

PRIVACY POLICY

Last updated and effective as of 03 Oct, 2023.

Animoca Brands Limited and our subsidiaries and affiliates ("**Animoca**" or "**We**") respect your privacy and commit to protecting it through our compliance with the practices described in this Policy.

This Policy describes our practices for collecting, using, maintaining, protecting, and disclosing the personal data we may collect from you or that you may provide when you visit this website located at <https://chaos-kingdom.com> and all associated websites linked to <https://chaos-kingdom.com> (collectively, the "**Website**") and the desktop web game titled "Chaos Kingdom" (the "**Game**"). This Policy applies to the personal data collected through the Website and Game, regardless of the country where you are located.

The Website and Game may include links to third-party websites, plug-ins, services, social networks, or applications. Clicking on those links or enabling those connections may allow the third party to collect or share data about you. We do not control these third-party websites, and we encourage you to read the privacy policy of every website you visit.

Please read this Policy carefully to understand our policies and practices for processing and storing your personal data. By engaging with the Website or Game, you accept and consent to the practices described in this Policy. This Policy may change from time to time. Your continued engagement with the Website or Game after any such revisions indicates that you accept and consent to them, so please check the Policy periodically for updates.

1. Data We May Collect About You

We may collect and use different types of data from and about you including:

- Personal data that we could reasonably use to directly or indirectly identify you, such as your email address, user name or other similar identifier, or any other identifier we may use to contact you online ("**personal data**").
- Non-personal data that does not directly or indirectly reveal your identity or directly relate to an identified individual, such as demographic information, statistics, or aggregated information. Statistical or aggregated data does not directly identify a specific person, but we may derive non-personal statistical or aggregated data from personal data. For example, we may aggregate personal data to calculate the percentage of users accessing a specific Website feature.
- Non-personal details about your interactions with the Website or Game, including the full Uniform Resource Locators (URLs), clickstream information to, through, and from the Website or Game (including date and time), products viewed or searched for; page

response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), or methods used to browse away from the page.

If we combine or connect non-personal, demographic, or technical data with personal data so that it directly or indirectly identifies an individual, we treat the combined information as personal data.

2. How We Collect Data About You

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us information about you by filling in forms or by corresponding with us by phone, email or otherwise. This includes any information you may need to provide when you create an account, log into such account, participate in any discussion boards or other social media functions on the Website or Game, enter any competition, promotion or survey, and when you report a problem with the Website or Game.
- **Automated technologies or interactions.** As you interact with the Website or Game, we may automatically collect technical data about your equipment, browsing actions and patterns as specified above. We may collect this information by using cookies, server logs, and other similar technologies.
- **Third parties or publicly available sources.** We may receive information about you if you visit other websites employing our cookies or from third parties including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies, data brokers, or aggregators.
- **User contributions.** You also may provide information for us to publish or display ("**post**") on public areas of the Website or Game or transmit to other Website or Game users or third parties (collectively, "**User Contributions**"). You submit User Contributions for posting and transmission to others at your own risk. Please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of any Website or Game users with whom you choose to share your User Contributions. Therefore, we cannot and do not guarantee that unauthorized persons will not view your User Contributions.

Cookies and Automatic Data Collection Technologies

The Website and Game use cookies (small files placed on your device) or other automatic data collection technologies to distinguish you from other users. This helps us deliver a better and more personalized service when you browse the Website or play the Game. It

also allows us to improve the Website or Game by enabling us to estimate our audience size and usage patterns, store your preferences so we may customize the Website or Game according to your individual interests, and recognize you when you return to the Website or Game.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking).

You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, certain parts of the Website or Game may become inaccessible and certain features may not work correctly. Unless you adjust your browser settings to refuse cookies, our system will issue them.

Certain features of the Website or Game may use Flash cookies (local stored objects) instead of browser cookies to collect and store information about your preferences and navigation to, from, and on the Website or in the Game. Flash cookies and browser cookies use different management tools and you must manage their settings separately.

Our Website pages may contain web beacons (small transparent embedded images or objects, also known as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count website page visitors or to compile other similar statistics such as recording Website content popularity or verifying system and server integrity.

Third-Party Use of Cookies

Some content or applications, including advertisements, on the Website are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with other tracking technologies to collect information about you when you use the Website or Game. They may associate the information collected with your personal data or they may collect information, including personal data, about your online activities over time and across different websites or other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control how these third-party tracking technologies operate or how they may use the collected data. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

3. How We Use Your Personal Data

We use your personal data to provide you with access to the Website and Game, communicate with you, deliver advertising and marketing (if any), or to conduct other business operations, such as using data to improve and personalize your experiences. Examples of how we may use the personal data we collect include to:

- present the Website or Game and provide you with the information, products, services, and support that you request from us;
- meet our obligations and enforce our rights arising from any contracts with you, including for billing or collections, or comply with legal requirements;
- fulfil the purposes for which you provided the data or that were described when it was collected;
- notify you about changes to the Website, Game, products, or services;
- ensure that we present the Website or Game content in the most effective manner for you and for your computer;
- administer the Website or Game and conduct internal operations, including for troubleshooting, data analysis, testing, research, statistical, and survey purposes;
- improve the Website or Game, products or services, marketing, or customer relationships and experiences;
- enable your participation in the Website or Game's interactive, social media, or other similar features;
- protect the Website or Game, employees, or operations;
- measure or understand the effectiveness of the advertising we serve to you and others, and to deliver relevant advertising to you; and
- make suggestions and recommendations to you and other users of the Website or Game about goods or services that may interest you or them.

We may use non-personal data for any business purpose.

4. Disclosure of Your Personal Data

We may share your personal data with:

- any member of our corporate group, which means our subsidiaries, our ultimate holding company and its subsidiaries, and our affiliates;
- business partners, suppliers, service providers, sub-contractors, and other third parties we use to support our business (such as analytics and search engine providers that assist us with Website improvement and optimization). We contractually require these

third parties to keep that personal data confidential and use it only for the contracted purposes;

- to fulfil the purpose for which you provide it;
- for any other purposes that we disclose in writing when you provide the data; or
- your consent.

We may also disclose your personal data to third parties:

- in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- to a buyer or other successor in the event of merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, where one of the transferred assets is the personal data we hold;
- to comply with any court order, law, or legal process, including responding to any government or regulatory request;
- to enforce or apply the Website and Game Terms and Conditions accessible at https://chaos-kingdom.com/docs/Chaos%20Kingdom%20-%20Project%20Website%20T&Cs_v1.0.docx.pdf and other agreements; or
- to protect the rights, property, or safety of our business, our employees, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of cybersecurity, fraud protection, and credit risk reduction.

We may share non-personal data without restriction.

5. Consent to Personal Data Transfer

We are based in Hong Kong. We may process, store, and transfer the personal data we collect, in and to a country outside your own, with different privacy laws that may or may not be as comprehensive as your own.

By submitting your personal data or engaging with the Website or Game, you consent to this transfer, storing, or processing.

6. Accessing and Correcting Your Personal Data

You may send us an email at chaos-kingdom-support@animocabrands.com to request access to, correct, or delete personal data (if any) that you have provided to us. We may not accommodate a request to change or delete information if we believe the change or deletion would violate any law or legal requirement or negatively impact the information's accuracy.

If you delete your User Contributions from the Website or Game, copies of your User Contributions may remain viewable in cached and archived pages or because other Website or Game users may have copied or stored them.

7. Data Security

The security of your personal data is very important to us. We use physical, electronic, and administrative safeguards designed to protect your personal data from loss, misuse, and unauthorized access, use, alteration, or disclosure.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of the Website or Game, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to take care when providing information in public areas of the Website or Game like message boards, which any Website visitor or Game player can view.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal data, we cannot guarantee the security of your personal data transmitted to the Website or Game. Any transmission of personal data is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained on the Website or in the Game.

8. Children's Online Privacy

We do not direct the Website or Game to minors and we do not knowingly collect personal data from children under 16 years of age or as defined by local legal requirements. If we learn we have mistakenly or unintentionally collected or received personal data from a child without appropriate consent, we will delete it. If you believe we mistakenly or unintentionally collected any information from or about a child, please contact us at chaos-kingdom-support@animocabrands.com.

9. Changes to Our Privacy Notice

We will post any changes we may make to this Policy on the Website and indicate on the Website home page that we updated this Policy. If the changes materially alter how we use or treat your personal data we will notify you by email to the primary email address specified in your account. Please check back frequently to see any updates or changes to this Policy.

10. Contact Information

Please address questions, comments, and requests regarding this Policy and our privacy practices to chaos-kingdom-support@animocabrands.com.