Policy and agree to its contents. If someone does not agree with this Privacy Policy they should refrain from using The Abyss's website, products and online services and platform.

The Abyss may update this Privacy Policy from time to time, so please review it frequently. The Abyss will notify you of material changes via a notice within The Abyss's website, products and online services and platform. Your continued use of the Abyss's website, products and online services and platform shall mean you accept the changes. Once you accept this Privacy Policy, The Abyss will not enforce future changes it deems in good faith to be material absent your express agreement to the changed Privacy Policy. If you are asked to affirmatively accept material changes to this Privacy Policy and you decline to do so, you may not be able to continue to use The Abyss's website, products and online services and platform.

## **11. The Abyss's legal obligation to disclose personal information**

The Abyss will reveal a user's personal information without his/her prior permission only when The Abyss has reason to believe that the disclosure of this personal information is required to establish the identity of, to contact or to initiate legal proceedings against a person or persons who are suspected of infringing rights or property belonging to The Abyss or to others who could be harmed by the user's activities or of persons who could (deliberately or otherwise) transgress upon these rights and property. The Abyss is permitted to disclose personal information when it has good reason to believe that this is legally required.

## **12. Contact The Abyss**

If you have a complaint or question about The Abyss, this Privacy Policy, you may contact Support Service at [support@theabyss.com](mailto:support@theabyss.com), or in writing at: Orange Point Building, Second Floor, Dun Karm Street, Birkirkara By-Pass, Birkirkara BKR 9037, Malta.