

The Rogue Bike Privacy Policy

Last updated 13 February 2017

This Privacy Policy explains how information about you is collected, used and disclosed by Holodeck Studios (“Holodeck”) when you use The Rogue Bike mobile application (“App”).

By accepting our Privacy Policy, you agree to let Holodeck collect, use and disclose information about you in accordance with the purposes listed below.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy and, depending on the specific changes, we may provide you with additional notice or require a renewed consent (e.g., by adding a statement to our website’s homepage or in the App). We encourage you to review the Privacy Policy whenever you access the App to stay informed about our information practices and the ways you can help protect your privacy.

Collection of Information

Information You Provide to Us

The App does not allow you to submit any information directly to us.

Information We Collect Automatically through the App

When you access or use the App, we automatically collect information about you, including:

- **Log Information:** We log information about your use of the App, including the type of device you use, the features you use, access times, and your IP address.
- **Device Information:** We collect information about the device you use to access the App, including information about the device's software and hardware, unique device identifiers, push or other device tokens, mobile network information and time zone.
- **Usage Information:** We collect information relating to your use of the App, including your game progress, scores and achievements.
- **Consumption information:** We collect information about your consumption habits relating to your use of the App, including which purchases you make with both virtual and real currencies.
- **Camera and Microphone Information:** We Collect Camera and microphone information to record game play videos through third party ("Every Play"). Please refer [EveryPlay Privacy Policy](#) For information about how they collect, use and disclose such information.

Information We Collect from Other Sources

We may also obtain information from other sources and combine that with information we collect through the App. For example, if you log into the App using a third-party site or platform such as Facebook, we may access information about you from that site or platform, such as your screen name, profile information and friend lists, in accordance with the authorization procedures determined by such third-party site or platform. We may also collect information from app stores when you download or update one of our applications.

Use of Information

We may use information about you for various purposes, including to:

- Provide, maintain and improve the App;
- Develop new apps, sites and services;
- Provide and deliver the products and services you request and send you related information;
- Send you technical notices, updates, security alerts and support and administrative messages;
- Provide news and information about the App we think will be of interest to you;
- Personalize and improve the App and provide tailored content and features;
- Monitor and analyze trends, usage and activities in connection with the App;
- Link or combine with information we get from others to help understand your needs and provide you with better service;

Sharing of Information

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- In response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation;
- If we believe your actions are inconsistent with the spirit or language of our user agreements or policies, or to protect the rights, property and safety of Holodeck or others;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business to another company; and
- With your consent or at your direction. If you log into the App using a third-party service, such as Facebook or Apple Game Center, we may share information provided by those services with other players for certain in-app features, such as leaderboards. We also may share aggregated information or de-identified information, which cannot reasonably be used to identify you.

Social Sharing Features

The App may offer social sharing features and other integrated tools (such as the Facebook “Like” button), which let you share actions you take in the App with other media, and vice versa. You must be at least 13 years of age to use any social sharing features integrated in the App. The use of such features enables the sharing of information with your friends or the public, depending on the settings you establish with the entity that provides the social sharing feature. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the entities that provide these features.

Advertising and Analytics Services Provided by Others

We may allow third parties to serve contextual advertisements and provide analytics services in connection with the App. These entities may use various identifiers to collect information about your use of the App, including your IP address, MAC address, device identifiers, software and hardware information, time zone and usage information. This information may be used by Holodeck and others to, among other things, determine the popularity of certain content, deliver contextual advertising and content and better understand your activity on the App. Third-party advertising and analytics technologies are integrated into the App, so if you do not want to be subject to these technologies, do not use or access the App.

Security

Holodeck takes reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction.

Your Choices

Account Information

You may request that we update, correct or delete information about you at any time by emailing us at info@holodeckus.com, but note that we may retain certain information as required by law or for legitimate business purposes. We may also retain cached or archived copies of information about you for a certain period.

Push Notifications

With your consent, we may send push notifications or alerts to your mobile device to provide game-related information, service updates, promotional communications and other related messages. You can deactivate these notifications by changing your notification settings on your device.

Storage of Information

Holodeck will store your information for as long as necessary in order to provide you with the App.

Contact Us

If you have any questions about this Privacy Policy, please contact us at: info@holodeckus.com.