

Privacy Policy

1. By accepting the BadFly Interactive Privacy Policy, customers consent to the collection, use and disclosure of their non personal and personal information as described below. The Privacy Policy is accepted when a customer registers for an account or installs a game developed by BadFly Interactive, a.s. Collection, use and disclosure of non- personal and personal information and this Privacy Policy are ruled by Czech law.

2. BadFly Interactive, a.s. a company developing and publishing games for the web, and for PC and mobile devices. When customers play games developed by BadFly Interactive, BadFly Interactive may collect certain personal customer information, such as name, email address, phone number, home address, birth date, mobile phone number, credit card information, information from customers profile at SNS and other personal or non – personal information.

3. Non – personal information is non – personally identifiable information such as, but not limited to technical information about customer´s, mobile device, including IP Address, mobile device ID, network Media Access Control address and connection, username, user ID, feature usage, game play statistics, scores and achievements.

4. BadFly Interactive, a.s. websites, online products employ third party ad serving technologies that collect information on BadFly Interactive´s site and in the context of BadFly Interactive online and mobile products. Third party ad serving technologies may use cookies, clear GIFs, web beacons, tracking pixels or other technologies to collect information as a result of ad serving through BadFly Interactive products or services as well as to help track. BadFly Interactive or the third party may log data for the purpose of measuring the effectiveness of advertising campaigns, the data logged for this purpose may include IP address, unique device I.D. information about software, applications and hardware, browser information advertisements served, in game location, length of time an advertisement was visible, web pages and mobile internet sites viewed by the customer, domain type. The foregoing data may be used and disclosed per this policy and the privacy policy of the company providing the ad serving technology and to other third parties in a form that does not personally identify the customer.

5. BadFly Interactive collects personal information during the customer´s registration by using Facebook Connect, Twitter or other SNS authentication options to create an account or profile, customer support or technical service request, newsletter subscription, marketing surveys or otherwise through the use of BadFly Interactive games. BadFly Interactive may also receive non-personal data from third parties.

6. BadFly Interactive collects, stores and uses personal and non- personal customers information to provide customers with new products, features, enhancements, special offers, upgrade opportunities, to improve BadFly Interactive ´s products and services, to troubleshoot technical problems, for authentication purposes, to ensure proper functionality of BadFly Interactive products and services.

7. BadFly Interactive will never share customer ´s personally identifiable information with third parties without the customer ´s consent. BadFly Interactive may access and disclose personal information in connection with report abuse functions in BadFly Interactive products and services, to enforce legal rights and comply with law or to comply with an order of government entity or other competent authority or when BadFly Interactive has a reason to believe that disclosure is necessary to protect its rights, property, operations users or others who may be harmed or may suffer loss or damage.

8. To prevent fraudulent activities and behaviors that may negatively affect the experiences of a player, BadFly Interactive is authorized to use "anti-cheating" software or applications for the prevention of fraud for BadFly Interactive internet presence, during the use of on line products and mobile platforms.

9. Information that BadFly Interactive customers disclose in any online chatrooms, blogs, message boards, users ´ profiles or in similar forums on BadFly Interactive sites is considered to be public information. Customers should be aware that any personally identifiable information submitted in the course of these public activities can be read, collected or used by other users of these forums. BadFly Interactive is not responsible for the personally identifiable information customers make public.

10. Computer systems on which BadFly Interactive collects, stores and uses the information it collects and receives, are based in the Czech Republic. The servers and equipment on which customers' data is stored and processed may be owned and operated by third parties outside the Czech Republic with whom BadFly Interactive has contracted to receive, store and process customer data. By accepting the Privacy Policy, the customer agrees with storing and processing data by a contracting party stated above.

11. BadFly Interactive implements reasonable security measures to protect the security of customer information both online and offline to protect customer information. BadFly Interactive takes reasonable precautions against possible security breaches of customer databases and records but cannot guarantee that unauthorized access, hacking, data loss or other breaches will never occur. The customer is aware that transmission of information over the internet is not completely secure, so BadFly Interactive cannot guarantee the security of data while it is being transmitted.

12. BadFly Interactive may change this Privacy Policy. The changes must be publicized on www.badflyinteractive.com .