

PRIVACY POLICY – MASQUERADE APP

V1 – 09.03.15

Cardiff University, established under Royal Charter, registered charity number 1136855, whose administrative offices are at 30-36 Newport Road, Research and Commercial Division, Cardiff CF24 0DE, UK ("**We**"), is committed to protecting and respecting your privacy.

SCOPE OF POLICY

This policy (together with our end-user licence agreement as set out at <http://blogs.cardiff.ac.uk/imgame/masquerade/> ("**EULA**") and any additional terms of use incorporated by reference into the EULA, together "**Our Terms of Use**") applies to your use of:

- the Masquerade mobile application software ("**App**"), once you have downloaded or streamed a copy of the App onto your mobile telephone or handheld device ("**Device**").
- Any of the services accessible through the App ("**Services**") that are available on the appstore from which you download the App ("**App Site**") or other sites of ours ("**Services Sites**"), unless the EULA states that a separate privacy policy applies to a particular Service, in which case that privacy policy only applies.

This policy sets out the basis on which any personal data We collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how We will treat it.

For the purpose of the Data Protection Act 1998 We are the data controller and are registered with the Information Commissioners Office (Reg no **Z6549747**).

1 INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

- 1.1 Submitted Information: information that you provide by filling in forms on or in relation to the App, the App Site and the Services Sites (together "**the Sites**"), including:
- 1.1.1 nicknames/usernames (including your nickname/username and that of any other players/users of the App as inputted by you or anyone using the Device ("**Other Users**")) used for the purposes of the Sites;
 - 1.1.2 your age and the age of any Other Users;
 - 1.1.3 your gender and the gender of any Other Users;
 - 1.1.4 questions submitted to the Sites by you or Other Users; and
 - 1.1.5 responses by you or Other Users to questions posed through the Sites.

This includes information provided by you and other users in the 'profile' section to use the App or any of the Services, subscribing to any of the Services, posting material or requesting further services. We may also ask you for information when you report a problem with any of the Sites.

No information will be retained by us unless all three participants in a game agree to share information by consenting in the 'profile' section of the app.

- 1.2 Additional information:
- 1.2.1 if you contact us, We may keep a record of that correspondence;
 - 1.2.2 We may also ask you to complete surveys that We use for research purposes, although you do not have to respond to them;
 - 1.2.3 details of transactions you carry out through any of the Sites; and
 - 1.2.4 details of your visits to any of the Sites including, but not limited to, traffic data, location data, weblogs and other communication data and the resources that you access.
- 1.3 Device information: We may collect information about the Device or any computer you may use to download or stream a copy of the App onto your Device, including, where available, the Device's or computer's unique Device identifiers, operating system, browser type and mobile network information as well as the Device's telephone

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number, for system administration. We may associate Device information with Submitted Information and will treat the combined information as personal data in accordance with this policy for as long as it is combined.

1.4

1.5 Log information: when you use the Services or view content on the Sites, We may automatically collect and store certain information in server logs, including but not limited to internet protocol ("IP") addresses, internet service provider ("ISP"), clickstream data, browser type and language, viewed and exit pages and date or time stamps.

1.6 Unique application numbers: when you install or uninstall a Service containing a unique application number or when such a Service searches for automatic updates, that number and information about your installation, for example, the type of operating system, may be sent to us.

2 WHERE WE STORE YOUR PERSONAL DATA

2.1 The data that We collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. These staff may be engaged in the fulfilment of your request or the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely in accordance with this privacy policy. and in line with the requirements of the Data Protection Act 1998.

2.2 All information you provide to us is stored on our servers. Where We have given you (or where you have chosen) a password that enables you to access certain parts of the Sites, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

2.3 You should be aware that the transmission of information via the internet is not completely secure therefore personal data transmitted to the Sites; is done so at your own risk. Once We have received your personal data , We will process it in accordance with our information security procedures and in line with the requirements of the Data Protection Act

3 USES MADE OF THE INFORMATION

We use information held about you in the following ways:

3.1 for teaching and research purposes and anonymised information may be used and published in accordance with normal academic practice

3.2 Submitted Information: may be used in a research context to identify the social groups, topics and types of questions and answers used by players to inform our understanding of the game..

3.3 Device information: diagnostic purposes only to help identify issues with the apps performance

3.4 Log information: diagnostic purposes only to help identify issues with the apps performance

4 DISCLOSURE OF YOUR INFORMATION

4.1 We may disclose your personal information to:

4.1.1 any member of our group, which means our subsidiaries, as defined in section 1159 of the Companies Act 2006; or

4.1.2 any 'spin-out' company incorporated by us or our partners for the commercialisation of the App ("Spin-Out Co").

4.2 We may disclose your personal information to third parties:

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- 4.2.1 In the event that We sell or buy any business or assets, in which case We may disclose your personal data to the prospective seller or buyer of such business or assets.
- 4.2.2 If a Spin-Out Co or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- 4.2.3 If We are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation or request.
- 4.2.4 In order to:
 - 4.2.4.1 enforce or apply the EULA, Our Terms of Use and other agreements or to investigate potential breaches; or
 - 4.2.4.2 protect the rights, property or safety of Cardiff University our customers, employees, students and staff or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

5 **YOUR RIGHTS**

The Sites may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates (including, but not limited to, websites on which the App or the Services are advertised). If you follow a link to any of these websites, please note that these websites and any services that may be accessible through them have their own privacy policies and that We do not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services, such as contact and location data. Please check these policies before you submit any personal data to these websites or use these services.

6 **ACCESS TO INFORMATION**

The Data Protection Act 1998 gives you the right to access information held about you. Your right of subject access can be exercised in accordance with Section 7 of that Act. Any subject access request will be subject to a fee of £10 and proof of identity.

7 **CHANGES TO PRIVACY POLICY**

Any changes We may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by changes to the application on the app store site. The new terms may be displayed on-screen and you may be required to read and accept them to continue your use of the App or the Services.

8 **CONTACT**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to EvansRJ1@cardiff.ac.uk.