

Infinite Stories Privacy Policy

Effective Date: 14 November 2024

Infinite Stories, LLC (hereinafter known as, “we,” “us,” “our” and “Infinite Stories”) recognizes the importance of protecting your personal information. “Personal information” is information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household. This Privacy Policy (“Policy”) describes how your personal information is collected, used, and disclosed by Infinite Stories when you visit our websites, social media pages, mobile applications, other online platforms, or wherever this Privacy Policy is posted (individually and collectively, the “Services”).

IF YOU DO NOT AGREE WITH OR ACCEPT THIS PRIVACY POLICY OR ANY OF THE PROVISIONS CONTAINED HEREIN, PLEASE DO NOT USE ANY OF THE SERVICES.

1. INFORMATION WE COLLECT

Information you provide to us

When using the Services, the following information is among the information you may provide to us directly:

- **Identifiers**, which may include name, phone number, and email address.
- **Account information**, including your username and password.
- **Audiovisual information**, including any photos or videos you submit in connection with product reviews or posts to the Services.
- **Financial information**, such as payment card information or account information.
- **Demographic information**, such as your age.
- **Geolocation data**, such as your state of residence.
- **Content of communications**, such as call recordings or chat history, the content of your emails (such as when you contact our customer service team), content you may include in survey responses, or dialogue sessions from gameplay.
- **Social media information** you provide by interacting with our social media pages and online forums, or by commenting on content posted on the Services. Please note that these comments are also visible to other users of the Services.
- **Any other information** you submit to us.

Information We Collect Automatically

We, and third parties or service providers working on our behalf, may use log files, cookies, or other digital targeting technologies to collect the following information from the devices you use to interact with the Services:

- **Internet, technical or other similar network activity**, which may include usage and browsing history; device information, including device properties; search history; and information on your interaction with the Services, including use of a “favorite” function.
- **Geolocation information**, such as your IP address, or precise geolocation information (e.g., GPS information).
- **Advertising information**, including special advertising and other unique advertising identifiers that enable Infinite Stories or third parties to target advertisements to you.
- **Demographic information**, such as your age and gender.

Information We Collect from Other Sources

We may collect the following information about you from service providers or third-party sources:

- **Commercial information** about purchases you make on or through the Services, returns, billing information, and your login and password when you create a digital account.
- **Social media information** when you interact with our social media pages and online forums, or by commenting on content posted on the Services.
- **Advertising information** when you interact with our advertisements on the Services or a third party’s websites or platforms.
- **Any other personal information** about you provided by our service providers or third parties.

Information we Create or Generate

- **Inferences** drawn from any of the personal information we collect, which may include using automated means to generate information about your likely preferences or other characteristics (“inferences”). For example, we may infer your general geographic location (such as city and state) based on your IP address or use personal information we obtain using session replay technology to understand your behavior or interactions with the Services.

Role-based Information Collection

In addition to the personal information outlined above, we may also collect the following personal information depending upon your role within the Infinite Stories Services:

- **Artisans**

- Information or content, including text and images, that you publish to your feed for purchase by other Adventurers, such as characters, encounters, adventures, or settings.
- Audiovisual information from voice actors or musicians.
- **Adventurers**
 - Your character name and profile.
 - Information you submit via the Notes functionality.
 - Content purchased from Publishers or Creators.
 - Questions or other prompts that you ask Oracle.

2. HOW WE USE YOUR PERSONAL INFORMATION

We may use any of the information we collect for the following purposes:

- **To communicate with you:** We use your information to identify you and respond to your inquiries, to send you updates about new features on the Services, or to send you newsletters or surveys relating to the Services.
- **Services functionality:** To provide you with the Services and Publisher or Creator content, including taking steps to enter a contract for sale, process payments, fulfill orders, send service communications (including renewal reminders), and conduct general business operations, such as accounting, recordkeeping, and audits.
- **Services improvement:** To improve and grow the Services, including to develop new products and to understand how the Services are being used, our customer base, purchasing trends, and the effectiveness of our marketing. We may also use your personal information collected from the use of the Services to improve access to your content and improve content searchability.
- **Advertising and marketing:** To send you advertising and marketing communications, personalize the advertisements you see on the Services and third-party online properties, and measure the effectiveness of our advertising. We may share your information with online advertising partners, and social media platforms for this purpose.
- **Personalization:** To offer you recommendations and tailor the Services and product recommendations to your preferences.
- **Security:** To protect and secure the Services, assets, network, and business operations, and to detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal. We may also use your personal information to protect the rights of users, their physical safety, or the security of their property, as well as that of the Services or third parties.

- **Protection of Intellectual Property Rights:** As part of our efforts to help protect the works and creations of Artisans, we screen content uploaded by Adventurers to analyze whether the content contains any similarities with the works and creations of Artisans.
- **Legal compliance:** To comply with legal process, such as warrants, subpoenas, court orders, and lawful regulatory or law enforcement requests and to comply with applicable legal requirements.

3. HOW WE DISCLOSE YOUR PERSONAL INFORMATION

We may disclose any of the personal information we collect with the following recipients:

- **Our Personnel:** Information about visitors to the Services may be accessible to members of our technical support, marketing, and development teams, who have a need to access or use such information in order to perform their duties and responsibilities. Other departments within Infinite Stories may have access to certain information about you on a need to know basis, such as the legal department, the finance department, and internal auditing.
- **Service providers:** We engage service providers and vendors to perform specific business functions on our behalf, and they may receive information about you from us or collect it directly, in accordance with the provisions of this Privacy Policy, such as: (a) payment service providers; (b) computer systems providers, cloud service providers, database providers, and technology service providers in general; (c) advertising and marketing agencies; and (d) data analytics providers.
- **Social media platforms:** If you interact with us on social media platforms (e.g., Facebook, Instagram, X, TikTok), the platform may be able to collect information about you and your interactions with us. If you interact with social media objects on the Services (for example, by clicking on a “like” button from a social media platform), both the platform and your connections on the platform may be able to view that activity. To control this sharing of information, please review the privacy policy of the relevant social media platform.
- **Government entities/Law enforcement:** We may share information when we believe in good faith that we are lawfully authorized or required to do so to respond to lawful subpoenas, warrants, court orders, or other regulatory or law enforcement requests, or where necessary to protect our property or rights or the safety of our employees, users of the Services, or other individuals.
- **Other businesses in the context of a commercial transaction:** We may change our ownership or corporate organization while providing the Services. You give us the right to transfer to another entity or its affiliates or service providers some or all personal information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction. We cannot promise that an acquiring party, merged entity or other transferee of your information will have the same privacy practices or treat your information as described in this policy.

4. CHILDREN'S PERSONAL INFORMATION

We do not knowingly collect information from children under age 13. If we discover that we have inadvertently collected information from anyone younger than the age of 13, we will delete that information. Please contact us with any concerns via email at support@infinitestories.com.

5. SECURITY

While we use certain precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf, and you understand that any information that you transfer to us is done at your own risk. By using the Services or providing personal information to us, you agree that we can communicate with you electronically regarding security, privacy and administrative issues relating to your use of the Services. If you create an account on the Services, you are responsible for maintaining the security of your password at all times and are responsible for all activity occurring while logged into your account. You may gain access to and review certain personal information by accessing your account.

6. DATA RETENTION

We will only retain your personal information as long as necessary to fulfill the specific purposes outlined in this Privacy Policy or as required under applicable law.

7. INTERNATIONAL DATA TRANSFERS

Depending upon your location, your connection may be through and to servers located in the United States. Any information you provide during your visit may be processed and maintained on servers and cloud services which may be owned or provided by third parties. Part of that infrastructure may be established in a country other than the one in which you reside or in which you are located. You acknowledge and understand that by providing your personal information to us, your personal information (i) will be used for the uses identified above in accordance with this Privacy Policy, and (ii) may be transferred to another country, region, or jurisdiction as indicated above, in accordance with applicable law. By using the Services, placing an order with us, and/or providing us with this information, you acknowledge this transfer, which may not offer the same level of data protection as the country where you reside, and you agree that you do not require separate notification of each such transfer that occurs.

8. CHATBOTS AND SESSION REPLAY TECHNOLOGY

We may use session replay technology to monitor how you interact with the Services. This may include which links you click on, information that you type into our online forms, and information about your device or browser. The Services also provide a tool called Oracle, which uses tools including third-party-originated technologies to provide suggestions or information in response to your queries. Please discontinue use of the Services if you do not consent to our collection of such information.

9. LINKS TO OTHER WEBSITES

This Policy does not apply to third-party websites, mobile applications, or services that may link to the Services or be linked to from the Services. Please review the privacy policies on those websites and applications directly to understand their privacy practices. Likewise, you acknowledge and accept that Infinite Stories has no control over such websites, mobile applications or services and is not and will not be responsible for the content or services provided by such websites, mobile applications or services, for the way in which they process your personal information, and that any personal information you provide to such websites, mobile applications and services is at your own risk.

10. COOKIES AND SIMILAR TECHNOLOGIES

What are cookies?

Like many other Services, we use cookies, pixels, web beacons, and/or similar online targeting technologies (collectively, “cookies”).

What types of cookies do we use?

- **First-party cookies:** These are cookies that are stored on the user’s device from a computer or domain managed by Infinite Stories and from which the Services requested by the user are provided.
- **Third-party cookies:** These are cookies that are stored on the user’s device from a computer or domain that is not managed by Infinite Stories, but by advertising or analytics companies that processes the data obtained through the cookies.
 - To help facilitate the delivery of relevant content, we use Google Analytics. Google Analytics uses cookies to report on user interactions on our and others’ Services. We use the information collected for optimizing marketing, refining advertising, and/or programming strategies, and generally improving user experience. For more information about Google Analytics and how it collects and processes information, please visit: <https://policies.google.com/technologies/partner-sites> and instructions on opting out of Google Analytics using a specific plug-in is available at the following link: <https://tools.google.com/dlpage/gaoptout>. Note that this opt-out is specific to Google activities and does not affect the activities of other ad networks or analytics providers that we may use.
- **Social Media Pixels:** We use these tools to measure your use of the Services, tailor the Services to your interests, and improve the Services. For example, Facebook can connect personal information collected via the Meta Pixel with your Facebook account and use it for its own advertising purposes, in accordance with Facebook’s Data Policy which can be found at [Facebook.com/about/privacy/](https://www.facebook.com/about/privacy/).

How long do cookies stay on your device?

- **Session cookies:** These are temporary cookies that remain in your browser’s cookie file until you leave the website. The information obtained through these cookies is used to analyze traffic on the website. These cookies allow us to improve the experience, content, and ease of use.

- **Permanent cookies:** These are stored on the hard drive and the Services read them each time you visit. A permanent cookie has a specified expiration date. The cookie will stop working after that date. We use them, in general, to facilitate account login services.

Categories of cookies

The categories of cookies used on the Services are as follows:

- **Essential or Strictly Necessary Cookies:** These allow you to navigate and use Service features. They also help authenticate users and prevent fraudulent use of your account.
- **Performance and Analytics Cookies:** Sometimes called “analytics cookies,” enable us to improve the Services by seeing which areas and features are most popular and to count the number of computers or mobile devices accessing the Services.
- **Functional Cookies:** These allow us to personalize and improve your experience by recording your preferences, such as language and content settings.
- **Targeting or Advertising Cookies:** As discussed above, these are used by Infinite Stories and third parties to deliver ads we believe are more relevant to you and your interests, to improve the performance of our advertising across the Internet, and to limit the number of times that you see an ad on the Services.

Your cookie choices

If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to automatically decline cookies or be given the choice of declining or accepting the transfer to your computer of a particular cookie (or cookies) from a particular site.

Browser	Cookie Management Link (as of the date of this Privacy Policy)
Google Chrome	https://support.google.com/chrome/answer/95647?hl=en
Firefox	https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectslug=enable-and-disable-cookies-website-preferences&redirectlocale=en-US
Opera	https://help.opera.com/en/latest/security-and-privacy/
Microsoft Internet Explorer	https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d
Apple Safari	https://support.apple.com/en-il/guide/safari/sfri11471/mac
Microsoft Edge	https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09

You may also visit <http://www.allaboutcookies.org/manage-cookies/index.html> for more information.

If you disable cookies, please understand that you may not be able to use and enjoy all of the features offered via the Services.

11. DISCLAIMER REGARDING VIDEO CONTENT

The Services may contain video content, audiovisual content, or content of a like nature (collectively, “Video Content”). In connection with our provision of Video Content, the Services may utilize the types of cookies discussed in Section 10 of this Privacy Policy, which may result in information about your activity on the Services being transmitted from your browser to Infinite Stories and third parties, which, in turn, may result in the display of targeted advertisements on third-party websites and platforms, including advertisements for Infinite Stories content. Whether the use of cookies on the Services results in your browser’s transmission of information to third parties depends on a number of factors that may be outside of Infinite Stories’ knowledge or control, including what third-party websites you use, what information you have provided to such third parties, and whether (and the extent to which) you have limited the use of cookies by the operators of those third-party websites, platforms, and services. For more information about these cookies, please see Section 10 above.

12. YOUR OPTIONS AND RIGHTS REGARDING YOUR PERSONAL INFORMATION

Your Account: Please visit your account to update your account information.

Email Unsubscribe: If you do not wish to receive marketing, advertising, or promotional emails from us, please contact us or select the “unsubscribe” link within the email. Please note that administrative emails that provide information about your use of the Services, such as transactional information, are not subject to opt-out.

Do Not Track: Your browser or device may include “Do Not Track” functionality. The information collection and disclosure practices and the choices that we provide to you will continue to operate as described in this privacy policy regardless of whether a Do Not Track signal is received.

Your California Privacy Rights; “Shine the Light” Law: Once a year and free of charge, California residents are entitled to request and obtain certain information regarding our disclosure, if any, of certain categories of personal information to third parties for their own direct marketing purposes in the preceding calendar year. We do not share your personal information with third parties for those third parties’ direct marketing purposes.

Your Nevada Privacy Rights: Residents of Nevada have the right to opt out of the sale of certain pieces of their information to third parties. Currently, we do not engage in such sales. If you are a Nevada resident and would like more information about our data disclosure practices, please contact us.

13. CHANGES TO THE PRIVACY POLICY

If Infinite Stories makes changes in the way personal information is managed, we will post the updated version of this Privacy Policy.

14. CONTACT US

Please contact us if you have questions or wish to take action with respect to information to which this Privacy Policy applies by contacting us via email at support@infinitestories.com.