

Kryptomon Privacy Notice

Summary of how we use your data

- The KMON Company Ltd (also referred to as "**KMON**", "**we**" or "**us**") uses your personal data to allow you to access the KMON website ("Website") play the KMON game ("**Game**") and to take part in our marketplace ("**Marketplace**") and campaigns ("**Campaigns**") (all together the "**Services**") as a participant ("**Participant**").
- We manage our token system KMON ("**KMON**") which you can purchase from third party providers or earn whilst playing our Game and allows you to make purchases or exchanges in the Marketplace. We do not manage the wallet with which you sign up to the Game or access the Marketplace - this is done through a third party wallet provider of your choice. Please see the respective third party's privacy policy for more detail on how your personal data may be collected and used in this respect.
- If you are a Participant, KMON will in particular use your data to manage the operation of the Services, to promote and retain statistics relating to the use of the Statistics, ensure that in-Game and out-of-Game discipline is maintained in accordance with the EULA and the Market Terms and that the integrity of the Game is upheld. KMON will also use your data to verify and initiate any transactions that you enter into in the Marketplace.
- Data is shared with certain third party service providers to assist in the operation of the Services. Information may be shared with the police or other authorities where there is evidence of criminal conduct or where required by civil proceedings.
- Where we rely on your consent, you can withdraw this consent at any time.
- Our privacy policy sets out more details of this processing, including details of your data protection rights, including your right to object to certain processing.

What does this policy cover?

KMON allows you, as a Participant, to access our Website, take part in our Game and Campaigns and make use of the Marketplace to buy or sell KMON products. This policy describes how KMON will make use of your data in doing so, and it also describes your data protection rights, including a right to object to some of the processing which KMON carries out. More information about your rights, and how to exercise them, is set out in the "What rights do I have?" section.

What information do we collect?

We collect and process personal data about you when you interact with our Services. This personal data will typically be provided directly by you with most of the information being provided directly by you in volunteering information in communications or content you provide us. KMON also collects information as part of its analytics, administration and management of the Services and as part of its collection of data for promotional use.

We will collect the following categories of data:

- ID information (e.g. your wallet ID, device ID, player ID)
- Contact information (e.g. name and email address)
- The content of communications you send us
- Payment details (such as card details and billing address where you may use third party services to buy KMON tokens)

- In-game statistics (such as usage data, scores, rewards and data surrounding your performance within the Game, communications, purchase histories)
- Marketplace statistics (such as wallet ID, NFT ownership, KMON token ownership, number of transactions)
- Information related to the browser or device you use to access our Services
- When accessing our location specific Campaigns and in accordance with the permissions you set on your device, we may collect information about the precise location of your device and IP address
- When you interact with our ads or content through various social media networks, such as when you “Like” us on Facebook or when you follow, share our click through content on Facebook, Twitter, TikTok, Instagram or other social media networks, we may receive some information about you that you permit the social network to share with third parties
- We also obtain information from our analytics partners to enhance or supplement the additional personal data we collect

How do we use this information, and what is the legal basis for this use?

We process this personal data for the following purposes:

- To fulfil a contract, or take steps linked to a contract we have with you. This includes:
 - o taking payments;
 - o initiating transactions made in the Marketplace using KMON or BNB tokens;
 - o communicating with you; and
 - o providing customer services and arranging the provision of Services;
- As required by KMON to conduct our business and pursue our legitimate interests, in particular:
 - o we will use your information to provide the Services you have requested, and respond to any comments or complaints you may send us;
 - o we monitor use of our websites and online services, and use your information to help us monitor, improve and protect our products, content, services and websites, both online and offline;
 - o we use information you provide to personalise our website, products or services for you;
 - o if you provide a credit or debit card as payment, this will be processed by third party processors, who will use third parties to check the validity of the sort code, account number and card number you submit in order to prevent fraud;
 - o we monitor customer accounts to prevent, investigate and/or report fraud, terrorism, misrepresentation, security incidents or crime, in accordance with applicable law;
 - o we use information you provide to investigate any complaints received from you or from others, about our website or our products or services;
 - o we will use data in connection with legal claims, compliance, regulatory and investigative purposes as necessary (including disclosure of such information in connection with legal process or litigation);

- o we administer and manage our Services by carrying out KMON's disciplinary role in enforcing the terms of the EULA and Market Terms, including sharing information with relevant third parties as necessary and described below; and
- o we use information such as photographs and gameplay footage collected in the Games, or as arranged alongside the Games, in order to promote the Games, the Marketplace and our related products and services.
- Where you give us consent:
 - o we place cookies and use similar technologies in accordance with our Cookies Policy and the information provided to you when those technologies are used; and
 - o on other occasions where we ask you for consent, we will use the data for the purpose which we explain at that time.
- For purposes which are required by law:
 - o in response to requests by government or law enforcement authorities conducting an investigation; and
 - o maintaining records as required by law.

How is data shared, where and when?

We will share your data with social media platforms such as Facebook and/or analytics companies such as Google for analytics purposes.

Personal data will also be shared with third party service providers, who will process it on behalf of KMON for the purposes identified above. In particular, we will use our third parties to power the sale of KMON as well as providers of website hosting (e.g. Digital Ocean), marketing platforms to assist with promotional content (e.g. Gleam.io), and payment services (e.g. Simplex).

In the event that the business is sold or integrated with another business, your details will be disclosed to our advisers and any prospective purchaser's adviser and will be passed to the new owners of the business.

We will also publish certain information (including photographs and footage) and may share it with the media, and on results and records of the game, whether as statistics, press releases or promotional content.

Personal data may be shared with government authorities and/or law enforcement officials if required for the purposes above, if mandated by law or if required for the legal protection of our legitimate interests in compliance with applicable laws.

When is data transferred internationally?

Transfers to the UK or EEA and those other third countries covered by an adequacy decision from the EU Commission or the UK Government (as applicable) are sufficiently protected by privacy rules in the country of destination.

Where information is transferred outside the UK or EEA, and where this is to a stakeholder or vendor in a country that is not subject to an adequacy decision by the European Commission or UK Government (as applicable), data is adequately protected by EU Commission or Information Commissioner Office ("ICO") (as applicable) approved standard contractual clauses, or a vendor's

Processor Binding Corporate Rules. A copy of the relevant mechanism can be provided for your review on request using the details set out below.

What rights do I have?

You have the right to **ask us for a copy** of your personal data; to **correct, delete or restrict** (stop any active) processing of your personal data; and to **obtain the personal data you provide to us for a contract or with your consent in a structured, machine readable format**, and to ask us to **share (port) this data to another controller**.

In addition, you can **object to the processing** of your personal data in some circumstances (in particular, where we don't have to process the data to meet a contractual or other legal requirement, or where we are using the data for direct marketing).

These **rights may be limited**, for example if fulfilling your request would reveal personal data about another person, where they would infringe the rights of a third party (including our rights) or if you ask us to delete information which we are required by law to keep or have compelling legitimate interests in keeping.

You have the right to withdraw your consent at any time by using the contact details below. If you ask to withdraw your consent to us processing your data, this will not affect any processing which has already taken place at that time. Relevant exemptions are included in both the GDPR/UK GDPR and in certain local laws. We will inform you of relevant exemptions we rely upon when responding to any request you make.

To exercise any of these rights, you can get in touch with us using the details set out below. If you have unresolved concerns, you have the **right to complain** to a competent authority. This may be a data protection authority where you live, work or where you believe a breach may have occurred. We will always inform you where information you provide is mandatory.

How do I get in touch with you?

We hope that we can satisfy queries you may have about the way we process your data. If you have any concerns about how we process your data, or would like to withdraw your consent:

- You can get in touch at [privacy@kryptomon.co] or by writing to [Suite 305, Griffith Corporate Center, Kingstown, St. Vincent and the Grenadines] who is the data controller for the purposes of the GDPR.

How long will you retain my data?

Where we process personal data for marketing purposes or with your consent, we process the data until you ask us to stop and for a short period after this (to allow us to implement your requests). We also keep a record of the fact that you have asked us not to process your data indefinitely so that we can respect your request in future.

Where we process personal data in connection with performing a contract such as when you make a purchase, we keep the data for 6 years from your last interaction with us.

Information about Game results, such as who has scored points and when, will be retained for 4 years to keep a record of the Game. This is also the case for gameplay footage and images captured during Games which may also be used for promotional purposes.

Cookies

In common with many other website operators, we may use standard technology called 'cookies' on our Services. Cookies are small pieces of information that are stored by your browser on your computer's hard drive and they are used to record how you navigate our Services on each visit.

Our cookies are used to enable us to develop our Services and to enable you to properly navigate them. We use cookies to collect personal information to enable us to reflect our Participant's interests and by noting who has seen which pages, properties and advertisements (including click through from emails), how frequently particular pages are visited and to enable us to determine the most popular areas of our Services.

We may use cookies to enrich your experience of using our Services by allowing us to tailor what you see to what we have learned about your preferences during your visits to them. Sometimes we may use services of third parties and they may use cookies on our behalf in order to provide their services.

The particular cookies we use on this website are as follows:

- Functionality cookie (persistent cookie)
- Strictly necessary cookie (session cookie)
- Analytics cookie (persistent cookie)
- Performance (persistent cookie)
- Targeting or advertising (persistent cookie)
- Social media (persistent cookie)

Strictly necessary cookies are essential in order to enable you to move around the Services and use its features. Without these cookies, services you have asked for such as remembering your position in the game or shopping basket in Marketplace cannot be provided.

Functionality cookies are activated by the user at sign in to the Services and remember choices you make such as the country you visit the pages from, language and search parameters such as size, colour or product line. These can then be used to provide you with an experience more appropriate to your selections and to make the visits more tailored and pleasant. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

Analytics cookies collect information on how people use our Services. Such cookies help us understand how often Participants use our services and highlight areas where can improve areas such as Game play.

Performance cookies collect anonymous information on how people use our Services. For example, we use [Google Analytics] cookies to help us understand how Participants arrive at our services, browse or use our Services and highlight areas where we can improve such as navigation, experience and marketing campaigns. The data stored by these cookies never shows personal details from which your individual identity can be established.

Targeting or advertising cookies collect information about your browsing habits in order to make advertising more relevant to you and your interests. They are also used to limit the number of times you see an advert as well as help measure the effectiveness of an advertising campaign. The cookies are usually placed by third party advertising networks. They remember the websites you visit and that information is shared with other parties such as advertisers. For example, we use third party companies such as [Google Ads and Facebook Pixel] to provide you with more personalised adverts when visiting other websites.

Social media cookies allow you to share what you've been doing on the Services on social media such as Facebook and Twitter. These cookies are not within our control. Please refer to the respective privacy policies for how their cookies work.

Third party cookies (including Flash cookies) from our sponsors and advertisers may be stored on your device if you click on their links or adverts. You should review their privacy and security policies to understand how they use cookies.

Purpose	First/third party (if third party – owner of cookie)	Retention period
Strictly necessary	First party	12 months
Functional	First party	12 months
Analytics	Third party	12 months
Performance	Third party	12 months
Targeted/advertising	Third party	12 months
Social media	Third party	12 months

Preventing use of cookies

Most browsers automatically accept cookies, but you can usually change your browser to prevent them being stored. With experience, you can usually choose to switch off all cookies or to allow only certain 'trusted' sites to place cookies. You can find out more about cookies and what cookies have been set on your device at www.allaboutcookies.org.

PLEASE NOTE, IF YOU DO TURN COOKIES OFF, THIS WILL LIMIT THE SERVICE THAT WE ARE ABLE TO PROVIDE TO YOU AND MAY AFFECT YOUR USER EXPERIENCE

Web beacons

Some of our Services may contain electronic images known as web beacons (sometimes known as clear gifs) that allow us to count Participants who have visited these pages. Web beacons collect only limited information which include a cookie number, time and date of a page view, and a description of the page on which the web beacon resides. We may also carry web beacons placed by third party advertisers. These beacons do not carry any personally identifiable information and are only used to track the effectiveness of a particular campaign.

Updates to this Privacy Notice

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.