

# Privacy and cookie statement Rusty Lake Games

This privacy and cookie statement was most recently revised on 25 August 2021.

Your privacy and the protection of your personal data is of great importance to Rusty Lake B.V. (hereinafter: Rusty Lake). During the processing of your personal data via our games, we work in accordance with the requirements for the processing of personal data laid down in the privacy legislation (General Data Protection Regulation). This means we:

- **Clearly specify our purposes** before we process personal data, by using this privacy and cookie statement.
- **Limit our collection of personal data** to only the personal data needed for legitimate purposes.
- First **ask for explicit permission** to process your personal data in cases where your permission is required.
- Take **appropriate security measures** to protect your personal data and we demand the same from parties who process personal data on our behalf.
- **Respect your right** to access, correct or delete your personal data held by us.

This privacy and cookie statement only sees on the games of Rusty Lake, of which a complete overview is available on [www.rustylake.com](http://www.rustylake.com). For more information about Rusty Lake and the processing of personal data by Rusty Lake in general, please read the privacy and cookie statement of Rusty Lake on [www.rustylake.com](http://www.rustylake.com).

## **For what purposes do we use your personal data?**

By downloading and playing our games, we obtain various personal data from you. For each purpose it is indicated what information we obtain from you, for what purpose we process this information and how long it will be stored. If you have any questions or want to know exactly what information we store of you, please contact us. Our contact details are mentioned below.

### **Contact**

You can contact us by sending us an e-mail.

For this purpose, we process the following personal data:

- Name
- E-mail address
- Any information you enter yourself as content of your message

We use this information in order to be able to handle your request to contact you properly and to perform the contract with you to this end. If you contact us, your personal data will be retained until we are sure that we fully answered and correctly handled your request.

### **Downloading our games**

Our games can be downloaded via the [App Store](#), the [Google Play Store](#), [Steam](#), [GOG](#) and [Itch.io](#). We have no influence on which personal data is processed by these providers and for what purpose they use your information. Therefore, we recommend that you read the relevant privacy statement of the provider in question.

### ***In-app purchase***

In some of our games you can do in-app purchases. The in-app purchases are handled by the digital distribution service via which you downloaded our game. This may be the [App Store](#), the [Google Play Store](#), [Steam](#), [GOG](#) or [Itch.io](#). We have no influence on which personal data is processed by these providers and for what purpose they use your information. Therefore, we recommend that you read the privacy statement of the digital distribution service in question.

### ***Rating the game and writing a review***

Within some of our games, you have the possibility to rate the game or write a review. Your review will be shown by the digital distribution service, via which you downloaded the game. Again, we have no influence on which personal data is processed by these providers and for what purpose they use your information. Therefore, we recommend you read the relevant privacy statement as mentioned above.

### ***Contest***

You can choose to take part in one of our contests.

For this purpose, we process the following personal data:

- Name
- E-mail address
- Address

We need this information in order to be able to send you your prize, when you win the contest and to perform the contract with you to this end. We store this information until the prize has been sent to you.

### ***Providing data to third parties***

Rusty Lake only shares your data with third parties when this is allowed by current legislation. It may happen that we provide your personal information to third parties, because:

- we have engaged them to process certain data;
- it is necessary to carry out the agreement with you;
- you give permission for this;
- we have a legitimate interest in this;
- we are legally obliged to do so (e.g., if the police demand this in case of a suspicion of a crime).

The parties that process personal data in our or your assignment:

- IT suppliers and service providers
- Cookie service providers
- Digital Distribution services
- Payment service providers

In order to provide this service, Rusty Lake may provide your personal data to parties established outside the European Economic Area (EEA). Rusty Lake will only do this if there is an adequate level of protection for the processing of personal data. This means, for example, that we use a model contract from the European Commission or make agreements about the handling of personal data.

### ***Social media buttons***

In our games we may use social media buttons, which redirect you to the social media platforms. This gives you the option to follow us and share content within the network. You will also see advertisements on your social media page. The buttons are active because of bits of code that come

from the social media networks. If you want to know what the social media platforms do with your personal data, please read the relevant privacy statement:

- [Facebook \(privacy policy\)](#)
- [Twitter \(privacy policy\)](#)
- [YouTube \(privacy policy\)](#)
- [Instagram \(privacy policy\)](#)
- [Discord \(privacy policy\)](#)
- [Google \(privacy policy\)](#)
- [Disqus \(privacy policy\)](#)
- [Weibo \(privacy policy\)](#)
- [VK.com \(privacy policy\)](#)

## Cookies

We and third parties may use cookies in our games, which are saved on your device. Cookies are small information files that can be automatically stored on or read out from the device (including a PC, tablet or smartphone) on which the game has been installed. Rusty Lake may use cookies for the following purposes:

- To enable the functionality of the game (functional cookies)
- To generate overall statistics and gain insights in the use of the game by the public in order to improve and optimize our games and services (analytical cookies)
- To show personalized advertisements (marketing cookies)

These cookies collect the following data from you:

- IP address
- Cookie ID
- Gaming and clicking behaviour

When you play our game for the first time and cookies are being used in the game, we will display a message with an explanation about the cookies we use. We will ask for your consent to place the cookies when we are required to do so. If you agree to the use of cookies, they will be placed on your device.

We may use the following cookies in our games:

Type	Cookie; entity	Purpose	Retention period
Functional	<b>Google Tag Manager</b> <b>Google LLC, United States</b> <a href="#">Privacy statement</a>	The cookies from Google Tag Manager make it possible to load scripts from other cookies. Google Tag Manager is purely functional and is not used for the collection of personal data.	Session
	<b>Various:</b> <b>First party cookies with strictly functional purposes</b>	These cookies enable necessary functionalities of the game, such as remembering the chosen language and whether consent for cookies has been given, displaying the cookie banner, etc.	Up to 2 years
Analytical	<b>Google Analytics</b> <b>Google LLC, United States</b> <a href="#">Privacy statement</a>	These cookies are placed to gain insight into gaming and clicking behaviour and to improve the gaming experience. We have set these cookies to be privacy friendly. That means that we: <ul style="list-style-type: none"> <li>● have concluded a data processing agreement with Google;</li> <li>● only provide Google masked IP addresses;</li> <li>● do not share any further data with Google;</li> </ul>	Up to 2 years

		<ul style="list-style-type: none"> <li>and we do not use other Google services in combination with Analytics.</li> </ul>	
Marketing	<b>Google DoubleClick</b> <b>Google LLC, United States</b> <a href="#">Privacy statement</a>	These cookies are used to register the gamers actions after viewing or clicking on advertisements. The purpose of this is to measure the effectiveness and to show personalized advertisements.	Up to 6 months
	<b>Google Admob</b> <b>Google LLC, United States</b> <a href="#">Privacy statement</a>	Google Admob cookies are used to experiment with the effectiveness of advertisements in our apps and to display relevant advertisements.	Up to 2 years

If you would like to know what the cookie service providers do with your personal data, please read the privacy and cookie statement of the company in question. If you click on 'privacy statement' in the cookie table, you will be redirected to the relevant privacy statement.

### Security

We take appropriate technical and organizational security measures with regard to the processing of personal data to be carried out, against loss or against any form of unlawful processing (such as unauthorized access, corruption, alteration or disclosure of personal data).

### Your rights

You can always contact us if you have any questions regarding our privacy and cookie statement. Besides that, you have the following rights regarding your personal data:

- **Right of access:** you have the right to see what kind of personal data we process about you.
- **Right of rectification:** you have the right to rectify any personal data we process about you, if this information is (partially) wrong.
- **Right to object:** you have the right to object against the processing of your personal data by us, or against direct marketing.
- **Right to be forgotten:** you can file a request with us to remove any personal data we process of you.
- **Right to data portability:** if technically possible, you have the right to ask us to transfer your processed personal data to a third party.
- **Right to restriction of processing:** you can file a request with us to (temporarily) restrict the processing of your personal data.
- **Right to revoke your consent,** when we process your data based on your consent.

You may send a request by sending an e-mail to [privacy@rustylake.com](mailto:privacy@rustylake.com). To prevent abuse, we may ask you to provide proper proof of your identity.

We will usually respond to your request within one month. This term can be extended if the request is proven to be complex or tied to a specific right. You will be notified about a possible extension of this term within one month.

### Modification of this privacy and cookie statement

We may change this privacy and cookie statement from time to time. Changes will be published in the games. It is therefore advised to consult this privacy and cookie statement on a regular basis, so you are aware of these changes.

**Complaints**

If you would like to file a complaint about our use of personal data, please send an email with the details of your complaint to [privacy@rustylake.com](mailto:privacy@rustylake.com). We will look into it and respond to any complaint we receive.

If you think that we are not helping you correctly, you have the right to file a complaint with the national supervisory authority responsible for the protection of personal data against our processing of your personal data. For the Netherlands, this is the [Autoriteit Persoonsgegevens](#).

**Contact details**

Rusty Lake B.V.  
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1031KS Amsterdam

E-mail: [privacy@rustylake.com](mailto:privacy@rustylake.com)

Chamber of Commerce: 67664040