

## Hi-Rez Studios® Online Privacy Policy

Last updated on March 29, 2017.

THIS ONLINE PRIVACY POLICY (the “Privacy Policy”) sets forth certain terms and conditions pursuant to which **Hi-Rez Studios, Inc.** (“Hi-Rez,” “we,” or “us”) may collect, store, and use certain information and data concerning or provided by **you or authorized users of your Account with Hi-Rez** (collectively, “you” or “your”) in connection with your access or use of the Site (as defined below) or any Hi-Rez game(s) or subscription service(s) offered through the Site (the “Service”). This Privacy Policy does not apply to information or data that may be collected by Hi-Rez offline. This Privacy Policy applies to the following websites operated by Hi-Rez and any such other websites established by Hi-Rez or its subsidiaries from time to time which reference this Privacy Policy (collectively, the “Site”):

- **Hi-Rez Studios®**
  - <<http://www.hirez.com>>
  - <<http://www.hirezstudios.com>>
  - <<http://game.hirezstudios.com>>
  - <<http://account.hirezstudios.com>>
  
- **Global Agenda®**
  - <<http://www.globalagendagame.com>>
  - <<http://www.globalassault.com>>
  - <<http://www.globalassaultgame.com>>
  
- **Tribes Universe™**
  - <<http://www.tribesuniverse.com>>
  
- **Tribes: Ascend®**
  - <<http://www.tribesascend.com>>
  
- **SMITE®**
  - <<http://www.smitegame.com>>
  - <<http://esports.smitegame.com>>
  
- **Paladins®**
  - <<http://www.paladins.com>>
  
- **Jetpack Fighter®**
  - <<http://www.jetpackfighter.com>>
  
- **SMITE Tactics™**
  - <<http://www.smitetactics.com>>
  
- **GameVid Expo™**
  - <<http://www.gamevidexpo.com>>

This Privacy Policy is incorporated into and made a part of Hi-Rez’s [Online Terms of Service and Use Agreement](#).

NOTE THAT THIS PRIVACY POLICY MAY CHANGE FROM TIME TO TIME, SO PLEASE CHECK BACK REGULARLY TO STAY INFORMED OF ANY CHANGES. MATERIAL CHANGES TO THIS PRIVACY POLICY MAY BE POSTED ON THE SITE. YOUR CONTINUED USE OF THE SITE OR

THE SERVICE, OR ACCESSING YOUR ACCOUNT, FOLLOWING ANY SUCH CHANGES, CONSTITUTES AND SIGNIFIES YOUR FULL ACCEPTANCE OF SUCH CHANGES.

### **Consent**

BY USING THIS SITE, OR ANY OF OUR WEBSITES, YOU SIGNIFY YOUR CONSENT TO THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT USE ANY THE SITE OR ANY OTHER HI-REZ WEBSITES. WE RESERVE THE RIGHT TO MAKE CHANGES IN AND TO THIS PRIVACY POLICY AT ANY TIME. PLEASE CHECK THE PRIVACY POLICY EACH TIME YOU USE ANY OF OUR WEBSITES TO ENSURE YOU ARE AWARE OF ANY CHANGES IN OUR PRIVACY PRACTICES. THE PRIVACY POLICY WILL INDICATE THE DATE IT WAS LAST UPDATED. ALSO, IF THERE IS A SUBSTANTIVE CHANGE IN THE WAY THAT WE USE YOUR PERSONAL INFORMATION, WE MAY NOTIFY YOU VIA E-MAIL OF THE RELEVANT CHANGES. IF YOU CHOOSE TO OPT-OUT OF OUR CHANGED PRACTICE, OUR E-MAIL WILL CONTAIN INSTRUCTIONS ON HOW TO OPT-OUT, OR YOU MAY CONTACT OUR SUPPORT DESK AT <<http://www.hirezstudios.com/submit-support-ticket/>> OR EMAIL [accountmanagement@hirezstudios.com](mailto:accountmanagement@hirezstudios.com). YOUR CONTINUED USE OF ANY OF OUR WEB SITES WILL SIGNIFY AND BE DEEMED TO CONSTITUTE YOUR ACCEPTANCE OF ANY CHANGES TO THIS PRIVACY POLICY.

### **Privacy Statement**

Hi-Rez respects the privacy of its online visitors and recognizes the importance of protecting the information collected about you. We have adopted a companywide Privacy Policy that guides how we collect, store, and use the information you provide online. This Privacy Policy applies both to persons who register or establish an account with Hi-Rez and to casual browsers of our websites.

If you have any questions, complaints, or comments regarding our Privacy Policy or use of your information, please contact our legal department at [legal@hirezstudios.com](mailto:legal@hirezstudios.com).

In addition, Hi-Rez owns several other domain names that link or point to the websites listed above, and we will from time to time add new websites that may or may not be listed above. Please note that this Privacy Policy applies only to the websites maintained by Hi-Rez, and not to websites maintained by third parties to which the websites listed above may link.

### **Third Party Web Sites**

If you click on a link to a third party website, including, without limitation, any third party payment services or other services offered through the Site or any advertisement or link to an online advertising company, you will leave the Hi-Rez Site you are visiting and go to the website you selected. For example, you may be required to establish a STEAM account with Valve Corporation to use our game(s), and you may be required to provide credit card and other information to Valve Corporation and our other third party payment processors when you purchase products or services from our Site or through our Service. Because we cannot control the activities of third parties, including third party payment service providers and other service providers, we cannot accept responsibility for any use of your personal information by such third parties, and we cannot guarantee that they will adhere to the same privacy and security practices as Hi-Rez. IF YOU VISIT A THIRD PARTY WEBSITE THAT IS LINKED TO THE SITE, YOU SHOULD CONSULT THAT WEBSITE'S PRIVACY POLICY BEFORE PROVIDING ANY PERSONAL OR OTHER INFORMATION. We also encourage you to review the privacy policies of any other service provider from whom you request services.

### **What is personal information and when does Hi-Rez collect it?**

Personal information is information that identifies you and may be used to contact you online or offline. Hi-Rez collects personal information on a voluntary basis. Online visitors typically submit information to Hi-Rez through (1) the purchase of goods or services through the Site or Service, (2) use of our software or online services (including, without limitation, when you register for an account with Hi-Rez), (3) participation in message boards and contests (including, without limitation, in connection with registering and claiming prizes), (4) warranty registration, (5) customer support or technical service requests, (6) player match-up or other online services, (7) registration for games or special game-specific event participation, (8) marketing surveys and e-mail campaigns, (9) requests for services from third party service providers on our websites, (10) surveys and newsletters, and (11) consumer complaints.

Information collected will vary depending upon the activity and may include your name, e-mail address, phone number, mobile number, home address, birth date, credit card information, and other personal information as defined under applicable law. We do not require this information to gain access to the Site; however, you may not use certain features, products, or services (including, without limitation, the Service) that require registration, or receive materials (e.g., newsletters), unless such information is provided. You hereby consent to our collection of your personal information as outlined herein.

### **Other Information Collected**

Certain activities will require you to create a username and password and provide other, non-personal information such as your age, date of birth, gender, game, and other preferences, etc. In addition, we may collect demographic information such as gender, zip code, information about your computer, hardware, software, platform, media, Internet Protocol (“IP”) address and connection, information about online activity (e.g., feature usage), gameplay statistics and scores, user rankings, and click paths and other data that you may provide in surveys or online profiles. In addition, we may combine demographic information with personal information. Prize winners may also be required to provide Social Security or Social Identification Numbers for tax purposes.

When you play our games, we may retrieve information about your hardware system, gameplay and how our games are used, including, without limitation, your Internet Protocol Address, your gameplay characteristics and patterns, etc. We use this information to enable you to play our game(s) over the Internet. We also use this information to better understand the behavior and preferences of our customers so that we can improve our products and services.

### **Online Chat Rooms, Forums and Profiles**

You may choose to disclose information about yourself in our online message boards, chat rooms, forums, or in creating user “profiles” when you play games on our Site or utilizing the Service. Information that you disclose in message boards, chat rooms, forums, or in “profile” information is public information, and there is no expectation of privacy or confidentiality. Please see our [Online Terms of Service and Use Agreement](#) on this point and for other guidelines about posting content on our websites.

### **Public Data**

Your participation in tournaments or other online game events is conditional upon your agreement to us collecting, using, storing, transmitting, and publicly displaying statistical data (e.g., your scores, rankings, and achievements) generated through your participation in the foregoing.

### **A Special Note About Children**

Hi-Rez does not permit access to the Site by children under the age of thirteen. If you are under thirteen years of age, you should not access, or attempt to obtain access to, any of the Hi-Rez websites. Once a child states that his or her age is under thirteen, we do not collect or store any personally identifiable information such as name, address, or email address. Teenagers under the age of eighteen and over the age of twelve should encourage their parents to review this Privacy Policy and to contact us if they would like to raise any concerns.

### **What about cookies and other technologies?**

We may use cookies and other technologies to collect demographic information, personalize your experience on our Site, and monitor advertisements and other activities. Cookies are small files downloaded to your computer to track movements and behavior within websites. Certain of our websites may use cookies to keep track of your shopping cart and make sure you do not see the same ad repeatedly. Also, we may use cookies to deliver content specific to your interests and for other purposes. For example, certain of our websites may use “cookies” or other methods to monitor website usage. We may collect information on what games are played, how much time is spent playing the games, and which ads or links are clicked. We may link cookie information to personal information.

Certain of our websites use an outside ad company to display ads. These ads may contain cookies. Cookies received with banner ads are collected by our ad companies, and Hi-Rez does not have access to this information. Most browsers are automatically set to accept cookies whenever you visit a website. You can disable cookies or set your browser to alert you when cookies are being sent. However some areas of our Site will not function properly if you do so.

Other technologies used in our websites include clear GIFs and IP address logging. Clear GIFs (i.e., web bugs, beacons, or tags) are small graphic images placed on a webpage, web-based document, or in an e-mail message. Clear GIFs are invisible to the user because they are typically very small (e.g., only 1-by-1 pixel) and the same color as the background of the web page, document, or e-mail message. We do not use clear GIFs to collect personal information about you. However, we may use clear GIFs to capture statistical usage information for our webpages, features, or other elements on a webpage. We may correlate this information to a user to personalize user experience and for statistical analysis of user experiences on our webpages.

Hi-Rez also maintains log files which contain IP addresses. An IP address is a numeric address that is assigned to your computer by your Internet Service Provider (“ISP”). In general, we only use log files to monitor traffic on our websites, to report aggregate information to our advertisers and third party service providers, and to troubleshoot technical problems. In the event of user abuse of our Site; however, we may block certain IP addresses or console IDs provided by our licensed hardware manufacturers. IP addresses and console IDs may be used to personally identify you in order to enforce our [Online Terms of Service and Use Agreement](#).

### **What happens to the information provided?**

Hi-Rez does not disclose any personal information about children under eighteen years of age who have registered on any of our websites to third parties, regardless of parental consent, or share or disclose personal information other than as set forth in this Privacy Policy; provided, however, that in the event of a merger, acquisition, asset sale, or in the unlikely event of bankruptcy, visitor and user information (including, without limitation, personal information) maintained by Hi-Rez may be transferred to its successors or assigns.

Users who register for an account with Hi-Rez may register for other services from our Site from time to time. If you opt-in to any of these services, we may collect additional information including, without limitation, information requested by a service provider, and pass this information, together with all other registration information (including, without limitation, personal information), to that service provider. Use of your personal information by a service provider will be governed by that service provider's privacy policy and terms of service. We may also retain any additional information collected for use in accordance with the terms of this Privacy Policy. Participation in these other related services is optional and is not required to access our Site.

The personal information you provide will allow us to alert you to new products, features, and enhancements; special offers; upgrade opportunities; and contests and events of interest. We may send e-mails that may contain information regarding third party products or services; however, this does not mean that we have provided or traded your personal information to any party.

We may use survey information in marketing surveys to select and direct advertising that is more likely to be of interest to a particular user of an account with Hi-Rez. This information may be transmitted to an ad server owned by an advertising company to match account holders with ads that they are more likely to be interested in. However, we do not disclose any account holder's personal information to our advertisers without the holder's consent. Participation in such surveys is entirely optional. We may share aggregate consumer data (which does not contain personal information) with the advertising companies or with any other third party, and we may use such information for any legitimate business purpose in our sole discretion.

We may use your personal information for our internal marketing and demographic studies, so we can consistently improve our websites to better meet our visitors' and users' needs. In addition, we may use your personal information to enforce legal rights and comply with the law, or to comply with an order from a judicial or government entity or other competent authority, or when we have reason to believe that a disclosure is necessary to address potential or actual injury or interference with our rights, property, operations, users, or others who may be harmed or may suffer loss or damage. Finally, we may also disclose personal information to law enforcement, or the appropriate judicial or civil authorities.

### **Where is the information held?**

Currently, Hi-Rez maintains and stores your personal information on servers located within the United States. This may not apply to Hi-Rez's third party providers (including, without limitation, Valve Corporation and our third party payment processors). In the event that Hi-Rez becomes a global organization, some of the computer systems on which Hi-Rez collects, stores, and uses the information it collects or receives may be based outside the United States. Therefore, your personal information may be transferred to, used, processed, or held by Hi-Rez in the United States and in other countries, including, without limitation, countries both in and outside the European Union, and used for the purposes set out in this Privacy Policy. You hereby consent to such use.

### **Opt-out Provision**

When we first collect information about you, we will offer you the opportunity to opt-out of having your personal information shared with parties outside of Hi-Rez or its Affiliates or its third party providers (such as Valve Corporation and our payment processors), except to the extent required by law, court order, or as requested by other government or law enforcement authority. If you choose to have your name removed from our mailing list, you can do so by contacting our support desk at <http://www.hirezstudios.com/submit-support-ticket/> or email [accountmanagement@hirezstudios.com](mailto:accountmanagement@hirezstudios.com).

## **Safeguarding Your Personal Information**

We will only collect and use personal information in accordance with this Privacy Policy to the extent deemed reasonably necessary to serve our legitimate business purposes, and we will use commercially reasonable physical, managerial, and technical safeguards to preserve the security, integrity, accuracy, and privacy of the information you have provided. In addition, we will take reasonable steps to ensure that third parties to whom we transfer any personal information will provide commercially reasonable protection of that information. We cannot, however, ensure or warrant the security of any information you transmit to Hi-Rez, and you do so at your own risk. Once we receive your transmission of information, Hi-Rez makes commercially reasonable efforts to ensure the security of such information on our systems. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, managerial, or other safeguards.

If Hi-Rez learns of a security systems breach, then we may attempt to notify you electronically so that you can take appropriate protective steps. Hi-Rez may post a notice on its Site if a security breach occurs.

## **Review and Correction of Your Information; Requests for Removal from Mailing Lists; and Deactivating Your Account**

If for any reason you are concerned that the personal information maintained by Hi-Rez is not correct, or should you wish to have your account(s) deactivated or be removed from our mailing list, please contact our support desk at <<http://www.hirezstudios.com/submit-support-ticket/>> or email [accountmanagement@hirezstudios.com](mailto:accountmanagement@hirezstudios.com) describing, in reasonable detail, the nature of the request, problem, or concern. We will then review, update, or remove information as appropriate within a commercially reasonable time frame after receiving such notice from you. We may still retain your information in our electronic data or other files, however, to resolve disputes, enforce our user agreement(s) and/or policy(ies), and due to technical and legal requirements and constraints related to the security, integrity, and operation of our websites.

## **Display Advertising**

Hi-Rez uses the Google Analytics Demographics and Interest Reporting features of Google Analytics for Display Advertising. You may opt-out of Google Analytics for Display Advertising and customize Google Display Network ads by visiting the Google Ads Preference Manager, which is available at <<https://www.google.com/settings/ads>>.

Hi-Rez encourages visitors to read about the Google Analytics opt-out browser add-on, which is available at <<https://tools.google.com/dlpage/gaoptout/>>.

Hi-Rez and Google use first-party cookies (such as the Google Analytics cookie) and third party cookies together to inform, optimize, and serve ads based on your past visits to Hi-Rez websites. This means that vendors, including Google, will display Hi-Rez promotional material on other websites you visit across the Internet. Hi-Rez also analyzes aggregate information provided by Google Analytics to determine usage trends, which allows us to improve our websites and make it easier for you to find what you need.

## **California Residents: Your California Privacy Rights**

Under California law, California residents who have an established business relationship with Hi-Rez or its Affiliates may choose to opt out of Hi-Rez's disclosure of personal information about them to third parties for direct marketing purposes. As detailed in this Privacy Policy, our policy is not to

disclose personal information collected online to a third party for direct marketing purposes without your approval. If you choose to opt-out at any time after granting approval, contact our support desk at <http://www.hirezstudios.com/submit-support-ticket/> or email [accountmanagement@hirezstudios.com](mailto:accountmanagement@hirezstudios.com) or write to: Account Management, Hi-Rez Studios, Inc., 3750 Brookside Parkway, Suite 200 Alpharetta, Georgia 30022.