



PRIVACY NOTICE

This Privacy Notice explains who we are, how we collect, share and use personal information about you, and how you can exercise your privacy rights.

This Privacy Notice applies to personal information that we collect through our websites we control, like at www.mclloyds.eu, www.biosaurus.eu or www.the-dinomates.eu

1. WHAT PERSONAL INFORMATION DOES MCLLOYD'S COLLECT?

The personal information that we may collect about you through the Services broadly falls into the following categories:

1.1. Information that you provide voluntarily

Certain parts of our Services may ask you to provide personal information voluntarily. For example we will ask for certain information in order for you to contact us, such as:

- your name, email address or other contact details
- any information you submit to our customer service team via email

The personal information that you are asked to provide, and the reasons why you are asked to provide it, we will try to explain to you at the point we ask you to provide your personal information.

1.2 Information that we collect automatically

When you use our Services, we may also collect certain information automatically from you and/or your device which may be considered personal information under applicable data protection laws, such as:

- Your IP address and device identifiers such as your Advertising ID, Device ID numbers (for more see here "Advertising IDs and Device IDs")
- Your device type and the operating system that you use
- Broad geographic location (e.g. country or city-level location) based on your IP address
- GPS location where you provide your consent

Device identifier / information means device type, device model, device maker, device operating system and its language or other technical data like screen size or processor, or combination of this data available from a device for a developer for checking the device compatibility with a particular application.

Some of this information may be collected using cookies and/or similar technologies (such as "SDKs" or software development kits)

1.3 Information we obtain from third party sources

(a) Information from social media

platforms. You may choose to connect to our Services via your social media account. Exactly what information we receive from your social media will depend on your social media privacy settings, but it would typically include your basic public profile information such as:

- your username
- profile picture
- age range
- gender

(c) Advertising partners. From time to time, we may also receive personal information about you from other third party sources. For example, if you clicked on an advertisement to direct you to one of our Services, we will be provided with information from which ad-network and advertising campaign the install originated from (See below also „Advertising“).

1.4 No special categories of information

We do not request or intend to collect any "special categories of information" such as any information on health, race, religion, political opinions or philosophical beliefs, sexual preferences or orientation. Kindly be

cautious when sharing this information about yourself (or others) in our forums.

2. HOW WE USE YOUR PERSONAL INFORMATION

We use your personal information for following purposes:

2.1 To provide and operate our Services:

- To send you service related communications including confirmations, technical notices, updates, security alerts, and support / administrative messages

2.2 To improve our Services and keep them secure:

- To respond to your customer support requests (e.g. if you write to us with a complaint)
- To receive error messages about any issues you / your device encounters with our Services to enable us to fix bugs and interoperability issues
- To detecting and preventing illegal activities (e.g.hacking or cheating)
- To understand you, your preferences and user traffic to enhance your experience and enjoyment using our websites
- To carry out research

2.3 To personalise our Services:

- To remember you next time you visit one of our Services

- Communicate with you about promotions, rewards, upcoming events, and other news about products and services offered by us

2.4 For promotional activities (including marketing and advertising)

- To serve you with relevant targeted advertisements (necessary to fund our Services)
- To send you marketing communications and/or newsletters if you have subscribed for them about rewards, promotions

2.5 Other

- To comply with our legal obligations
- To exercise, establish or defend our legal rights, or to protect your vital interests or those of any other person
- To prevent and/or detect fraud or fraudulent behaviour

4. COOKIES AND SIMILAR TRACKING TECHNOLOGY IN WEBSITES

The Services may use “cookies” and other technologies such as pixel tags, local shared

objects, hardware-based device identifiers, flash cookies, operating system-based identifiers, clear GIFs and web beacons.

Cookies: A “cookie” is a small file stored by your device when told to do so by a website. Typically websites place a number of different cookies on an end-user’s device. Some of the cookies are “1st party,” from the website itself, and others are “3rd party,” belonging to advertising and analytics entities or social networks. Cookies are personal information. However, McLLOYD’S cookies do not include any other personal information and are typically used to quickly identify your device and to “remember” your device during subsequent visits for purposes of functionality, preferences, and website performance. You can disable cookies on your device or set your device to alert you when cookies are being sent to your device; however, disabling cookies may affect your ability to use the Services.

5. LEGAL BASIS FOR PROCESSING PERSONAL INFORMATION

Our legal basis for collecting and using the personal information described above will depend on the personal information

concerned and the specific context in which we collect it.

However, we will normally collect personal information from you only (i) where we need the personal information to perform a contract with you, (ii) where the processing is in our legitimate interests and not overridden by your rights, or (iii) where we have your consent to do so.

6. WHO DOES McLLOYD'S SHARE MY PERSONAL INFORMATION WITH?

We may share your personal information to the following categories of recipients:

(a) to **any competent law enforcement body, regulatory, government agency, court or other third party** where we believe disclosure is necessary (i) as a matter of applicable law or regulation, (ii) to exercise, establish or defend our legal rights, or (iii) to protect your vital interests or those of any other person;

(b) to any **other person with your consent** to the disclosure.

7. HOW DOES McLLOYD'S KEEP MY PERSONAL INFORMATION SECURE?

We use appropriate technical and organisational measures designed to protect the personal information that we collect and process about you. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal information. Specific measures we use include – e.g. encrypting your personal information in transit and at rest.

8. DATA RETENTION

We retain personal information we collect from you where we have an ongoing legitimate business need to do so, for example, to provide you with a Service you have requested or to comply with applicable legal, tax or accounting requirements.

When we have no ongoing legitimate business need to process your personal information, we will either erase or de-identify it or, if this is not possible - for example, because your personal information has been stored in backup archives - then we will securely store your personal information and isolate it from any further processing until erasure is possible.

9. YOUR DATA PROTECTION RIGHTS

You have the following data protection rights:

(a) To **access correct, update or request deletion** of your personal information. You may do so by contacting us

(b) To **object to processing** of your personal information (which is processed on the grounds of legitimate interests), ask us to **restrict processing** of your personal information or request portability of your personal information. Again you may do so by opting out of personalised offers based on behaviour in-game, or by contacting us.

(c) To **opt-out of marketing communications** we send you at any time. You can exercise this right by clicking on the "unsubscribe / opt-out" link in the marketing communications we send you or by contacting us.

(d) If we are processing your personal information with your consent, you can **withdraw your consent** at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing

grounds other than consent. You may do so by contacting us.

(e) You have the **right to complain to a data protection authority** about our collection and use of your personal information. For more information, please contact your local data protection authority.

You can control and limit the nature of personal information that we collect and process about you in a number of ways. For example, you can disconnect your social media account or control your social media privacy settings to limit the information shared with us. You could also reset your mobile advertising identifier or limit ad tracking altogether using the settings on your phone. You could also limit or disable the use of cookies (or similar technologies).

We will respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

10. UPDATES TO THIS PRIVACY NOTICE

We may update this Privacy Notice from time to time in response to changing legal, technical or business developments. When we update our Privacy Notice, we will take

appropriate measures to inform you,
consistent with the significance of the
changes we make.