

Privacy Policy

This policy (“**Privacy Policy**”) explains how Mácula Intractive SA de CV, Mácula Interactive (“**México, 1921: A Deep Slumber**”, “**we**”, “**us**”, “**our**”) collects, uses and discloses the personal information we obtain through www.maculainteractive.com (the “**Website**”), Mácula Interactive various game software and any other applications, products, services, or websites operated by Mácula Interactive that link to this Privacy Policy (collectively with the Website, the “**Service**”).

By using the Service, you consent to the processing of your information as set forth in this Privacy Policy. Subject to legal or contractual requirements, you may revoke your consent by sending us a reasonable prior notice. However, this may limit our ability to provide any Service. If you do not accept this Privacy Policy or choose to withdraw your consent, please stop using the Website and any other Service, as the case may be.

You also have the right to access your personal information and to have it rectified under certain circumstances, as provided in section 11 below.

1. WHAT PERSONAL INFORMATION IS COLLECTED FROM YOU

Personal information is any information about an identifiable individual, including information that can be used, alone or in combination with other available information, to identify a person, such as their real full name, email address, phone number and postal address.

Mácula Interactive only collects the personal information required to carry out its activities and for specific purposes.

We make reasonable efforts to ensure that your personal information is as accurate, complete and current as possible for the purposes for which it is used. However, it is your responsibility to update your personal information, such as your contact information.

When providing a Service, the information we need to collect depends on what the situation requires, as described below.

Information you provide us when you use the Service

Registration and Profile Information. When you register for the Service through a third-party video game digital distribution service (e.g., Steam, Xbox, etc.), we may collect some of your information from the platform such as your username, your platform ID and other information you may have provided such as a short bio, individual avatar, or profile photo.

Communications and Other Interaction. We may collect information you provide when you play, broadcast, or view our games or otherwise access and interact with the Service. We may also collect information through your communications with our customer-support team, such as your name and email address.

2. WHAT INFORMATION IS COLLECTED AUTOMATICALLY UPON USING OUR SERVICE

We may automatically collect certain technical information from your computer or mobile device when you use the Service.

Device Information. We automatically receive information from your device, including IP address, web browser type, mobile operating system version (to the extent applicable), and unique device identifiers. We may also collect and store your browser settings and preferences

Usage Information. We automatically receive and store usage data whenever you interact with us or the Service. We also collect information about the use of our game software, such as users' actions in the game, the amount of time played, the date and time of play, and other usage information necessary to provide the Service (for example, the tracking and saving of progress in the game). We may also automatically receive technical information from your device in the event of a software bug report.

Information from Cookies. Like many websites and apps, our Website may use cookies and other technologies from Google Analytics to collect and process usage statistics, which allows us to understand how visitors interact with the Website. Cookies are small text files sent to your browser when you visit a site and stored on the hard drive or memory of your device. Google Analytics “uses a set of cookies to collect information and report site usage statistics without personally identifying individual visitors to Google” (See <https://policies.google.com/technologies/cookies> under the “Analytics” heading). For additional explanations and privacy options regarding Google Analytics, you may visit www.google.com/policies/privacy/partners and <https://support.google.com/analytics/answer/6004245>. If you don't want Analytics to be used in your browser, you can install the Google Analytics Opt-out Browser Add-on.

3. HOW WE USE YOUR INFORMATION

Service-Related Usage

We use the information we collect to provide the Service, comply with applicable law and carry out any other purpose specified herein or for which you have otherwise provided valid express or implied consent in connection with the collection and use of your personal information.

Ancillary activities

We use the information we collect for our own internal business purposes, including statistical and analytical purposes to support market research and software development. We notably use it to support and improve the Service by analyzing how you and others use the Service, by managing our network traffic, and by better tailoring content and features. If you use the Service to play or broadcast the game software, then we may use your username and other information from your profile to create leaderboards or otherwise enhance gameplay.

Communications

We use your information to communicate with you. For example, we may send email to the email address you provide to us to verify your account and for informational and operational purposes, such as customer service or system maintenance. If you contact us with a question, request or other issue, we use the information you provide to respond.

Marketing

If you subscribe to our newsletter, we will use the email address you provide to send you newsletters or other marketing communications. You may opt-out of receiving our newsletter or marketing emails from us by following the unsubscribe instructions included in each newsletter.

Compliance with applicable law and our own obligations

We may also process the information we collect about you or from you for the following purposes: (i) as may be necessary to enforce our rights and to prevent or detect hacking activities, security breaches or other risks of harm in connection with the Service; (ii) as may be required or authorized by applicable laws and regulations; (iii) as may be compelled by judicial process or authorities having jurisdiction; and (iii) as may be necessary to comply with industry standards and our policies, subject to applicable law.

Aggregate Data

We may de-identify your information in accordance with legal requirements and process it in an anonymous and aggregated form for other purposes than described above.

4. HOW WE MAY DISCLOSE YOUR INFORMATION

With the exception of the situations specified below, we will not sell, transfer, rent out, share or disclose your personal information to third parties unless we are required or authorized to do so under applicable law, or if we obtain your specific consent.

Service Providers

Subject to applicable legal requirements for the communication of personal information in such context, we may share your information to third parties that perform services on our behalf, so that we may provide you with the Service, comply with applicable law and carry out any other purpose specified herein or for which you have otherwise provided valid express or implied consent in connection with the collection and use of your personal information.

In particular:

- If you agree to subscribe for our newsletter, we will collect your name and email address, and we will share your email address with Wix.com, our newsletter service provider strictly for the purpose of sending you our newsletter. You can see Wix's privacy policy here: <https://es.wix.com/about/privacy>.
- Payment processors: We do not collect payment card information and rely instead on third-party services to process payments.

Other Users

If you use the Service to play our game, some information about your use of the Service is publicly accessible to other users of the Service. For example, other users may be able to view your username, short bio, and avatar and view and track your gameplay. In addition, you have the option of sharing additional information using certain features within the Service.

Third Party Applications

We may enable you to share information from our Service to third party applications or services. For example, you may share gameplay screenshots with third party websites or applications. We are not responsible for how you share this information through these or similar services. These third parties may use or share your information in accordance with their own privacy policies. We strongly suggest you review the third parties' privacy policies if you use the relevant features.

As Required by Law and Similar Disclosures

We may disclose information about you: (i) if we are required to do so by law, regulation, or legal process, such as a court order or subpoena; (ii) to comply with compulsory disclosure demands of authorities having jurisdiction, such as law enforcement; (iii) when we believe disclosure is necessary or appropriate to protect ourselves against or respond to physical, financial or other harm, including loss to property; or (iv) in connection with an investigation of suspected or actual unlawful activity, including in respect of a potential or actual breach of our own terms of use or service or other such applicable terms and conditions.

Business transactions

Subject to applicable legal requirements for the communication of personal information in such context, we reserve the right to share your information with potential transactional partners in connection with the consideration, negotiation, or completion of a business transaction in which we are acquired by or merged with another legal entity, or in which we sell, dispose, lease, license or transfer all or a portion of our assets, or as otherwise permitted under applicable law in relation to business transactions.

Aggregate Data

In addition, we may share anonymous and aggregated data reports and information on user demographics and traffic patterns with third parties.

5. INFORMATION FROM CHILDREN UNDER 14

We do not knowingly collect information from children under the age of 14 without parental or otherwise lawful permission. If you are under 14 and wish to use the Service, your parent or legal guardian must consent to the applicable terms of service, including this Privacy Policy.

If you believe that we have gathered personal information from or about a child under 14 without such permission, please contact us at contacto@maculagames.com and we will do our best efforts to delete such information as quickly as possible, as applicable.

6. HOW LONG IS YOUR INFORMATION KEPT?

Unless a different use/storage period is required by applicable laws and regulation, we will use and store your information for a length of time necessary for the specific use for which it was collected and insofar as it is reasonable to do so for customer service, commercial and legal purposes.

7. HOW DO WE PROTECT YOUR PERSONAL INFORMATION?

The security of your personal information is important to us. We follow generally accepted video game industry standards to protect personal information submitted to us against loss or unauthorized access, use, communication and alteration, both during transmission and in storage. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially reasonable means to protect your personal information, we cannot guarantee its absolute security.

ACCORDINGLY, MÁCULA INTERACTIVE DOES NOT REPRESENT OR WARRANT THAT IT WILL BE ABLE TO MAINTAIN YOUR PRIVACY OR THE SECURITY OF ITS DATA IN REGARD TO YOUR PERSONAL INFORMATION.

We will inform you of any material data breaches that we discover that may compromise your personal information in accordance with applicable law.

8. CROSS-BORDER DATA TRANSFERS

Please note that we may transfer your information to recipients and servers in countries or jurisdictions other than the country or jurisdiction in which the information was originally collected, including transfers to Canada and the United States. When we transfer your information to other countries or jurisdictions, we will protect that information as described in this Privacy Policy and as required by applicable law.

9. CHANGES TO OUR PRIVACY POLICY AND PRACTICES

This Privacy Policy may be updated periodically to reflect changes in our information practices or relevant laws. To inform you of any change, we will post the updated Privacy Policy on the Website and indicate at the top of the Privacy Policy when it was updated. If we make material changes, we will let you know through our Services, by email or other appropriate means of communication, as available.

10. GOVERNING LAW

This Privacy Policy shall be construed in accordance with the Mexican laws specifically to Mexico City, excluding conflict of law rules. If you choose to use our Service, any dispute related to privacy is subject to this Privacy Policy and shall be instituted and prosecuted exclusively in the courts located in Mexico City.

11. HOW CAN YOU ACCESS AND RECTIFY YOUR PERSONAL INFORMATION?

Subject to the exceptions provided under applicable law, you may formally request access to your personal information and ask that we make corrections to that information, where necessary, by writing to the address indicated at the end of this Privacy Policy.

To the extent possible, we will respond to a written request within 30 days following its receipt. We will provide you with reasonable access to or a copy of your personal information in accordance with the laws and regulations in force. Fees may apply in certain cases.

We may verify the identity of a person requesting access to personal information. The information provided for purposes of such verification will not be saved or used for other purposes.

12. HOW TO CONTACT US

If you have any questions or concerns regarding this Privacy Policy or if you would like to exercise your rights and choices, please contact us at or by writing to us at Mácula Interactive, Artículo 123 #116 int. 102, Col. Centro, Cuauhtemoc. CP. 06040. Ciudad de México, México. – attention Privacy Officer.