



Real-World Assets Rewarding Engagement Across Digital Media Content



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Privacy Policy

Effective Date: January 01, 2024

U-topia ("U-topia," "we," "us," or "our") respects the privacy of our users ("you" or "your") and is committed to protecting the information you entrust to us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use the U-topia ecosystem (the "Ecosystem"), including any related mobile applications, websites, and services.

INFORMATION We Collect

We collect information to provide a safe, secure, and personalized experience in the Ecosystem. The information we collect can be categorized as follows:

- **Account Information:** When you create an Account, you may provide us with information such as your username, email address, and password. We may also collect demographic information such as your age and country of residence (optional).
- **Usage Data:** We collect information about your activity on the Ecosystem, including the games you play, features you use, and content you interact with. This data helps us improve the Ecosystem and personalize your experience.
- **Device Information:** We collect information about the device you use to access the Ecosystem, such as your device type, operating system, IP address, and unique device identifiers. This information helps us diagnose technical issues and ensure the Ecosystem functions correctly on your device.
- **Payment Information:** If you make any in-app purchases or utilize the U-topia Wallet, we may collect your payment information, such as your credit card number or other relevant financial data. Payment information is processed securely by a third-party payment processor, and we do not store your full credit card details.
- **User-Generated Content:** Any content you upload, post, or share on the Ecosystem, including text, images, videos, and audio, is considered User-Generated Content (UGC). We may collect information associated with your UGC, such as timestamps and descriptions.




HOW WE USE Your Information

We use the information we collect for the following purposes:

- **Provide and Maintain the Ecosystem:** We use your information to operate, maintain, and improve the Ecosystem. This includes processing your transactions, managing your Account, and providing customer support.
- **Personalize Your Experience:** We use your information to personalize your experience on the Ecosystem, such as recommending content, games, and features you might enjoy.
- **Analyze Usage Trends:** We use your information to analyze usage trends and user behavior to improve the Ecosystem and develop new features.
- **Communicate with You:** We may use your information to communicate with you about the Ecosystem, such as sending you service announcements, promotional offers, and updates. You can control your communication preferences in your Account settings.
- **Comply with Law:** We may use your information to comply with applicable laws and regulations, including responding to lawful requests from law enforcement agencies.

SHARING Your Information

We will not share your personal information with third parties except in the following circumstances:

- **Service Providers:** We may share your information with third-party service providers who help us operate the Ecosystem, such as payment processors, data storage providers, and customer support providers. These service providers are contractually obligated to keep your information confidential and secure.
 - **Legal Requirements:** We may disclose your information if we are required to do so by law or in the good faith belief that such disclosure is necessary to comply with legal process, protect our rights or property, or protect the safety of others.
 - **Business Transactions:** In the event of a business transaction, such as a merger, acquisition, or asset sale, your information may be transferred to the new owner or operator of the Ecosystem.
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YOUR Choices

You have choices regarding your information:

- **Account Information:** You can access and update your Account information in your Account settings.
- **Communication Preferences:** You can control your communication preferences in your Account settings and choose to opt out of receiving marketing emails.
- **User-Generated Content:** You can manage your UGC by editing, deleting, or restricting who can see it.

DATA Security

We take appropriate technical and organizational measures to protect your information from unauthorized access, disclosure, alteration, or destruction. However, no Internet transmission or electronic storage method is completely secure, and we cannot guarantee the absolute security of your information.



CHILDREN'S Privacy

The Ecosystem is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If you are a parent or guardian and you believe your child has provided us with personal information, please contact us. We will take steps to remove the information from our servers.

What is our Lawful Basis or Ground for using your Personal Data?

We rely on several lawful grounds to process your personal data, including:

- **Contract:** In some cases, we need to process your data to fulfill our contractual obligations to you, such as providing access to the Platform and managing your Account.
- **Legitimate Interests:** We may use your data for our legitimate interests, such as analyzing usage trends to improve the Platform, preventing fraud, and ensuring the security of our systems. We will only do this when our interests are not overridden by your rights and freedoms.
- **Consent:** In some instances, we will ask for your explicit consent to process your data for a specific purpose, such as sending you marketing communications. You can withdraw your consent at any time by contacting us.

Marketing

We may use your information to send you marketing communications about the Platform, such as new features, promotions, and events. You can control your communication preferences in your Account settings and choose to opt out of receiving marketing emails.



DISCLOSURE OF YOUR **Personal Data**

We will only disclose your personal data to third parties in the circumstances described in this Privacy Policy. We will never sell or rent your personal data to third parties.

KEEPING YOUR **Data Secure**

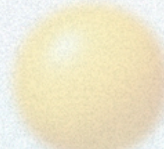
We take the security of your data very seriously. We have implemented appropriate technical and organizational measures to protect your data against unauthorized access, disclosure, alteration, or destruction. However, no Internet transmission or electronic storage method is completely secure, and we cannot guarantee the absolute security of your data.

YOUR **Rights**

You have certain rights regarding your personal data under applicable data protection laws. These may include the right to:

- **Access your data:** You have the right to request a copy of the personal data we hold about you.
- **Rectify your data:** You have the right to request that we rectify any inaccurate or incomplete data we hold about you.
- **Erase your data:** You have the right to request that we erase your personal data in certain circumstances.
- **Restrict the processing of your data:** You have the right to request that we restrict the processing of your personal data in certain circumstances.
- **Object to processing of your data:** You have the right to object to the processing of your personal data in certain circumstances.
- **Data portability:** You have the right to request that we transfer your personal data to another data controller in a structured, commonly used, and machine-readable format.

To exercise any of these rights, please contact us using the contact information provided below.





USE OF Cookies

We use cookies and similar technologies to collect information about your activity on the Platform. Cookies are small data files that are stored on your device by your web browser. They help us to remember your preferences, understand how you use the Platform, and improve your experience.

You can control your cookie preferences in your web browser settings. However, please be aware that disabling cookies may limit your ability to use certain features of the Platform.

THIRD-PARTY Cookies

The Platform may also contain third-party cookies from advertising and analytics providers. These cookies are used to collect information about your browsing activity across different websites and to provide you with targeted advertising or analytics services.

We do not control the use of third-party cookies, and you should consult the privacy policies of these third parties to learn more about their cookie practices and how to opt out of them.



CHANGES TO THIS **Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. We will notify you of any changes by posting the new Privacy Policy on the Platform. You are advised to review this Privacy Policy periodically for any changes.

Contacting Us

If you have any questions about this Privacy Policy or our data practices, please contact us by email at comms@u-topia.com

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