



# Privacy and Cookie Policy

Version 1.0

Last revised: February 18, 2023

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Altura Gaming Co. and its affiliates (“Altura” or “we,” including derivative terms) is committed to safeguarding your privacy. This Privacy and Cookie Policy (the “Policy”) describes our policies and procedures regarding the collection, use and disclosure of information we obtain through the website at <https://alturanft.com>, applications created by users and hosted by Altura (“Altura Applications”), the marketplace we operate for the convenience of our users that lets them license games and other applications from each other (“Direct User Content”), application building, hosting, and management products (“Development Tools”), and any other online or Web3 services we may provide (all the above, collectively, the “Altura Platform”). Please read the following information carefully to understand our views and practices regarding your personal data and how we will treat it.

## 1. DEFINITIONS

As used in this Policy, a “Direct User” is an individual who has an cryptocurrency wallet connected to the Altura Platform and can build Altura Applications, and an “End User” is an individual who uses an Altura Application. Except where specified below, this Policy applies equally to both Direct and End Users.

## 2. PARTICULARLY IMPORTANT INFORMATION

**WHO WE ARE.** For the purpose of applicable data protection legislation, the data controller of your personal data is Altura Gaming Co., a Delaware corporation. **MUST READ SECTIONS:** We draw your attention in particular to the sections entitled “INTERNATIONAL DATA TRANSFER” and “YOUR RIGHTS.” **CHANGES TO THIS POLICY:** We will post any modifications or changes to the Policy on the Altura Platform. We reserve the right to modify the Policy at any time, so we encourage you to review it frequently. The “Last Revised” legend above indicates when this Policy was last changed. If we make any material change(s) to the Policy, we will notify you via email or post a notice on our Site prior to such change(s) taking effect.



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## 3. LEGAL BASES FOR PROCESSING EU PERSONAL DATA

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We use your personal information only as permitted by law. Our legal bases for processing the personal data described in this Policy are as follows:

- *Legal compliance*: We may need to collect, use, and otherwise process your personal data to comply with our legal obligations, such as regulatory monitoring and reporting obligations.
- *Legitimate interests*: We may process your personal data where we have a legitimate interest in doing so, provided that our interests are not outweighed by any potential impact of the processing on you, or your fundamental rights and freedoms.
- *Contract*: We may need to process your personal data to perform a contract with you or to take steps that you have requested prior to entering into the contract.
- *Necessity*: We may need to process your personal data to protect your vital interests, or those of another person.
- *Consent*: In some cases, we may rely on your consent to process your personal data. Where we rely on your consent, you have the right to withdraw it at any time in the manner indicated when we requested the consent or by contacting us as described in this Policy.

## 4. HOW WE COLLECT YOUR INFORMATION

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### Information You Provide.

We collect personal data from Direct Users when they register to use the Altura Platform, post content on the Altura Platform, or communicate with us (e.g., through the “Contact” page on our site, or when requesting customer service or technical support), make purchases through the Altura Marketplace, or provide us with feedback about the Altura Platform. We may also collect personal data at other points in the Altura Platform when clearly identified.



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We do not collect personal data directly from End Users unless they contact us (i.e., through the “Contact” page on our site or to provide feedback about the Altura Platform). Each individual operator of a Altura Application determines what End User information is required to operate their Altura Application, is required to comply with all applicable laws respecting the treatment of such information and is responsible for all use of such information. However, because Altura Applications run on our infrastructure, the “Information Collected via Technology” section below applies equally to End Users and Direct Users.

**Registration.** To create an account, Direct Users need to connect a cryptocurrency wallet to the Altura Platform. Direct Users may provide other optional information, such as profile photos, their location, or job title, and email address. Direct Users may always go to the “My account” section of the Altura Platform to update, change, or remove their information.

**Altura Sites.** We do not collect or use End User personal data, except to provide customer support, respond to direct requests, or as automatically collected through technical means as set forth below. As noted above, the operators of Altura Sites may collect and use the information of End Users of their sites, including personal data and content posted to Altura Sites. Altura does not control or monitor such collection and usage.

**Altura Marketplace.** We do not collect any personal data in the course of operating the Altura Marketplace, but in order to make available or license User Components on the Altura Marketplace, you must be a Direct User who has connected a cryptocurrency wallet to the Platform. Certain Direct User account information (including account name or other personal data) may be made available to the buyer and seller involved in a Altura Marketplace transaction. Altura does not control or monitor the use of such information by participants in a Altura Marketplace transaction.

## Information Collected via Technology.

**Information Collected by Our Servers.** To make the Altura Platform more useful to you, our servers (which may be hosted by a third party service provider) collect information from you, which may include your browser type, operating system, Internet Protocol (“IP”) address (a number that is automatically assigned to your computer when you use the Internet, which may vary from session to session), domain name, and/or a date/time stamp for your visit.



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**Log Files.** As is true of most websites, we gather certain information automatically and store it in log files. This information may include IP addresses, browser type, Internet service provider (“ISP”), referring/exit pages, operating system, date/time stamp, data typed into the site, and clickstream data. We use this information to analyze trends, administer the Altura Platform, track users’ movements around the Altura Platform, gather demographic information about our user base as a whole, and better tailor the Altura Platform to our users’ needs. For example, certain information may be collected so that when you visit the Altura Platform again, it will recognize you and remember preferences (such as previous User Components viewed or licensed from the Altura Marketplace). Except as noted in this Policy, we do not link this automatically-collected data to personal data.

**How We Respond to Do Not Track Signals.** We do not currently respond to “do not track” signals or other mechanisms that might enable you to opt out of tracking on our site. To find out more about “do not track,” please visit <http://www.allaboutdnt.com>.

**Mobile Services.** We may also collect non-personal data from your mobile device if you access the Altura Platform from your mobile device. This information is generally used to help us deliver the most relevant information to you. Examples of information that may be collected and used include your geographic location and information about the type of device you use. In addition, if the Altura Platform crashes on your mobile device, we may receive information about your mobile device model software version and device carrier, which allows us to identify and fix bugs and otherwise improve the performance of the service. This information is sent to us as aggregated information and cannot be used to identify an individual.

**Analytics Services.** In addition to the tracking technologies we place, other companies may set their own Cookies or similar tools when you use the Altura Platform. This includes third party analytics services, such as Google Analytics (“Analytics Services”), that we engage to help analyze how users use the Altura Platform, as well as third parties that deliver content or offers. We may receive reports based on these parties’ use of these tools on an individual or aggregate basis. We use the information we get from Analytics Services only to improve the Altura Platform. The information generated by the Cookies or other technologies about your use of the service (the “Analytics Information”) is transmitted to the Analytics Services. (Cont.)



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The Analytics Services use Analytics Information to compile reports on user activity. The Analytics Services may also transfer information to third parties where required to do so by law, or where such third parties process Analytics Information on their behalf. Each Analytics Services' ability to use and share Analytics Information is restricted by such Analytics Services' Terms of Use and Privacy Policy. By using the Altura Platform, you consent to the processing of data about you by Analytics Services in the manner and for the purposes set out above. We may also partner with ad companies to support our marketing efforts, including by serving you ads better tailored to your likely interests. If you don't want to take advantage of these services, you can opt-out by visiting <http://www.aboutads.info/> or <http://networkadvertising.org/choices/>, or if you are located in the EU, <http://www.youronlinechoices.eu/>.

**SNS Log In.** Direct Users may use certain social media site ("SNS") credentials to log into the Altura Platform. In such case, we collect personal data from the social media website. For example, when you log in with your Google credentials, we may collect the personal data you have made publicly available in Google, such as your email address, name, and profile picture or logo. You agree that you are solely responsible for your use of an SNS and that it is your responsibility to review the terms of use and privacy policy of such SNS. Any information that we collect from an SNS account will depend on the privacy settings you have with that SNS, so please consult the SNS' privacy and data practices. We will not be responsible or liable for: (a) the availability or accuracy of such SNS; (b) the content, products or services on or availability of such SNS; or (c) your use of any such SNS. You can revoke our access to this information anytime by amending the appropriate settings from within your account settings on the applicable SNS.



# Privacy and Cookie Policy

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## Cookies

Like many online services, we use Cookies to collect information. “Cookies” are small pieces of information that a website sends to your computer’s hard drive while you are viewing the website. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them). We use two broad categories of Cookies: (1) first party Cookies, served directly by us to your computer or mobile device, which are used only by us to recognize your computer or mobile device when it revisits the Altura Platform; and (2) third party Cookies, which are served by service providers on the Altura Platform, and can be used by such service providers to recognize your computer or mobile device when it visits other websites. Altura uses Cookies to verify that you are properly signed in, to display information for your primary location, and to provide information about your Altura Sites (if applicable). We may also use Cookies from time to time to measure your response to new aspects of the Altura Platform and/or emails in an effort to continually improve customer service and the Altura Platform. Please be aware that a Cookie cannot spread computer viruses, retrieve any other data from your hard drive, or capture your email address.

**Cookies we use.** The Altura Platform uses the following types of Cookies for the purposes set out below.

*a. Essential Cookies.* These Cookies are essential to provide you with services available through our Services and to enable you to use some of its features. For example, they allow you to log in to secure areas of our Services and help the content of the pages you request load quickly. Without these Cookies, the services that you have asked for cannot be provided, and we only use these Cookies to provide you with those services.

*b. Functionality Cookies.* These Cookies allow our Services to remember choices you make when you use our Services, such as remembering your language preferences, remembering your login details and remembering the changes you make to other parts of Services which you can customize. The purpose of these Cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you visit our Services.



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*c. Analytics and Performance Cookies.* These Cookies are used to collect information about traffic to Services and how users use our Services. The information gathered does not identify any individual visitor. The information is aggregated and anonymous. It includes the number of visitors to our Services, the websites that referred them to our Services, the pages they visited on our Services, what time of day they visited our Services, whether they have visited our Services before, and other similar information. We use this information to help operate our Services more efficiently, to gather broad demographic information and to monitor the level of activity on our Services. We use Google Analytics and other third party analytics services for this purpose. Google Analytics uses its own cookies. They are only used to improve how our Services works. You can find out more information about Google Analytics Cookies here: <https://developers.google.com/analytics/resources/concepts/gaConceptsCookies>. You can find out more about how Google protects your data here: [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html). You can prevent the use of Google Analytics relating to your use of our Services by downloading and installing the browser plugin available via this link: <http://tools.google.com/dlpage/gaoptout?hl=en-GB>.

*d. Social Media Cookies.* These Cookies are used when you share information using a social media sharing button or “like” button on our Services or you link your account or engage with our content on or through a social networking website such as Facebook, Twitter, or Google+. The social network will record that you have done this.

**Disabling Cookies.** You can typically remove or reject Cookies via your browser settings. In order to do this, follow the instructions provided by your browser (usually located within the “settings,” “help” “tools” or “edit” facility). Many browsers are set to accept Cookies until you change your settings. Further information about Cookies, including how to see what Cookies have been set on your computer or mobile device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.com.uk](http://www.youronlinechoices.com.uk). Direct Users must accept Cookies in order to access certain features of the Altura Platform. You can erase or block Cookies from your computer if you wish to do so (your internet browser help screen or manual will thoroughly explain this process), but certain parts of the Altura Platform will not work correctly or at all if your browser is set to not to accept Cookies.



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*c. Analytics and Performance Cookies.* These Cookies are used to collect information about traffic to Services and how users use our Services. The information gathered does not identify any individual visitor. The information is aggregated and anonymous. It includes the number of visitors to our Services, the websites that referred them to our Services, the pages they visited on our Services, what time of day they visited our Services, whether they have visited our Services before, and other similar information. We use this information to help operate our Services more efficiently, to gather broad demographic information and to monitor the level of activity on our Services. We use Google Analytics and other third party analytics services for this purpose. Google Analytics uses its own cookies. They are only used to improve how our Services works. You can find out more information about Google Analytics Cookies here: <https://developers.google.com/analytics/resources/concepts/gaConceptsCookies>. You can find out more about how Google protects your data here: [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html). You can prevent the use of Google Analytics relating to your use of our Services by downloading and installing the browser plugin available via this link: <http://tools.google.com/dlpage/gaoptout?hl=en-GB>.

*d. Social Media Cookies.* These Cookies are used when you share information using a social media sharing button or “like” button on our Services or you link your account or engage with our content on or through a social networking website such as Facebook, Twitter, or Google+. The social network will record that you have done this.

**Disabling Cookies.** You can typically remove or reject Cookies via your browser settings. In order to do this, follow the instructions provided by your browser (usually located within the “settings,” “help” “tools” or “edit” facility). Many browsers are set to accept Cookies until you change your settings. Further information about Cookies, including how to see what Cookies have been set on your computer or mobile device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.com.uk](http://www.youronlinechoices.com.uk). Direct Users must accept Cookies in order to access certain features of the Altura Platform. You can erase or block Cookies from your computer if you wish to do so (your internet browser help screen or manual will thoroughly explain this process), but certain parts of the Altura Platform will not work correctly or at all if your browser is set to not to accept Cookies.





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## Pixels

We may also use pixel tags (which are also known as web beacons and clear GIFs) on the Altura Platform to track the actions of users on our Services. Unlike Cookies, which are stored on the hard drive of your computer or mobile device by a website, pixel tags are embedded invisibly on webpages. Pixel tags measure the success of our marketing campaigns and compile statistics about usage of the Altura Platform, so that we can manage our content more effectively. With the exception of the Facebook Pixel (see below), the information we collect using pixel tags is not linked to our users' personal data. Altura may use the Facebook Pixel to gather information about your activities on the Altura Platform in order to provide you with tailored Altura ads. For example, if you sign up for Altura, you may see a Altura ad on your Facebook newsfeed. Facebook's use of information collected is set forth in its Privacy Policy (<https://www.facebook.com/policy.php>). You may opt out of Facebook's interest-based ads here (<https://www.facebook.com/about/ads/#568137493302217>).

## Automated decision-making or profiling

We do not use your personal data for the purposes of automated decision-making. However, we may do so in order to fulfill obligations imposed by law, in which case we will inform you of any such processing and provide you with an opportunity to object.

## 6. HOW ALTURA USES YOUR INFORMATION

Personal Data. In general, we use personal data either to deliver the Altura Platform or respond to requests that you make. We use your personal data in the following ways:

- facilitate the creation and securing of your account (Direct Users only);
- identify you as a user of the Altura Platform;
- operate, maintain, and provide improved administration of the Altura Platform;
- improve the quality of experience when you interact with the Altura Platform;
- manage your account, including to send you administrative e-mail notifications, such as security or support and maintenance advisories (Direct Users only);



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## 6. HOW ALTURA USES YOUR INFORMATION

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- respond to your comments and inquiries related to employment opportunities or other requests and to provide customer service; and with your consent, send newsletters, surveys, offers, including information about products and services offered by us and our affiliates, and other promotional materials related to the Altura Platform and for other marketing purposes of Altura to Direct Users. You may opt-out of receiving such information at any time: such marketing emails tell you how to opt-out. Please note, even if you opt-out of receiving marketing emails, we may still send you non-marketing emails. Non-marketing emails include emails about your account with us (Direct Users only) and our business dealings with you.
- process payments you make via the Altura Platform
- as we believe necessary or appropriate (a) to comply with applicable laws; (b) to comply with lawful requests and legal process, including to respond to requests from public and government authorities; (c) to enforce our Policy; and (d) to protect our rights, privacy, safety or property, and/or that of you or others; and
- as described in the Section entitled “HOW ALTURA MAY SHARE YOUR INFORMATION” below.

*Anonymous Data.* We may create anonymous data about both Direct Users and End User by excluding information (such as your name) that makes the data personally identifiable to you. We use this anonymous data to analyze request and usage patterns so that we may enhance the content of the Altura Platform. We may use anonymous data and aggregated and other de-identified information for any purpose and disclose anonymous data to third parties in our sole discretion.

## 7. HOW ALTURA MAY SHARE YOUR INFORMATION

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With Third Parties designated by you. We may share your personal data with third parties where you have provided your consent to do so. (Cont.)



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## 7. HOW ALTURA MAY SHARE YOUR INFORMATION (Cont.)

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*With Third Parties.* We may share your personal data with third party service providers (“Subprocessors”) to provide you with the Altura Platform, to conduct quality assurance testing, to facilitate creation of accounts, to provide technical support, to conduct data analysis, to process payments, to provide information technology and related infrastructure provision, customer service, email delivery, and/or to provide other services. These Subprocessors are only permitted to use your personal data to the extent necessary to enable them to provide their services to us. They are required to follow our express instructions and to comply with appropriate security measures to protect your personal data.

**Posting on the Altura Platform.** You may share personal data with us when you submit user generated content to the Altura Platform, including via user forums or reviews of Direct User Content within the Altura Marketplace. Please note that any information you post or disclose on the Altura Platform will become public information, and will be available to other users of the Altura Platform and to the general public.

We urge you to be very careful when deciding to disclose your personal data, or any other information, on the Altura Platform. Such personal data and other information will not be private or confidential once it is published on the Altura Platform. Altura is not responsible for how others use such information. If you post personal data, even if you later remove it, other individuals who saw that personal data may retain copies of it through other means than the Altura Platform. We or our Direct Users may occasionally reproduce, publish, and distribute content from reviews in the Altura Marketplace in any forum.

If you provide feedback to us, we may use and disclose such feedback on the Altura Platform, provided we do not associate such feedback with your personal data. If you have provided your consent to do so, we may post your first and last name along with your feedback on the Altura Platform. We will collect any information contained in such feedback and will treat the personal data in it in accordance with this Policy.



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## 7. HOW ALTURA MAY SHARE YOUR INFORMATION (Cont.)

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*With SNS.* The Altura Platform or an Altura Application may also enable you to post content to an SNS. If you choose to do this, we will provide information to such SNS in accordance with your elections. You agree that you are solely responsible for your use of an SNS and that it is your responsibility to review the terms of use and privacy policy of such SNS.

*As Required by Law.* We may access, preserve, and disclose your personal data, other account information, and content if we believe doing so is required by law or if those actions are reasonably necessary to:

- comply with legal process, such as a court order or subpoena;
- enforce this Policy or our Terms of Service;
- respond to claims that any content violates the rights of third parties;
- respond to law enforcement;
- investigate and prevent unauthorized transactions or other illegal activities; or
- protect our or others' rights, property, or personal safety.

*Corporate Events.* If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of company assets, or transition of service to another provider, your information may be sold or transferred as part of such a transaction. We cannot control how such entities may use or disclose such information.

*Other Disclosures.* We may share personal data as we believe necessary or appropriate: (a) to comply with applicable laws; (b) to comply with lawful requests and legal process, including to respond to requests from public and government authorities; (c) to enforce our Policy; and (d) to protect our rights, privacy, safety or property, and/or that of you or others.

We may also disclose your personal data with your permission.



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## 8. THIRD PARTY SITES

The Altura Platform may contain links to third party websites and features. This Policy does not cover the privacy practices of such third parties. These third parties have their own privacy policies and we do not accept any responsibility or liability for their websites, features or policies. Please read their privacy policies before you submit any data to them.

## 9. SECURITY OF YOUR INFORMATION

We seek to use reasonable organizational, technical and administrative measures to protect personal data within our organization. Unfortunately, no transmission or storage system can be guaranteed to be completely secure, and transmission of information via the internet is not completely secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us of the problem by contacting us using the details in the Section entitled "CONTACT INFORMATION." By using the Altura Platform or providing personal data to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of the Altura Platform. If we learn of a breach of personal data, we may attempt to notify you electronically by posting a notice on the Altura Platform or sending an email to you. You may have a legal right to receive this notice in writing. To receive free written notice of a security breach (or to withdraw your consent from receiving electronic notice), please notify us using the details in the Section entitled "CONTACT INFORMATION."

## 10. RETENTION

We will only retain your personal data as long as reasonably required for you to use the Altura Platform and/or to provide you with the Altura Platform unless a longer retention period is required or permitted by law (for example, for regulatory purposes).



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## 11. INFORMATION ABOUT CHILDREN

We do not knowingly collect, maintain, or use personal data from children under 13 years of age, and no part of the Altura Platform is directed to children under the age of 13. If you learn that a child has provided us with personal data without your consent, you should alert us using the details in the Section entitled “CONTACT INFORMATION.” If we learn that we have collected any personal data about children under 13, we will delete such information as soon as reasonably practicable.

## 12. INTERNATIONAL DATA TRANSFER

If you are a non-U.S. user of the Altura Platform or visitor to a Altura Site, by providing us with data, you acknowledge and agree that your personal data may be processed for the purposes identified in this Policy. Your information, including personal data that we collect from you, may be transferred to, stored at and processed by us and other third parties outside the country in which you reside, including, but not limited to the United States, where data protection and privacy regulations may not offer the same level of protection as in other parts of the world. By using the Altura Platform, you agree to this transfer, storing or processing.

## 13. SENSITIVE PERSONAL DATA

Subject to the following paragraph, we ask that you not send us, and you not disclose, any sensitive personal data (e.g., social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) (“Sensitive Personal Data”) on or through the Altura Platform or otherwise to us.



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## 14. YOUR RIGHTS

The following rights may be available to you:

- **Opt-out.** You may contact us anytime to request to opt-out of: (i) direct marketing communications; (ii) automated decision-making and/or profiling; (iii) our collection of Sensitive Personal Data; (iv) any new processing of your personal data that we may carry out beyond the original purpose, where we have requested your consent prior to such processing; or (v) the transfer of your personal data outside the EEA, where we rely on your consent for such transfer. Please note that your use of some of the Altura Platform may be ineffective upon opt-out.
- **Access.** You may request to access the information we hold about you at any time via your account page or by contacting us directly.
- **Amend.** You can also contact us to request to update or correct any inaccuracies in your personal data.
- **Move.** You may contact us to request that we move your data to other service providers as you wish.
- **Erase and forget.** In certain situations, for example when the information we hold about you is no longer relevant or is incorrect, you can request that we erase your data.

If you wish to exercise any of these rights, please contact us using the details in Section entitled “CONTACT INFORMATION” below. In your request, please make clear: (i) what personal data is concerned; and (ii) which of the above rights you would like to request to enforce. We may deny your request where permitted by applicable law. For your protection, we may only implement requests with respect to the personal data associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable and in any event, within one month of your request. Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting such change or deletion.



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## 15. COMPLAINTS

We are committed to resolve any complaints about our collection or use of your personal data. If you would like to make a complaint regarding this Policy or our practices in relation to your personal data, please contact us at [legal@altuanft.com](mailto:legal@altuanft.com). We will reply to your complaint as soon as we can and in any event, within 45 days. We hope to resolve any complaint brought to our attention, however if you feel that your complaint has not been adequately resolved, you reserve the right to contact your local data protection supervisory authority.

## 16. CHANGES TO THIS POLICY

Any changes to this Policy will always be posted to this section of the website, along with the effective date of the updated Policy. You should check this page periodically to stay abreast of any such changes. For any material changes to the Policy, we will notify Direct Users via email or by placing a prominent notice on the homepage of our website.

## 17. CONTACT INFORMATION

We welcome your comments or questions about this Policy. Please use the “Contact us” link of the Altura Platform or contact us in writing at:

Altura Gaming Co.  
[team@alturanft.com](mailto:team@alturanft.com)