

PRIVACY POLICY

Your Privacy Rights

Effective Date: 8/7/2019

This Privacy Policy describes the types of information gathered by Sense Arena LLC (“Sense Arena”, “us” or “we”) in the process of providing this website, Sense Arena software, computing applications, the hardware and the data, services, information, tools, functionality, updates and similar materials (collectively, the “Service”), how we use it, with whom the information may be shared, what choices are available to you regarding collection, use and distribution of information and our efforts to protect the information you provide to us through the Service.

By using the Service, you hereby consent to allow us to process information in accordance with this Privacy Policy. Please also refer to our General Terms and Conditions https://www.sensearena.com/US_General_Terms_And_Conditions, which are incorporated as if fully recited herein. Terms defined in the General Terms and Conditions that are not defined herein shall have the same definition as in the General Terms and Conditions.

This policy is subject to change. If our information retention or usage practices change, we will let you know by posting the Privacy Policy changes on the Service and/or otherwise making you aware of the changes. Your continued use of the Service following our notice of changes to this Privacy Policy means you accept such changes. Please refer to the “Effective Date” above to see when this Policy was last updated.

Territoriality

The Service can be accessed and used worldwide.

We may store and hold personal data collected in accordance with this Privacy Policy on Systems located outside of the European Economic Area (“EEA”), and may process it outside of the EEA, including in instances where you are using the Service and you are not a resident of, or based in, the EEA.

For European Union (“EU”) users, this Privacy Policy is subject to the provisions of the General Data Protection Regulation (“GDPR”) and other applicable privacy laws. Under the GDPR, you are a data “Controller,” and a “Data Subject” with certain protected privacy rights concerning your personal data, and Sense Arena may use “Processors” to the extent necessary to provide you with the Service described herein (in which case, the terms “us” or “we” also apply to Sense Arena’s Processors).

Sense Arena will take commercially reasonable steps to maintain compliance with GDPR requirements. Any Processor shall be required to process Personal Data in accordance with its respective agreement with the Controller.

Information Collected

We collect two types of information about persons who use the Service: voluntarily provided personal information and automatically collected information.

Personal Information Collected

We collect certain Personal Information about you, which may be supplied when you sign-up for the Service, when you complete a survey, when you create or update an account, when you use the Service, when you request services or otherwise when you submit such information. The information that may be collected includes:

- Name;
- Address;
- Phone number;
- Credit card number;
- Username;

- Email;
- Date of birth;
- Gender;
- Left or right handedness;
- First party cookies;
- Third party cookies;
- Chat history and message read receipts;
- User profile information; and
- Device identifiers.

You may provide Sense Arena information when you interact with us through email, online chat, messaging functions within the Service, or otherwise. We may retain such information in order to provide you with services, and you agree that we may share this information as needed with other users in order to resolve any issues that may arise between you and another user of the Service.

Although it may appear that the Service collects credit card information, it is collected and processed through a third-party provider. We do not hold your credit card information.

Sensitive Information

We collect the following sensitive Personal Information (“Sensitive Information”) about you when you sign-up for the Service, when you request services or otherwise when you submit such information:

- Nationality.

We may retain Sensitive Information for inclusion in anonymous, aggregate form only.

Non-Personal Information

Non-Personal Information is non-personally identifiable or anonymous information about you, including but not limited to links and materials posted, enrollment history, purchase history, the type of device you used and its operating system, the pages accessed most frequently, how pages are used, applications downloaded, search terms entered, and similar non-personal data.

Automatically tracking Internet Protocol (IP) addresses is one method of automatically collecting information about your activities online and information volunteered by you. An IP address is a number that is automatically assigned to your device whenever you surf the internet. Further, the Service may utilize web beacons, pixel tags, cookies, embedded links, and other commonly used information-gathering tools. The Service may also collect device identifiers.

Although it may be possible to turn off the collection of cookies through your device, that may interfere with your use of the Service.

Part of the purpose of the Service is to share materials you make available. Anything you publicly post will not be considered Personal Information.

Use of Information

Internal Use of Information

We, either directly or through our Processors, accept and gather information in an effort to provide the Service to you. We may also use this information to help us develop and improve our Service and other offerings, fulfill your requests, track usage trends, conduct experiments and perform research and analytics, communicate with you regarding administrative matters, send you push notifications from time-to-time, send materials to you, tailor our Service and offerings to meet your interests and those of others, and for other purposes permitted by law.

We may use anonymous, aggregate information, of which your information may be a part, without restriction. Sensitive Information is used in anonymous, aggregate form only.

Sharing Information Collected with Third Parties, Consultants, and Affiliates

We may share information with our Processors, business associates, consultants, service providers, advisors and affiliates in order for them to provide services to us, to you, and to enable us to provide the Service. For example, our host and internet service provider may have access to this information. We may also share your information for marketing purposes.

We may share information we collect about you with third parties for marketing purposes, as well as share such information with others on the Service that you identify for such sharing.

Further, we may disclose collected information to the extent we believe it necessary to comply with the law, such as in response to a subpoena or court order, to defend a legal claim or otherwise as permitted by applicable law. We may disclose any information in our possession in the event that we believe it necessary or appropriate to prevent criminal or illegal activity, personal injury, property damage or bodily harm.

Additionally, we may transfer your information to successor in interest, which may include but may not be limited to a third-party in the event of an acquisition, sale, asset sale, merger or bankruptcy.

We share Sensitive Information in anonymous, aggregate form only.

Links

Our Service may contain links to other websites. We are not responsible for the privacy practices of such other sites. When you leave our Service to visit another website or application, please read the privacy statements of websites that may collect personally identifiable information. This Privacy Policy applies solely to information collected by us through the Service.

Security

We employ procedural and technical safeguards to secure your personal information against loss, theft, alteration, and unauthorized access, use and disclosure. We also employ security procedures to protect your information from unauthorized access by users inside and outside the company.

Regardless of the precautions we take, no transmission of data over the internet is guaranteed to be completely secure. It may be possible for third parties not under our control to intercept or access transmissions or private communications unlawfully. While we strive to protect personal information, we cannot ensure or warrant the security of any information you transmit to us.

E-Mail and Electronic Newsletters

We may offer electronic newsletters and e-mails concerning promotions, new products and services, or other marketing materials as a service to our users. You may receive newsletters and e-mails concerning promotions and marketing of ours, after you register through with the Service. If, after you have received a message, you no longer wish to receive such materials, you may opt-out by following the unsubscribe instructions included in each electronic newsletter and e-mail.

Access and Control

User profile and billing will be editable through the Service. Some other information collected about you may be retrievable and changeable through your username login. To do so, follow instructions on the Service.

Communication Tools

The Service may contain tools that enable you to share personal information, including sensitive information, with others, on the Service. Should you choose to use such tools, please exercise caution when sharing sensitive information.

Do Not Track

At this time, the Service does not specifically respond to do-not-track signals.

Children and Privacy

We do not knowingly permit users to register for our Service if they are under 13 years old, and therefore do not request personally identifiable information from anyone under the age of 13. If we become aware that a customer is under the age of 13 and has registered without prior verifiable parental consent, we will remove his or her personally identifiable registration information from our files. If you are the parent or guardian of a person under the age of 13 who has provided personally identifiable information to us without your approval, please inform us by contacting us at the e-mail address below and we will remove such information from our database.

California Privacy Rights

California law allows California residents to request information regarding our disclosures in the prior calendar year, if any, of their personally identifiable information to third parties. To make such a request, please contact us at support@sensearena.com with "Request for Privacy Information" in the subject line. Please include enough detail for us to locate your file; at a minimum, your name, email, and username, if any. We will attempt to provide you with the requested information within thirty (30) days of receipt. We reserve our right not to respond to requests sent more than once in a calendar year, or requests submitted to an address other than the one posted in this notice. Please note that this law does not cover all information sharing. Our disclosure only includes information covered by the law.

Contact Information

If you have any questions or suggestions regarding our Privacy Policy, please contact us via e-mail at support@sensearena.com.