

SHOCKPLAY.COM PRIVACY POLICY

At Raketspel AB we respect your right to privacy and we are committed to providing both visitors to our sites and advertisers with the utmost in privacy and security. We understand that visitors to Shockplay.com need to control the uses of their personal information. We abide by all industry guidelines and the privacy policy below details the measures taken by Raketspel AB to protect your privacy in connection with your use of www.shockplay.com. Shockplay.com is a "member's only" games site, and in order to become a member you have to disclose personally identifiable information. Raketspel AB gathers user information to provide you with a customized experience on our site. Your user information helps us tailor the content, services, goods and advertising to your current and future needs.

Table of Content

- 1. The information we collect**
- 2. Your profile**
- 3. Why we collect this information**
- 4. When we collect the information**
- 5. Who does Raketspel AB share information with?**
- 6. How to control the use of my personally identifiable information**
- 7. Shockplay.com paid subscription service**
- 8. Note to parents**
- 9. Security**
- 10. Contact us**
- 11. Acceptance of Privacy Statement**

1. The Information we collect

Raketspel AB collects personally identifiable information as part of the member registration process. Our site's order form requires users to give us delivery information (to include name, postal address, ZIP or postal code, country location, date of birth, gender, and e-mail address) and credit card information. We use customer details to bill the user for the service ordered at the site and to deliver the service to the user. The information is kept on a secure server to protect it from outside parties. We treat our customer data as strictly confidential and we do not sell it to, or share it with, any third parties. If we need users to clarify something with regards to orders, we will contact users by email only.

[Back to top](#)

2. Your Profile

Once you're a registered member of Shockplay.com you will have access to a "Your Profile" section, where you can update your contact information and add additional personal information voluntarily. You can also at any time delete all of your personal information from our database. Raketspel AB will not share or sell any of the information that could be used to personally identify you. The information you may choose to add in "Your Profile" will be used in aggregate with other member's information to tailor the site to best satisfy member demands and interests.

In addition, we may ask whether you would like to receive information about new Shockplay.com features and promotions. We also sometimes collect information to find out how people found the Shockplay.com site, which pages they visited, and how long they stayed. Or we may ask you for information about your hobbies, game preferences, etc. This information is only requested on a voluntary basis. Raketspel AB may aggregate this demographic information and disclose such information in aggregate to third parties. However, in these situations, Raketspel AB will not share any information that could be used to personally identify you.

[Back to top](#)

3. Why We Collect This Information

There are several reasons to why we collect personally identifiable information:

a. Membership purchase

In order for us to provide you with the Shockplay.com paid subscription service we require users to give us delivery information and credit card information.

b. Game functionality

Some of our games will require that we know exactly where you are located in the world in order for us to provide you with a consistent standard of "Game experience".

c. Contest Prizes

We will regularly arrange tournaments and contests where participants can win prizes. In order for us to award the winners their prizes we will need to know who they are and where they live.

d. Member Satisfaction

The more we know about our members the more we can customize the site in order to satisfy the demands and wishes of our members.

e. Marketing Purposes

As previously mentioned we will never share, rent or sell any personally identifiable information to a third party, we will however use collected member information as a foundation when selecting which promotions and advertisements we display on the Shockplay.com site and in the Shockplay.com newsletter.

[Back to top](#)

4. When We Collect the Information

Visitors can access Shockplay.com and browse our Web site without disclosing any personal data. However, in order to provide you with a particular product or service online, Raketspel AB may request that you voluntarily supply primary personal data as stated below. Raketspel AB uses a secure transmission method of sending such information.

a. Member Registration

When you register to become a member, Raketspel AB uses an order form. For that order form, we collect a user's contact information plus other information (e.g. a member name, a nickname, and certain user preferences) and necessary financial information to process the order (i.e. credit card number). Contact information from the order is used to send orders to our registered users and to get in touch with the user when deemed necessary. Once you are a registered user you can update your profile and may be able to provide additional preferential information.

b. Special Contests or Promotions

Raketspel AB may occasionally present a special contest or promotion that is sponsored by another company. To qualify for entry in that contest or promotion, we may ask you to provide personal information. If we plan to share that information with the sponsor(s) or with others, we will provide a statement to that effect in the contest or promotion terms.

c. IP Address

An Internet Protocol (IP) address is unique string of numbers that is assigned to your computer by your Internet Service Provider. Web servers automatically identify your computer by its IP address. We will use your IP address to help diagnose problems with our server and to administer our site. Your IP address also may be used to gather broad demographic information.

d. Cookies

Shockplay.com, as well as most sites on the Internet, uses a software technology called "cookies." Cookies are small text files that we place in visitors' computer browsers to store their preferences. Cookies themselves do not contain any personally identifiable information. Although cookies could enable us to relate a visitor's use of this Web site to personal information that a visitor has provided, such as an e-mail address, we do not use them for this purpose. Cookies can help Raketspel AB ensure that we don't serve you the same ad multiple times, and help our advertisers understand what you like and don't like about their offerings so that they can cater better to your needs the next time you are interested in their products or services. Cookies are not required for Raketspel AB to deliver you an ad. If you do not want the benefit of cookies, there is a simple procedure to manually delete your cookies. Please consult your web browser's Help documentation for more information.

5. Third-Party Sites and Sponsors / Links to Other Sites

Our site contains links to other sites, including those of sponsors and advertisers, whose information practices may be different from ours. Sometimes the other sites might conduct contests or sweepstakes that are promoted on Shockplay.com. Visitors should consult the other sites' privacy notices/policies, since those sites are not covered by our privacy policy and may follow procedures that are different from ours. Raketspel AB never gives a user's e-mail address to sponsors without permission, however, if you choose to "opt-in" (click on a box to receive a sponsor's information) or to register with one of our sponsors, that means you have allowed Raketspel AB to give your e-mail address to that sponsor. Raketspel AB may also link to Web sites that feature Shockplay.com trademarks and names along with trademarks and names of other companies. You should look at the privacy policy on that co-branded Web site, as the co-branded Web site may not be under Raketspel AB's control.

[Back to top](#)

5. Who does Raketspel AB share information with?

We will not share your personally identifiable information with third parties (aside from entities that perform services for us, such as fulfilling orders, that either are bound to comply with our privacy policy or have privacy policies that protect your information) unless you have "opted-in" to such sharing. If you have previously opted-in to such sharing under a prior privacy policy version, you are still considered to have opted-in under this Privacy Statement. However, we will disclose information we maintain when required doing so by law, for example, in response to a court order or a subpoena. We also may disclose such information in response to a law enforcement agency's request.

We may gather demographic information from you (for example, your age, education level or household income) from time to time. We will not share that information in a manner that identifies you as an individual with any other entity, unless we let you know that at the time of collection or we have your permission. When we share demographic information with third parties, we will give them aggregate information only. As we develop our business, we may buy or sell assets, and, depending upon the transaction, your personal information may be one of the transferred assets. In the event that Shockplay.com is acquired by another company, your personal information may be part of the assets transferred to the acquiring party. In the event of such transfer of assets, we guarantee that your personal information will continue to be treated according to this Privacy policy, and that if any changes will be implemented you will be notified in time to decide whether to remain a member under the new conditions or to remove your information and discontinue membership. Notification of such changes will be made in the Shockplay.com newsletter and on the Shockplay.com web site.

[Back to top](#)

6. How to control the use of my personally identifiable information

As previously mentioned you will have full control over your personal information in the "My Profile" Section. We will never send you promotions from third parties unless you actively request to have that information e-mailed to you

("opt-in"). If you ever change your mind regarding the information you have opted in to receive, you can discontinue subscriptions or participations at any time by simply clicking the "Unsubscribe" link prominently displayed in every e-mail send out by Raketspel AB.

[Back to top](#)

7. Shockplay.com paid subscription service

THE PAID SUBSCRIPTION SERVICE AT SHOCKPLAY.COM IS ONLY AVAILABLE TO PEOPLE OVER THE AGE OF 18. To learn more about Terms and Conditions regarding Shockplay.com paid subscription service [click here](#).

[Back to top](#)

8. Note to parents

Raketspel AB has developed its website to be an enjoyable experience for a general audience over the age of 18. Raketspel AB takes into account that some younger children may not understand some of the information contained on the website or how the site operates. That is the purpose of the Privacy Policy. Please discuss this statement with your children so that they will better understand how to use the site and the information they may be asked to provide. Raketspel AB strongly believes that providing its members with accurate and adequate notice about the website will lead to informed choices and decisions about how to use the site, as well as protecting its users' privacy. If you have any questions or comments about the Shockplay.com website, please feel free to contact us at Info@shockplay.com.

Important: If you as a parent would like to find out more about the regulations governing practices for collecting personal information about children, visit the U.S. Federal Trade Commission's (FTC) site on "Kidz Privacy":

<http://www.ftc.gov/bcp/online/edcams/kidzprivacy/index.html>

[Back to top](#)

9. Security

Raketspel AB has security measures in place to protect the loss, misuse and alteration of the information under our control. These include a firewall to prevent unauthorized access to our systems and maintenance of registration information in a separate database. Although we will exercise reasonable care in providing secure transmission of information between your computer and our servers, we cannot ensure or warrant the security of any information transmitted to us over the Internet and we accept no liability for any unintentional disclosure. We will protect the transmission of credit card information through industry standard, SSL (secure socket layer) encryption.

Your personal information is password-protected, and you should take appropriate measures to protect the secrecy of your password. If you use a computer in a public place or share a computer with others, remember to sign out and close your browser window when you finish a session with Shockplay.com in order to prevent others from accessing your personal information.

[Back to top](#)

10. Contact Us

If you have any questions, comments, or concerns regarding our privacy policy and/or practices, please contact us at the following e-mail address, address, and telephone number:

Raketspel AB
Att: Privacy Manager
Tomtebgatan 4
S-113 39 Stockholm
Sweden

By phone: +46 8 653 46 47

By email: Privacy@shockplay.com

11. Acceptance of Privacy Statement

Your use of the Shockplay.com site, including any dispute concerning privacy, is subject to this Privacy Statement and Raketspel AB's Terms of Service. By using Raketspel AB's site Shockplay.com, you are accepting the practices set out in this Privacy Policy and those Terms and Conditions of Use. We reserve the right to modify this Privacy Policy at any time by posting the changes on this page. Please check the revision date at the bottom of this page to determine if the Policy has been modified since you last reviewed it. Your continued use of any portion of the Shockplay.com Site following posting of the updated Privacy Policy will constitute your acceptance of the changes.

[Back to top](#)

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