

Bitesize Privacy Policy

Last Updated: May 2024

This is the bite-sized version our privacy policy. It tells you what personal data Avakin Life collects about you, how we use it, and what you can do about it. You may wish to read this with a parent, guardian, or trusted adult.

Who are we?

We are Lockwood Publishing Ltd, creators of Avakin Life. We build virtual worlds and social games for you to enjoy with your friends.

What is 'personal data'?

Personal data is information that could identify you, like your name, email address, or more interesting stuff like the country you're from or which phone you have

Why do we collect and use your data?

We collect your data so that we can make Avakin Life more fun for you and to see which exciting features players enjoy! We know your personal data is important. We make sure to respect the important data protection rules when we collect, use, keep and share your personal data. We will always tell you why and how we're going to use it.

Here are some of the ways we use your data:

- to help keep everyone safe according to the law;
- to help us fix problems;
- for analytical purposes, so we can plan new features, translations, and other improvements;
- to reply to your questions and support requests;
- to show content that you've created on our social media platforms when you participate in one of our contests or hashtag trends;
- to verify who you are and if you are old enough to play Avakin Life;
- to get new users and make sure current players are having fun; and
- for advertising and monetization.

Who looks after your data?

A Data Controller is in charge of the personal data collected about you. Lockwood Publishing Ltd is the Data Controller for the personal data that you give us.

We have a person called a Data Protection Officer who makes sure that we look after your data as the law says we should. If you want to ask any questions about your personal data or your rights, the Data Protection Officer can be contacted by email at: privacy@avakin.com.

What data do we collect?

We only collect and use personal data that you have given us, or data that we gather as you play Avakin Life.

The kind of personal data that we collect depends on your privacy settings and how much you interact with Avakin Life. For example, if you apply to join our any of our Community Program or contact our support team, we may ask for more information about you.

Here are some of the kinds things we might collect, depending on how you interact with us:

- your name;
- your email address;
- information about your device;
- information about how you play Avakin Life;
- your user preferences;
- your age;
- your location, such as through your IP address;
- unique identifiers for your device and user account;
- information about things you buy in Avakin Life such as coins, crowns and virtual items;
- information from your social media accounts, where you sign in using a social media provider;

What are your rights?

You have a say about the way we collect and use your personal data. You have a right to:

- know what data we store about you and how we use it;
- ask to see the data we hold and correct personal data that you think is wrong;
- ask us to restrict, stop using, or delete your personal data; and
- make a complaint if you are unhappy with the way we are using your personal data.

We will try to get back to you as soon as we can – always within one month at the latest. Each country has a supervisory organisation such as the ICO to make sure that we follow the data privacy rules. If you believe your rights are not respected based on our reply to you, you can contact them for further help.

This bite-sized version does not replace the full Privacy Policy. You can read our full [Privacy Policy](#) to learn more.

If you have any questions or comments, contact us at privacy@avakin.com.