

PRIVACY POLICY

Privacy policy for our Augmented Reality Applications

This privacy policy governs your use of our Augmented Reality software application for mobile devices.

What data do we collect?

The “alfabet” Application is built using the Unity game engine and Vuforia AR platform. The automatic collection of unique device identifiers and hardware statistics by the Unity game engine has been disabled. You can access the Unity privacy policy here: <https://unity3d.com/legal/privacy-policy>. The Vuforia AR platform may collect the following information (collectively “statistics”):

1. Information about the end users’ devices such as:
 - Make, model and firmware version of the user’s device
 - Operating system name and version number of the user’s device
 - Camera profile version
2. Information about the Software used to create the Developer Application such as:
 - Vuforia API version
 - Vuforia license keys for mobile and digital eyewear licenses
 - Cloud Recognition client key for apps that utilize Cloud Recognition (This feature is not utilized by the “alfabet” Application)
3. Information about the Developer Application and its use such as:
 - Application bundle ID
 - Application version, for tracking application upgrades
 - Application’s App Store ID recorded for Google Play Store
 - Initial application session timestamp, for the first time an app is launched after being installed on a device
 - Camera start and stop times. This is only recorded when the Vuforia app process is running.
 - Vuforia application process start / stop / resume timestamps
 - Recognition event timestamps
 - Log Data file configuration defines frequency and file size of the log file to be transmitted to PTC
 - Tracker state detected / tracking / lost timestamps
 - Target created / destroyed timestamps
 - Virtual button created / destroyed timestamps (This feature is not utilized by our Augmented Reality Applications)
 - Virtual button pressed / released timestamps (This feature is not utilized by our Augmented Reality Applications)
4. The IP address used by the end user’s device for the purpose of inferring the country / region of use (but not the exact location).
5. Images submitted with Cloud Recognition queries in order to match image for a Recognition event (This feature is not utilized by our Augmented Reality Applications).

Explorental LLC does not collect additional unique identifiers or personal information using our Augmented Reality Applications.

How is collected data used?

Our Augmented Reality Applications are built using the Unity game engine and Vuforia AR platform. Data collection by the Unity game engine has been disabled. The Vuforia AR platform (PTC Inc.) uses the Statistics as follows. PTC and/or its affiliates and service providers may collect and use Statistics:

- to provide the Software and Services,
- to improve and optimize the Software and Services for different hardware and software requirements on various consumer devices (commonly referred to as device fragmentation),
- to facilitate the provision of new products, updates, enhancements, technologies, and other services,
- to improve the Software, the Services, and other products, services and technologies of PTC or its affiliates, and for any business purpose if de-identified and/or anonymized.

How do we disclose the data collected?

Our Augmented Reality Applications are built using the Unity game engine and Vuforia AR platform. Data collection by the Unity game engine has been disabled. Vuforia uses collected Statistics for business purpose if de-identified and/or anonymized.

How is collected data retained?

Our Augmented Reality Applications are built using the Unity game engine and Vuforia AR platform. Data collection by the Unity game engine has been disabled. PTC Inc. is responsible for the storage of data collected by the Vuforia AR platform.

How to opt out

You can stop all collection of information by our Augmented Reality Applications by uninstalling our Augmented Reality Application. You may use the standard uninstall processes available as part of your mobile device.

Children's Online Privacy Protection Act (COPPA) compliance

Our Augmented Reality Applications are built using the Unity game engine and Vuforia AR platform. Data collection by the Unity game engine has been disabled. You can access the Unity privacy policy here: <https://unity3d.com/legal/privacy-policy>. The Vuforia AR platform (PTC Inc.) collects Statistics which are listed in the "WHAT DATA DO WE COLLECT?" section of this privacy policy. Statistics collection by the Vuforia AR platform include the IP address of the user's device. No other personal information is collected by the Vuforia AR platform (PTC Inc.). The persistent identifier is collected for the purpose of inferring the country / region of use (but not the exact location of the user). The Statistics collected are used by the Vuforia AR platform (PTC Inc.) in the following ways:

- to provide the Software and Services,
- to improve and optimize the Software and Services for different hardware and software requirements on various consumer devices (commonly referred to as device fragmentation),
- to facilitate the provision of new products, updates, enhancements, technologies, and other services,

- to improve the Software, the Services, and other products, services and technologies of PTC or its affiliates, and for any business purpose if de-identified and/or anonymized.

Your consent

By using our Augmented Reality Applications, you consent to this privacy policy.

Changes to this privacy policy

If we make changes to this privacy policy, we will post the changes on this page and/or sfinxgames.com/privacypolicy.pdf

Contacting us

If there are any questions regarding our privacy policy you may contact us using the information listed below:

info@sfinxgames.com

+316 535 089 16

Sfinx Games

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The Netherlands

This privacy policy was last modified on June 2, 2020.

Privacy FAQ

How does our Augmented Reality Applications work?

Our Augmented Reality Applications utilizes augmented reality technology to recognize the position of printable component markers. This process is done on the device and does not transmit images to a cloud based service. The position of these markers is used to position the the location of the Augmented Reality object/movie or other AR objects on the device screen.

What information does our Augmented Reality Applications collect?

A detailed list of all the information collected can be found in the app privacy policy above. The information collected includes the device IP address. The IP address is used internally by Vuforia (PTC Inc.) to determine the country / region of use.

Does our Augmented Reality Applications use in-app purchasing?

No, our Augmented Reality Applications do not include any forms of in-app purchasing.

Do you have social media links in our Augmented Reality Applications?

No, our Augmented Reality Applications do not include any form of social media links or other social media integration.

Does your app include advertising?

Our Augmented Reality Applications do not include banner ads or targeted advertising. The app does include a small watermark in the bottom left of the screen that states "Powered by Vuforia". This watermark is required by the Vuforia AR platform. The apps also have a loadingscreen stating that the app was made with Unity. This is required by the Unity engine.