

Welcome to Springbay Studio, the only Canadian educational game developer focusing solely on environmental science. Springbay Studio Ltd. (“Springbay Studio”, “we”, “us” and “our”) is committed to protecting your privacy.

We have prepared this Privacy Policy to describe our practices regarding the Personal Information (defined below) we collect from users through our websites, located at <https://www.springbaystudio.com>, <https://www.springbaystudio.org>, (“Site”), mobile and tablet applications (“Applications”) and services made available through the Site and Applications (collectively “Services”).

We have prepared a distinct Privacy Policy to describe our practices regarding the handling and collection of information we collect through our Springbay Studio applications (“Arcade Applications”) available through Apple Arcade, a service of Apple Inc. (“Apple”), and our services made available through or related to the Arcade Applications (“Services”). This policy is available at <https://schools.springbaystudio.com/privacy>.

Capitalized terms not otherwise defined in this Privacy Policy have the meanings given in our Terms of Use located at Terms (the “Terms”).

This Privacy Policy will apply whether you are a “Visitor” (which means that you simply browse the Services) or a “Subscriber” (which means you have downloaded one of our Applications). Visitors and Subscribers are individually referred to as a “User” and collectively as “Users”.

A NOTE TO USERS OUTSIDE OF THE UNITED STATES.

Your personal information may be processed in the country in which it was collected and in other countries, including Canada, the United States, where laws regarding processing of personal information may be less stringent than the laws in your country.

A NOTE ABOUT CHILDREN.

Springbay Studio’s Applications are designed for use by children and parents. The Site is designed for parents. We share your concern for the privacy of children and Springbay Studio does not knowingly collect any personally identifiable information about children through Springbay Studio’s Applications.

We do use third party analytics services that collect anonymous information about app usage.

DEFINITIONS.

A few definitions:

Personal Data

Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

Usage Data

Usage Data is data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

Cookies

Cookies are small pieces of data stored on your device (computer or mobile device).

Data Controller

Data Controller means the natural or legal person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal information are, or are to be, processed. For the purpose of this Privacy Policy, we are a Data Controller of your Personal Data.

Data Processors (or Service Providers)

Data Processor (or Service Provider) means any natural or legal person who processes the data on behalf of the Data Controller. We may use the services of various Service Providers in order to process your data more effectively and will list them in this policy.

Data Subject (or User)

Data Subject is any living individual who is using our Service and is the subject of Personal Data.

WHAT WE COLLECT.

Before we get started, it may be helpful to further define some terms. “Personal Information” means information that allows someone to identify or contact you, including your name, e-mail address, as well as any other non-public information about you that is associated with or linked to any of the foregoing Information. “Anonymous Information” means Information that is not associated with or linked to your

Personal Information and does not, by itself, permit the identification of individual persons. We collect your name and email addresses and encrypt such data in our secured system.

INFORMATION YOU GIVE US.

We collect information you directly give us on our Site. For example, if you are seeking technical support, we collect the information that you provide to us when we provide technical support. At your option we may collect your email address so that we can send you information about our products and services. You may elect not to receive this information at any time by notifying us at support@SpringbayStudio.com.

WE DO NOT COLLECT ANY PERSONAL INFORMATION THROUGH OUR MOBILE APPLICATION ITSELF.

WE COLLECT PERSONAL INFORMATION THROUGH OUR ONLINE APPLICATION.

To be clear, within our online Application you may be able to set up accounts – both accounts for children that allow a child to play the game and for parents who permit your kids to set up their accounts. When creating accounts for you or your child, you may use real names or aliases, as you think appropriate. We ask you to review our privacy policy and give us the consent to it prior to set up your account. Without your account is set up, it is impossible for your kids to set up their accounts in our online programs.

For schools that use our online applications, we retrieve only the necessary data from the learning management systems schools use. Prior to retrieving such data, we ask for teachers and students to give us consent to do so, and they have the option to opt out.

We collect only the personal information that we need to help teachers identify their students, and use features in our applications, for example, a dashboard that allows teachers to monitor the progress of their students. Once teachers and students give us the consent to collect their names and Google classroom emails, we will encrypt such data and save them in our secured system.

INFORMATION AUTOMATICALLY COLLECTED.

Cookies. On the Site, we may log information using “cookies”. Cookies are small data files stored on your hard drive by a website. Cookies help us make our Site and your visit better. We use cookies to see which parts of our Site people use and like and to count visits to our Site.

Analytic Services. We may use third party analytics services such as Google Analytics to collect information about how you use and interact with our Site. Such third party analytics services may use

cookies to gather information such as the pages you visited, your IP address, a date/time stamp for your visit and which site referred you to the Site. We use these analytics services to help us analyze how people use the Site, to improve the Site, and to customize the content users see based upon their interests. A list of services we use is provided in this document under the heading Service Providers.

IN OUR ONLINE APPLICATIONS.

We may use Google Classroom, an online application from Google to collect anonymous data in the Applications to help us build better apps. This information may include game play data, answers provided by students for quizzes, CO2 tracking data submitted by students.

USE OF PERSONAL INFORMATION.

We use your personal information as follows:

We use your personal information to operate, maintain, and improve our sites, products, and services.

We use your personal information to respond to comments and questions and provide customer service.

We use your personal information to send support and administrative messages.

We use your personal information to communicate about promotions, upcoming events, and other news about products and services offered by us and our selected partners.

We use your personal information to protect, investigate, and deter against fraudulent, unauthorized, or illegal activity.

SHARING OF PERSONAL INFORMATION.

We may share personal information as follows:

We may share personal information with your consent.

We may share personal information when we do a business deal, or negotiate a business deal, involving sale or transfer of all or a part of our business or assets. These deals can include any merger, financing, acquisition, or bankruptcy transaction or proceeding.

We may share personal information for legal, protection, and safety purposes.

We may share information to comply with laws.

We may share information to respond to lawful requests and legal process.

We may share information to protect the rights and property of Springbay Studio Ltd., our agents, customers, and others. This includes enforcing our agreements, policies, and terms of use.

We may share information in an emergency. This includes protecting the safety of our employees and agents, our customers, or any person.

We may share information with those who need it to do work for us.

We may also share aggregated and/or anonymized data with others for their own uses.

INFORMATION CHOICES AND CHANGES.

Our marketing emails tell you how to “opt-out.” If you opt out, we may still send you non-marketing emails. Non-marketing emails include emails about your accounts and our business dealings with you.

You may send requests about personal information to our Contact Information below. You can request to change contact choices, opt-out of our sharing with others, and update your personal information.

You can typically remove and reject cookies from our Site with your browser settings. Many browsers are set to accept cookies until you change your settings. If you remove or reject our cookies, it could affect how our Site works for you.

LEGAL BASIS FOR PROCESSING PERSONAL DATA UNDER GENERAL DATA PROTECTION REGULATION (GDPR)

If you are from the European Economic Area (EEA), Springbay Studio Ltd. legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it.

Springbay Studio Ltd. may process your Personal Data because:

You have given us permission to do so

The processing is in our legitimate interests and it's not overridden by your rights

To comply with the law

YOUR DATA PROTECTION RIGHTS UNDER GENERAL DATA PROTECTION REGULATION (GDPR)

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. Springbay Studio Ltd. aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data.

If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us (contact information is listed at the end of this document).

In certain circumstances, you have the following data protection rights:

The right to access, update or to delete the information we have on you. Whenever made possible, you can access, update or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.

The right of rectification. You have the right to have your information rectified if that information is inaccurate or incomplete.

The right to object. You have the right to object to our processing of your Personal Data.

The right of restriction. You have the right to request that we restrict the processing of your personal information.

The right to data portability. You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.

The right to withdraw consent. You also have the right to withdraw your consent at any time where Springbay Studio Ltd. relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

Service Providers

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

The service providers we use on our websites include:

Google Analytic is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

The service providers we use in our mobile apps include:

iCloud is a service provided by Apple Inc. that allows us to save app data between devices.

Retention of Data

Springbay Studio Ltd. will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Springbay Studio Ltd. will also retain anonymized usage data for internal analysis. Usage Data is generally retained to understand and improve our services.

Transfer Of Data

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to United States and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Springbay Studio Ltd. will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Disclosure Of Data

If contacted by a user who wants access to their Personal Data, we will attempt to give them access to their data within a reasonable period of time. As we generally do not collect Personal Data, this will generally be limited to email addresses of users who have signed up for our mailing list.

Links To Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Disclosure for Law Enforcement

Under certain circumstances, Springbay Studio Ltd. may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Legal Requirements

Springbay Studio Ltd. may disclose your Personal Data in the good faith belief that such action is necessary to:

To comply with a legal obligation

To protect and defend the rights or property of Springbay Studio Ltd.

To prevent or investigate possible wrongdoing in connection with the Service

To protect the personal safety of users of the Service or the public

To protect against legal liability

Security Of Data

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. We take steps to help protect personal information. No company can fully prevent security risks, however. Mistakes may happen. Bad actors may defeat even the best safeguards.

CONTACT INFORMATION.

We welcome your comments or questions about this Privacy Policy. You may also contact us at our address:

Springbay Studio Ltd.

Attn: Privacy

192 Spadina Ave. Suite 300,

Toronto, ON, Canada

M5T 2C2

Email: privacy@springbaystudio.com

CHANGES TO THIS PRIVACY POLICY.

We may change this Privacy Policy. If we make any changes, we will change the Last Updated date below.

Last revised on: May 17, 2021