



Duel Privacy Policy

Daredevil Project Limited (**we, our, us**) are committed to protecting and respecting your privacy.

This policy (together with our terms of use as set out at www.duel.me (**Terms**)) applies to your use of:

- our website at www.duel.me (including dashboard.duel.me and associated subdomains) (**Site**).
- the Duel mobile application software (**App**), once you have downloaded a copy of the App onto your mobile telephone or handheld device (**Device**).
- Any of the services accessible through the App or Site (**Services**), unless the Terms state that a separate privacy policy applies to a particular Service, in which case that privacy policy only applies.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998, the data controller is Daredevil Project Limited of 2nd Floor, 201 Haverstock Hill, London NW3 4QG.

By using the Services, you acknowledge and agree that we are providing a social platform by which you are able to upload and post content, including but not necessarily limited to images, photographs, text, logos, comments, links, graphics, and/or other materials (**Content**) that is made publicly available and accessible by other users of the Services. You confirm that you are willing for us to use your Content in this way.

You also acknowledge and agree that our Services enable you to interact with third party companies and businesses (**Brands**), including via participation in social media campaigns, competitions and promotions. By interacting with these Brands, you are agreeing to share Content and your personal information with those Brands.

INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

- **Information you give us.** You may give us information about you by filling in forms on the Site, or in the App, or by corresponding with us (for example, by e-mail or chat). This includes information you provide when you register a user account, download the App, subscribe to any of our Services, share data via our social media functions (including Content), make use of certain functions within the Services (e.g. to enter a Brand competition by submitting an image), submit an enquiry or comment to us and when you report a problem with an App, our Services, or our Site. The information you give us may include your name, address, e-mail address and phone number, the Device's phone number, age, username, password and other registration information, financial and credit card information, personal description and photograph. If you contact us, we may keep a record of that correspondence.
- **Information we collect about you and your device.** Each time you visit our Site or use the App we may automatically collect the following information:
 - technical information, including the type of mobile device you use, a unique device identifier (for example, your Device's IMEI number, the MAC address of the Device's wireless network interface, or the mobile phone number used by the Device), mobile network information, your mobile operating system, and the type of mobile browser you use (Device Information);
 - information stored on your Device, including contact information, friends lists, login information, photos, videos or other digital content (Content Information);
 - details of your use of our App or your visits to our Site including, but not limited to, traffic data, location data, weblogs and other communication data, and the resources that you access (Log Information).
- **Location information.** We may also use various technologies to determine your current location. Some of our location-enabled Services require your personal data for the feature to work. If you wish to use the particular feature, you will be asked to consent to your data being used for this purpose. You can withdraw your consent at any time by contacting us.

- **Information we receive from other sources (Third Party Information).**
We are working closely with third parties (including, for example, Brands, business partners, sub-contractors, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.
- **Unique application numbers:** when you install or uninstall a Service containing a unique application number or when such a Service searches for automatic updates, that number and information about your installation, for example, the type of operating system, may be sent to us.

COOKIES

We use cookies to distinguish you from other users of the App and Site. This helps us to provide you with a good experience. By visiting and using our Site, and/or downloading our App, you agree to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser, computer, or Device. We may use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of the Services. They include, for example, cookies that enable you to log into secure accounts, use interactive features and Services.
- **Analytical/performance cookies.** These allow us to recognise and count the number of visitors and users and see how they use the Services. This helps us to improve the way our Site works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our Site. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our Site, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Please note that third parties (including, for example, Brands, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings

to block all cookies (including essential cookies) you may not be able to access all or parts of our Site or the Services.

USES MADE OF THE INFORMATION

In addition to the general provision of the Services, and the specific uses of information we describe in this policy, we may use information held about you in the following ways:

- to remember your user account information, preferences and settings so that you will not have re-enter them each time you access and use the Services;
- to help you access your information and account settings after you have signed into your user account;
- to provide customised and personalised content and information to you, including about your friends, interest groups, and Brands/people that you follow or may be interested in, as well as to provide such information to others. Such content and information may include advertising and promotions;
- to enable us to provide, test, improve and update our Services and monitor the performance and effectiveness of the Services and specific functionalities;
- to enable us to develop and test new products, services and features;
- to enable us to identify, diagnose and fix any defects or errors;
- for monitoring purposes, including metrics data;
- to administer any competitions or promotions you enter, whether on our own behalf or on behalf of a third party (such as a Brand) via the Services;
- provide you with information about other goods and services we offer that are similar to the Services;
- to provide you, or permit selected third parties (including Brands where you interact with them via the Services) to provide you, with information about other goods or services we feel may interest you.

We may associate any category of information with any other category of information and will treat the combined information as personal data in accordance with this policy for as long as it is combined.

We do not disclose information about identifiable individuals to our advertisers, but we may provide them with anonymous aggregate information about our users. We may also use such aggregate information to help advertisers reach the kind of audience they want to target. We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.

DISCLOSURE OF YOUR INFORMATION

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the Companies Act 2006.

We may disclose your personal information 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.
- If we are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation or request.
- In order to:
 - enforce or apply the our Terms and other agreements or to investigate potential breaches; or
 - protect the rights, property or safety of Daredevil Project Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- Who help us provide the Services to you.
- Who you interact with via the Services and/or confirm that you wish to be contacted by (e.g. Brands you engage with via the Services or with whom you enter into a competition or promotion).

Any Content that you publish via the Services, will become available to the public, as controlled by any applicable user privacy settings and may be accessed, interacted with, downloaded and/or shared (both via the Services and externally). Content may then be re-shared by others. If you decide to deactivate your user account, the Content may remain viewable to other users of the Service and may continue to be accessible and used in accordance with our Terms.

WHERE WE STORE YOUR PERSONAL DATA

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (**EEA**). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. These staff may be engaged in the fulfilment of your request, order or reservation, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on our secure servers. Where we have given you (or where you have chosen) a password that enables you to access certain parts of our Site or the Services, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Site, App or via any other Service; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

We may collect and store personal data on your Device using application data caches and browser web storage (including HTML 5) and other technology.

Our Services include social networking. Ensure when using these features that you do not submit any personal data that you do not want to be seen, collected or used by other users.

YOUR RIGHTS

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at info@daredevilproject.com.

Our Site and Services may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates (including, but not limited to, websites on which the App or the Services are advertised). If you follow a link to any of these websites, please note that these websites and any services that may be accessible through them have their own privacy policies and that we do not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services, such as contact and location data. Please check these policies before you submit any personal data to these websites or use these services.

ACCESS TO INFORMATION

The Data Protection Act 1998 gives you the right to access information held about you. Your right of access can be exercised in accordance with that Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

CHANGES TO PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail or when you next visit the Site, start the App or log onto one of the Services. The new terms may be displayed on-screen and you may be required to read and accept them to continue your use of the Site, App or the Services.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@daredevilproject.com.