

Privacy Policy

Version 1.0 Last Update | 20/12/2023

1. General Information

a) Introduction

Thank you for your interest in our websites and online services. Protecting the data of visitors/users and using that data in a way that visitors/users expect is our top priority. Therefore, this Privacy Policy is designed to inform you about the processing of your personal data and your rights regarding this processing under the General Data Protection Regulation (“GDPR”) and other data protection laws.

We have taken appropriate measures to ensure that data entrusted to us is adequately protected. These measures include, but are not limited to, encryption, access control, command separation, internal audits, and more.

Our privacy policy is regularly evaluated. If relevant changes are made, the concerned parties will be informed, and they can review the updated policy.

This Privacy Policy applies to various first-party websites and platforms in the RIFT s.à.r.l. network.

Additionally, this Privacy Policy provides information about data exchange between RIFT s.à.r.l. and third-party websites and platforms that use the centralized Gameplay login system.

b) Controller and Processor

We, RIFT s.à.r.l., located at 8, op der Bunn, 8352 Dahlem, Luxembourg, are the Controller according to the GDPR and, therefore, responsible for the processing of data explained here. In some cases, RIFT s.à.r.l. acts as a Processor processing data on behalf of another party. In such cases, agreements have been concluded between us and that party to ensure lawful and secure data processing. For more information, refer to the privacy policy of the other party in question.

c) Privacy Regulator

You can contact our Privacy Regulator at any time using the details below:

Address

RIFT s.à.r.l. – 8, op der Bunn, 8352 Dahlem

Email: privacy@rift.lu

2. Processing of Personal Data during Your Visit to Our Websites and Use of Our Services

Your visit to our websites and/or the use of our online services is recorded. The IP address currently used by your device, date and time, your device's browser type and operating system, visited pages, and other data may be recorded. This data is collected with the aim of optimizing and improving our websites and online services. The processing is legally based on a legitimate interest as it is in our legitimate interest to protect our websites and improve the quality of our services. Additionally, your personal data is only stored when you provide it to us yourself, for example, as part of a registration, an online application, or for an online purchase (forming a contract). We have taken appropriate measures to ensure that data entrusted to us is adequately protected. These measures include, but are not limited to, encryption, access control, command separation, internal audits, and more.

During offline events, it is possible that personal data is requested, collected, and processed for general organizational purposes and to provide the services and security required by participants and visitors. Personal data may be processed, for example, in the context of a Lost & Found procedure if a participant or visitor loses personal belongings during an event.

Personal data is generally processed in relation to the general organization and promotion of our websites and platforms.

a) Account Registration

If desired, you can create an account on some of our websites and platforms. When you create an account, you gain access to information and services intended solely for registered users. The personal data you provide during registration, such as an email address, is processed solely for the creation and maintenance of your account. All your personal data remains stored until you delete your account. If you delete your account, your personal data is promptly deleted unless we are legally obliged to retain your data further. Be aware that you cannot use your account once deleted. Please contact our Privacy Regulator if you want to delete your account.

b) Contests and Events

Through our websites, platforms, and (offline) events, we regularly organize contests where visitors and registered users can participate to win prizes. Personal data, such as name, email address, phone number, social media profiles, and the like, may be requested and processed in the context of these contests. This personal data is only stored and processed for as long as necessary in the context of the contest and may be used for promotional purposes. In this capacity, personal data may be shared with partners, but again, solely in the context of the contest.

c) Newsletters

You can register for newsletters from our websites to stay informed about gaming news, contests, tournaments, services, and more. Your personal data, such as email address, is processed only until you unsubscribe (this can be done via the link at the bottom of each newsletter). Be aware that you will no longer receive newsletters from us once you unsubscribe.

d) Contact

For general questions, comments, and other matters, you can contact us through the contact options on the various websites. The personal data you provide, such as your email address, is processed only to meet your request. By contacting us, you agree to this processing.

e) Cookies

To make your visit to our websites more enjoyable and to enable certain features, we may use "cookies" on various pages. Cookies are small text files stored on your device. Some cookies we use are deleted after the end of the browsing session. Other cookies remain on your device and allow us and our partner companies to recognize your browser on your next visit. You can set your browser to be informed separately about the placement of cookies, thus deciding individually whether to accept or reject cookies in general or in specific cases. See your browser's "help" function for more information. If cookies are not accepted, the functionality of our websites may be limited.

To learn more about how we use cookies, you can refer to our "Cookie Policy".

3. Data Recipients

We may use third-party service providers to process your personal data and assist us in providing the services you require from us, such as organizing contests or tournaments. Additionally, we may share your personal data with partners in the context of collaborations. These partners may act as co-controllers or have an interest in accessing the data within the collaboration. Sometimes, partners also need data to fulfill a required service. If we want to share your personal data with partners when it is not necessary or relevant to the collaboration, your consent will always be sought, and you can refuse. These service providers and partners may be located in countries within or outside the European Union (EU) and the European Economic Area (EEA). We ensure that these service providers process personal data in accordance with European data protection laws to guarantee an adequate level of protection, even if personal data is transferred to a country outside the EEA for which there is no adequate decision by the European Commission. Transfers of personal data to other recipients do not take place unless we are legally obligated to do so. For more information on appropriate safeguards for the international transfer of data or a copy thereof, you can contact our Privacy Regulator.

4. Retention Period

Personal data obtained through our websites or in another way will only be retained until the purpose for which it was processed is fulfilled. If the retention period is subject to trade and tax legislation, the retention period for some data may be up to 10 years. Retention periods can also be adjusted due to our legitimate interest (e.g., to ensure data protection, prevent abuse, or prosecute criminal offenders).

Personal data that we keep for marketing announcements and service updates will be retained by us until the time you inform us that you no longer wish to receive that information. For more information on data retention periods, you can contact our Privacy Regulator.

5. Your Rights

As a data subject, you can contact our Privacy Regulator at any time using the details mentioned in Section 1 above to exercise your rights. These rights are as follows:

- The right to receive information about data processing and the right to receive a copy of the processed data;
- The right to demand the correction of incorrect data or the completion of incomplete data;
- The right to demand the deletion of personal data;
- The right to demand the restriction of data processing;
- The right to obtain personal data concerning a data subject in a structured, commonly used, and machine-readable format, and to request the transfer of this data to another Controller;
- The right to object to data processing;
- The right to withdraw consent at any time to stop data processing based on your consent;
- The right to file a complaint with the competent supervisory authority.