

# PRIVACY POLICY

## 1. About us

We are Fountain Digital Labs Limited. Our mission is to provide solutions for bigger-than-self issues through cutting edge technology. To facilitate OCCEAN (observation, creativity, critical thinking, empathy, attention - all through nature) and ecocentrism globally through digital holistic education and entertainment. To cause ethical behavioural changes through digital products.

We are committed to protecting your privacy and personal information. This Privacy Policy (Privacy Policy) details the steps we take to protect your personal information when you use our services. It describes the personal information that we collect, the purposes for which we use such information, and your choices regarding our use of it.

Our legal status under UK data protection law is that of a data controller and in this capacity we will securely store and process your personal information which you have provided to us. Data controller is a legal term used in the Data Protection Act 1998 (the Act) to signify the person who controls what to do with any given personal information.

The steps we take to protect your personal information and how you can review and correct your personal information are also covered here. By accessing our service, you are consenting to the information collection and use practices described in this Privacy Policy.

We may occasionally update this Privacy Policy. When we do, we will revise the "last updated" date at the bottom of the Privacy Policy. Please ensure that you frequently check this Privacy Policy for any updates.

## 2. The personal data we collect from you, how we collect it and how we use it?

In our iOS and Android Virry apps we are suggesting to join 'Parents Club' community by giving your name and email. It's a voluntary procedure and users may ignore a popup invitation to the club by closing it. The reason to subscribe is to receive emails with tips and original ideas for family time, and to watch exclusive videos showing how to have great time together and learn about wildlife. We never send more than once a week. Every email includes an option to unsubscribe. There is also an option to subscribe to the club via Facebook.

In our Oculus and PlayStation VR apps we are suggesting to join 'Virry Club' by giving your email in the popup form. It is optional as well and the reason to give your email is to receive letters about product news and wildlife conservation.

All email data is kept on our servers and MailChimp service.

'By using our services and by submitting personal information to us then this Privacy Policy will apply.

## 3. How is your personal information used?

We will use the personal information you provide to us to:

-Provide you with personalized visits to the service;

- Provide you with our services which you have signed up for;
- Share your personal information with other partners (detailed below);
- Recommend goods, services or promotions which may be of interest to you (but only where you have consented to be contacted for such purposes);
- Develop our offers and the layout of our service to ensure that our services are as useful and enjoyable as possible;
- Contact you;
- Send out email alerts you may have signed up for.

#### **4. With whom is your personal information shared?**

We may disclose your personal information in the following ways:

- To group companies in our common control;
- To third parties acting on our behalf to process, organize or host data for us. These data processors will not have separate rights to use your data and will always act strictly in accordance with our instructions.

We may disclose personalized data (such as aggregated statistics) about the users of our service in order to describe our sales, customers, traffic patterns, and other information to prospective partners, advertisers, investors and other reputable third parties and for other lawful purposes, but these statistics will include no personally identifying information.

We may occasionally be required by law, court order, or governmental authority to disclose certain types of personal information. Examples of the type of situation where this would occur would be:

- In the administration of justice;
- Where we have to defend ourselves legally.

Finally, in the event of a reorganization, sale, or takeover we may need to disclose or transfer personal information.

#### **5. The requirements of Data Protection Laws**

We regard the lawful and correct treatment of your personal information by us as very important to our successful operation, and to maintaining confidence between us and our users. We ensure that our organisation treats personal information lawfully and correctly. To this end we fully endorse and adhere to the 'Data Protection Principles' set out in the Act. In particular, without your consent or first amending this Privacy Policy to reflect any change in our usage of personal information:

- We will not use your personal information for any purpose that is incompatible with this Privacy Policy;
- We will only collect sufficient personal information for the uses set out above;

-We will endeavor to keep your personal information up-to-date;

-We will not retain your personal information longer than necessary unless required to do so by law;

-We will operate appropriate technical and organizational processes to protect your personal information against unauthorised or unlawful access or processing and against accidental loss or destruction. The detailed measures we take are described elsewhere in this Privacy Policy;

-We will not transfer your personal information to a country outside the European Economic Area unless safeguards are in place to protect your personal information to the standards that apply within the EEA.

## **6. Reviewing your personal information**

In some cases, you can review and correct personal information provided through our service by going to the page on which you provided the information.

In all cases, you can make a subject access request to review your personal information collected via our service or ask us to stop using it by sending us an email. We may take steps to verify your identity before providing you access to your personal information and may request a small administrative fee of no more than 10 GBP.

You can help us to maintain the accuracy of your information by notifying us of any change.

## **7. Links to other websites**

Our service may contain links to other websites. While we try to link only to websites that share our high standards and respect for privacy, we are not responsible for the content, security, or privacy practices employed by other websites.

## **8. Enforcement of this Privacy Policy**

If you have questions regarding this policy or our handling of your personal information, please contact us. We will promptly address your concern and strive to reach a satisfactory resolution: [info@fountain-digital.com](mailto:info@fountain-digital.com)

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