

# SENSORIUM VR PRIVACY POLICY

Last Modified on October 26, 2023

## 1. What's in this Privacy Policy?

In this Privacy Policy, you'll find:

- What information we collect about you,
- How we might use that information,
- What information we might share with others,
- Your rights and choices about that information.

## 2. What does this Privacy Policy cover?

We are Sensorium AG. In this document, we will refer to ourselves as "Sensorium," "we," or "us." We will refer to you and any other users as "you."

In this Privacy Policy, we will cover the products and services that we offer to you. These include:

- Various digital applications and products of Sensorium VR software and associated mobile applications.
- The Sensorium Galaxy website located at: <https://sensoriumgalaxy.com/>.

Together, we'll refer to these as the "Service."

By using the Service, you agree to the terms of this Privacy Policy. Please read our Terms of Use, as well, for general guidance about your use of the Service. Except as otherwise expressly agreed, this Privacy Policy and our Terms of Use are the complete agreement between you and Sensorium.

## 3. What types of personal data do we collect?

Below you'll find details about the types of personal data we collect from you and how we use it. We call this "processing" your data.

We'll also tell you the reason for processing that data, which is known as our "legal basis."

First, the personal data we collect from you:

Type of data	Examples of the data	How we use it	Our legal basis
Account Information	<ul style="list-style-type: none"><li>• Full Name</li><li>• Email Address</li><li>• Username</li><li>• Photograph or Avatar</li><li>• Your interests and other profile information, gathered through your interactions with other users and AI, and choices made on the Service</li></ul>	To create and manage your Account on the Service, to ensure your purchases are credited to your account, to contact you for technical support and customer support purposes, to contact you for marketing and promotional purposes, to send surveys and gather user feedback, and to improve Service functionality	To fulfill a contract with you, under GDPR Art. 6 (1) (b).

Purchase Information	<ul style="list-style-type: none"> <li>• Purchase Activity</li> <li>• Account username</li> </ul>	To enable purchases on the Service, and to ensure users are credited with their purchases	To fulfill a contract with you, under GDPR Art. 6 (1) (b).
Technical Information	<ul style="list-style-type: none"> <li>• Device, browser, and operating system information</li> <li>• Other unique device identifiers</li> <li>• Data you've shared with us through your device settings (such as location and photographs, along with related metadata)</li> <li>• Network information, including your IP address.</li> </ul>	To analyze user activity and improve and operate the Service	The collection is necessary for our legitimate interests, under GDPR Art. 6 (1) (f).
Analytic Information	<ul style="list-style-type: none"> <li>• User activity and access times</li> <li>• Location data</li> <li>• Purchase activity</li> <li>• Interactions with other Users</li> <li>• Service performance data on your device</li> <li>• Information gathered by cookies and similar technologies</li> </ul>	To analyze user activity and improve the Service	The collection is necessary for our legitimate interests, under GDPR Art. 6 (1) (f).
Posts	<ul style="list-style-type: none"> <li>• Chat Messages</li> <li>• Comments</li> <li>• Suggestions and feedback</li> </ul>	To operate public posting and messaging capabilities on the Service	To fulfill a contract with you, under GDPR Art. 6 (1) (b).
Content	<ul style="list-style-type: none"> <li>• Any content you upload or transmit to the Service, including photographs, publications, video, text, graphics, images, audio files, messages, and other user-generated content</li> </ul>	To operate Service functionality, including training and operating AI bots on the Service	To fulfill a contract with you, under GDPR Art. 6 (1) (b).

And, the personal data that we share with others:

<b>Our reason for sharing</b>	<b>What data is being shared?</b>	<b>Who are we sharing it with?</b>
Other Service Users	Account Information, and your Posts and Content	Other users of the Service that you interact with

We may also need to share your personal data in a few other situations:

- To follow the law, a court order, or orders from government agencies
  - To detect and combat fraud or security issues
  - To protect the Service, our employees, and our business's rights or safety
- Other than that, we will not share your personal data with anyone else.

#### **4. Special Categories of Personal Data**

We do not collect any special categories of personal data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences. Please do not provide us with any information

#### **5. Platform Specific Services**

Depending on the platform where you consume our Services, the platform holders may collect various data on you. The only data we have access to is aggregate data of the form of sales numbers split by geographic location (country-level).

For more info on your privacy rights and management tools on each platform:

Valve: [https://store.steampowered.com/privacy\\_agreement/english/](https://store.steampowered.com/privacy_agreement/english/)

Oculus: <https://www.oculus.com/legal/oculus-legal-bases/>

PICO: <https://www.picoxr.com/global/legal/privacy-policy>

#### **6. How long do we keep your personal data?**

We only keep your personal data as long as it's required to provide you with the Service. Sometimes a longer period might be required by law.

After that, we will delete your personal data within a reasonable time. Please note that we may retain some data, if necessary to:

- resolve disputes,
- enforce our user agreements,
- follow any technical and legal requirements related to the Service.

## 7. Cookies and Advertisements

**Cookies:** A cookie is a small amount of data that is sent to your browser from a web server and is stored on your computer's hard drive. Cookies are not spyware or adware and can't deliver viruses or run programs on your computer. Other similar methods include tracking pixels and web beacons.

For more information about our use of Cookies on our website, [please view our Cookie Policy here](#).

**Mobile Advertising Opt-Out:** If you would like more information about online advertising and your choices about not having personal data used to personalize ads for you, please see the following links:

- If you have an Android device, see Google's instructions here: <https://support.google.com/ads/answer/2662856?co=GENIE.Platform%3DAndroid&hl=en>
- If you have an iOS device, see Apple's instructions here: <https://support.apple.com/en-us/HT205223>
- For general information on opting out of network-based advertising, see the following link: [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)

## 8. Children's privacy rights

The Services are not directed or intended for children and we don't knowingly collect any personal data from children under the age of 13. We also don't knowingly allow them to create accounts, sign up for newsletters, make purchases, or use the Service.

We may also limit our personal data processing for EU users between 13 and 16.

We take children's privacy seriously. It is important to safeguard the privacy of children and we encourages parents to regularly monitor their children's use of online activities.

We will promptly delete Personal Data submitted by children unless legally obligated to retain such data

If you have any concerns about your child's personal data, please contact us at [legal@sensoriumxr.com](mailto:legal@sensoriumxr.com).

## 9. Transfers of your personal data

Our headquarters is located in Switzerland.

No matter where you live, by using the Service you consent to the processing and transfer of your personal data in and to Switzerland and the United States. This processing will be under the privacy policies of third parties that we share personal data with.

The laws of these countries governing data collection and use may not be as comprehensive or protective as the laws of the country where you live.

If you would like more information, please contact us (see "How to contact us" below).

## 10. Data retention and deletion

In accordance with data protection laws and good commercial practice, we do not retain data in a form that permits identification of the person(s) to whom it relates for any longer than is necessary. The specific retention periods depend on the nature of the information and why it is collected and processed and the nature of the legal requirement. Details of retention periods for different aspects of your personal data are available from us on request by contacting us at [legal@sensoriumxr.com](mailto:legal@sensoriumxr.com).

## Terms of Deletion

All your data is to be fully erased (or anonymized) after deletion of your personal account. Removed and deleted data may be hosted in backup copies for up to 30 days, but will not be available to others in the meantime. We put that backup data 'beyond use'. At the end of this period, these data will be permanently deleted.

At all times, you are entitled to restrict us from processing your data by sending to us a data erasure request or a notice of prohibition to process your data. Please be warned that: (a) such action prohibits us from processing your data and (or) making us delete your data so you will lose your access to the Sensorium and Services; (b) if your Sensorium profile is banned, a data erasure request will not release you from prohibition to use Sensorium's Services.

## 11. EU residents' rights

We are regulated under the General Data Protection Regulation (GDPR), which applies across the European Union (including in the United Kingdom). We are responsible as a controller of personal data for GDPR purposes.

### Your rights as an EU resident:

Under the GDPR, EU residents have several important rights:

- By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate. If we have asked for your consent to process your personal data, you may withdraw that consent at any time.
- If we are processing your personal data for reasons of consent or to fulfill a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.
- If we are processing your personal data for reasons of consent or legitimate interest, you can request that your data be erased.
- Right to objection. It means that you can object to the processing for certain purposes, such as direct marketing.
- You have the right to ask us to stop using your information for a period of time.
- Finally, in some circumstances, you can ask us not to reach decisions affecting you using automated processing or profiling.
- Right to request. It gives you the right not to be subject to fully automatic decision-making meaning the users can request that their personal data is not part of processing for any automatic decision-making, including profiling, if such processing has any significant or legal effects for the users. If the decision-making is in accordance with Data Protection legislation and (or) the users have provided their explicit consent, this right is not applicable

Please note that the above described rights for the users as data subjects may be limited if the personal data is necessary for compliance with a legal obligation or for the establishment, exercise or defense of legal claims.

If you would like to exercise any of those rights, please email us at [legal@sensoriumxr.com](mailto:legal@sensoriumxr.com). We may ask for additional info to verify that you're the owner of that data.

Sensorium will process and answer requests without undue delay and in any event within one month of the receipt of the request unless a longer period is required due to the complexity of the request. In this case, the response time can be up to three months in total. Also, in some cases where the law requires it, we may not be able to help with the above requests.

## 12. California residents' rights

We are regulated under the California Consumer Privacy Act (CCPA), which applies to California residents.

Under the CCPA, California residents have several important rights:

**Right to Know:** You can ask us what personal data we hold about you and request a copy. This includes:

- The type and specific pieces of personal data we have collected
- The types of sources we collect the data from
- The purpose for collecting your personal data
- The third parties we share that data with

**Right to Delete:** You can request that we erase your personal data. There are some exceptions to this right, if we:

- Need to complete the transaction for which the personal data was collected or if there is an ongoing business relationship or contract with you
- Detect security incidents and protect against malicious, deceptive, fraudulent, or illegal activity
- Need to identify and repair errors affecting Service functionality
- Exercise free speech or ensure another consumer can exercise (or other lawful right)
- Need to comply with the California Electronic Communications Privacy Act
- Engage in research in the public interest
- Enable solely internal uses that are in line with your expectations for using your personal data
- Need to comply with a legal obligation
- Otherwise use your personal data internally, in a way that's compatible with the reason we collected it in the first place

**Sale of your personal data:** We do not sell any of your personal data for any purposes.

**Other Rights:** California residents also have the right to request information about our disclosure of personal data to third parties for direct marketing purposes during the calendar year before your request. This request is free and may be made only once a year.

We also won't discriminate against you for exercising any of the rights listed above.

If you would like to exercise any of those rights, please email us at [legal@sensoriumxr.com](mailto:legal@sensoriumxr.com). We may ask for additional info to verify that you're the owner of that data.

## 13. "Do Not Track" Policy as Required by California Online Privacy Protection Act (CalOPPA)

Our Service does not respond to Do Not Track signals. However, some third party websites do keep track of your browsing activities. If you are visiting such websites, you can set your preferences in your web browser to inform websites that you do not want to be tracked. You can enable or disable DNT by visiting the preferences or settings page of your web browser.

## 14. How do we protect personal data?

We have taken steps and put security measures in place to prevent the accidental loss or misuse of personal data.

For example, we limit access to those who have a genuine business need. Those processing your information will do so only in an authorized manner.

We use other security measures, as well, such as:

- Anti-virus software
- Encryption of data in transit and at rest
- Multi-factor authentication
- Regular backups
- Role-based access controls

We also have procedures in place to deal with any suspected data security breach. We'll notify you and any applicable regulator of a suspected data security breach when legally required.

## **15. Resolving Disputes**

We hope that we can resolve any questions or concerns you raise about our use of your personal data.

Please contact us at [legal@sensoriumxr.com](mailto:legal@sensoriumxr.com) to let us know if you have questions or concerns. We will do our best to resolve the issue.

For EU residents, the GDPR also gives you right to lodge a complaint with a supervisory authority. You may do this in the EEA state where you live, work, or where any alleged infringement occurred.

## **16. How will we notify you of changes?**

This Privacy Policy applies to all personal data collected or provided to us. This Privacy Policy is subject to change and we may make any necessary changes to this Privacy Policy. Sensorium will notify you of material changes by posting providing information about the changes in the Services. Users are encouraged to check back and review this Privacy Policy from time to time so that users are always aware of what personal data is collected, how it is processed and for which purpose and to whom it is disclosed. All continued use of and access to the Services is subject to this Privacy Policy and will signify users' acceptance of Privacy Policy and any potential changes to it.

We may make further updates from time to time. If we have your email address on file, we will inform you via email. Otherwise, we will post a message on the Service about the change.

## **17. How to contact us**

Please contact us if you have any questions about this Privacy Policy or your personal data. You can do so using the following contact info:

- Email: [legal@sensoriumxr.com](mailto:legal@sensoriumxr.com)
- Postal Mail: Bahnhofstrasse, 10, 6300, Zug, Switzerland