

World of Escapes Privacy Policy

Last updated on November 19, 2021

We are committed to protecting your privacy. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

This Privacy Policy governs the manner in which ESCAPY B.V. collects, uses, maintains and discloses information ("Personal Information") collected from users (each, a "User") of the worldofescapes.com website ("Site"). This privacy policy applies to the Site and all products and services offered by Masters of Entertainments, LLC.

Information we collect

The Personal Information that we may collect broadly falls into the following categories:

1. Personal identification information

In the course of engaging with our Site, you may provide Personal Information about you. We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, leave reviews, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, first name, last name, email address, mailing address, and phone number. By giving us this information, you agree to this information being collected, used and disclosed as described in this privacy policy.

2. Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages, which ads you have seen or clicked on, means of connection to our Site, such as the operating system, type of the device and unique device identifiers, the Internet service provider utilized and other similar information. We may be able to determine from an IP address a user's Internet Service Provider and the geographic location of his or her point of connectivity. We may use internal and third party analytics tools, including Google Analytics.

3. Information we collect from other sources

From time to time, we may obtain information about you from third-party sources, such as our joint marketing partners. We take steps to ensure that such third parties are legally or contractually permitted to disclose such information to us.

How we use the information

We may use the information we collect from you in the following ways:

- To improve our website in order to better serve you.
- To contact you to answer your inquiry.
- To allow us to better service you in responding to your customer service requests.
- To administer a contest, promotion, survey or other Site feature.
- To send periodic emails regarding our products and services.

Most of our services do not require any form of registration, allowing you to visit our website without telling us who you are. However, some services (review, partnership inquiry or escape room submission) may require you to provide us with Personal Information. In these situations, if you choose to withhold any Personal Information requested by us, it may not be possible for you to gain access to certain parts of the Site and for us to respond to your query.

We use Google Analytics in order to improve our service, user experience and analyze how the website is used. Aside from the approximate location (IP address), the information collected by Google Analytics is mostly anonymous traffic data including browser information, device information, language.

Our Site may use “cookies” to enhance user experience. User’s web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. They may be used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services.

User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

We do not collect additional information, such as your age, gender, interests, bank details or clickstream. The collected information is used to provide an overview of how people are accessing and using our website. It is not used for any additional purpose, such as to profile those who access our website.

Your Data Protection Rights

You may have the following data protection rights:

- To access, correct, update or request deletion of Personal Information. We take reasonable steps to ensure that the data we collect is reliable for its intended use, accurate, complete and up to date. You may contact us at any time about accessing, correcting, updating or deleting your Personal Information, or altering your data, by emailing us at info@worldofescapes.com.
- Individuals who are residents of the EEA can object to processing of their Personal Information, ask to restrict processing of their Personal Information or request portability of their Personal Information. You can exercise these rights by emailing us at info@worldofescapes.com.
- Similarly, if Personal Information is collected or processed on the basis of consent, the data subject can withdraw their consent at any time.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws. We may ask you to verify your identity in order to help us respond efficiently to your request.

Third Party Disclosure

Our Site includes links to other websites of our commercial partners and other third parties, whose privacy practices may be different from ours. If you submit Personal Information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

We do not sell, trade, or otherwise transfer your personally identifiable information to outside parties. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Advertising Opt-out Rights

From time to time, we may use Google Analytics and AdWords tracking codes, along with other third-party software tools (such as remarketing codes) in order to collect marketing analytics about the pages you browse on our Site or when you undertake specific actions through our services. These platforms may also use cookies, codes and other technologies to help us analyze our users' patterns.

For example, third party vendors may show you our ads on certain websites across the Internet, even after you leave our Site. The collected information is anonymized, meaning it cannot be tracked back to individuals. Using Google and other analytics tools, we learn how to optimize, and serve ads based on a user's past visits, giving you a better experience.

Our third-party vendors may also use cookies and beacons to track your Internet browsing in order to serve you ads based on what they or us believe to be of your interest. Such information will be processed for purposes of evaluating your browsing activities and consumer preferences. Henceforth, by using this Site, you consent to such disclosure, treatment and storage of data and/or personal data about you, either by us or by such third parties.

In order to enforce and uphold your right to privacy, you have the option to elect not to receive this type of advertising from us or third parties, now or in the future. You can learn more about how to opt-out by browsing Google's opting-out and privacy pages located at www.google.com, or the Network Advertising Initiative website located at www.networkadvertising.org. In addition, you may set browser and system preferences for how other third parties serve ads to you.

Legal Basis for Processing Personal Information Under General Data Protection Regulation (GDPR)

If you are a resident of the European Economic Area, our legal basis for collecting and using the Personal Information described above will depend on the Personal Information concerned and the specific context in which we collect it. However, we will normally collect and use Personal Information from you where the processing is in our legitimate interests and not overridden by your data-protection interests or fundamental rights and freedoms. Typically, our legitimate interests include improving, maintaining, providing, and enhancing our technology, products, and services; ensuring the security of the Site; and for our marketing activities. Where required by law, we will collect Personal Information only where we have your consent to do so.

This GDPR Statement applies to persons in the European Economic Area (“EEA”), including those based in the United Kingdom. This GDPR Statement supplements our Privacy Policy; however, where the Privacy Policy conflicts with the GDPR Statement, the GDPR Statement will prevail as to persons in the EEA.

Your rights under GDPR

You have certain rights regarding your personal data.

Your rights with respect to your own personal data include the following:

- The right to request access to your personal data. This enables you to receive a copy of the personal data we hold about you.
- The right to request to correct your personal data if it is inaccurate. You may also supplement any incomplete personal data we have, taking into account the purposes of the processing.
- The right to request deletion of your personal data if:
 - your personal data is no longer necessary for the purposes for which we collected or processed them; or
 - you withdraw your consent if the processing of your personal data is based on consent and no other legal ground exists; or
 - you object to the processing of your personal data and we do not have an overriding legitimate ground for processing; or
 - your personal data is unlawfully processed; or
 - your personal data must be deleted for compliance with a legal obligation.
- The right to object to the processing of your personal data. We will comply with your request, unless we have a compelling overriding legitimate interest for processing or we need to continue processing your personal data to establish, exercise or defend a legal claim.
- The right to restrict the processing of personal data, if:
 - the accuracy of your personal data is contested by you, for the period in which we have to verify the accuracy of the personal data; or

- the processing is unlawful and you oppose the deletion of your personal data and request restriction; or
 - we no longer need your personal data for the purposes of processing, but your personal data is required by you for legal claims; or
 - you have objected to the processing, for the period in which we have to verify overriding legitimate grounds.
- The right to data portability. You may request that we send this personal data to a third-party, where feasible. You only have this right if it relates to personal data you have provided to us where the processing is based on consent or necessity for the performance of a contract between you and us, and the processing is conducted by automated means.
 - You also have the right to lodge a complaint before your national data protection authority.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights described in this Privacy Policy). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. In an effort to speed up our response, we may also contact you to ask you for further information in relation to your request. You can exercise several of your rights through the personal information section of your account.

Information Uses

We will only use your personal data when the law allows us to.

Pursuant to GDPR, we will use your personal data in one or more of the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you
- Where it is necessary for our legitimate interests (or those of a third-party) and your interests and fundamental rights do not override those interests
- Where we need to comply with a legal or regulatory obligation
- With your consent

International Transfers

Your personal data may be stored or transferred to countries outside the EEA for the purposes described in this Privacy Policy. When we store or transfer your personal data outside the EEA, we take the following precautions to ensure that your personal data is properly protected.

Whenever we store or transfer your personal data outside the EEA, we will do so in accordance with applicable law and we will ensure a similar degree of protection is afforded to it by implementing appropriate safeguards. Transfers of personal data are made:

- to a country recognised by the European Commission as providing an adequate level of protection; or
- to a country which does not offer adequate protection but whose transfer has been governed by the standard contractual clauses of the European Commission or by implementing other appropriate cross-border transfer solutions to provide adequate protection.

By using our services, you understand that your personal data may be transferred to our facilities and those third-parties with whom we share it as described in this Privacy Policy.

California Privacy Rights

Under California Law, California residents have the right to request in writing from businesses with whom they have an established business relationship, (a) a list of the categories of Personal Information, such as name, email, and mailing address, and the type of services provided to the customer that a business has disclosed to third parties (including affiliates that are separate legal entities) during the immediately preceding calendar year for the third-parties' direct marketing purposes, and (b) the names and addresses of all such third parties. To request the above information, please email us at info@worldofescapes.com.

Effective January 1, 2020, the California Consumer Privacy Act (CCPA) allows California residents, upon a verifiable consumer request, to request that a business that collects consumers' personal information to give consumers access, in a portable and (if technically feasible) readily usable form, to the specific pieces and categories of personal information that the business has collected about the consumer, the categories of sources for that information, the business or commercial purposes for collecting the information, and the categories of third parties with which the information was shared. California residents also have the right to submit a request for deletion of information under certain circumstances. Consistent with California law, if you choose to exercise your rights, we won't charge you different prices or provide different quality of services unless those differences are related to your information.

We do not sell personal information to third parties.

International Privacy Laws

If you are visiting the Services from outside the United States, please be aware that you are sending information (including Personal Information) to the United States where our servers are located. That information may be transferred within the United States or back out of the United States to other countries outside of your country of residence, depending on the type of information and how it is stored by us. These countries (including the United States) may not necessarily have data protection laws as comprehensive or protective as those in your country of residence; however, our collection, storage and use of your Personal Information will at all times continue to be governed by this Privacy Policy.

How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, transaction information and data stored on our Site and third-

party Sites. We process confidential information (e.g. payment transactions) through third-party payment providers and will not transmit information to our servers in any way.

Retention of Data

We retain Personal Information where we have an ongoing legitimate business or legal need to do so. When we have no ongoing legitimate business need to process your Personal Information, we will either delete or anonymize it or, if this is not possible (for example, because your Personal Information has been stored in backup archives), then we will securely store your Personal Information and isolate it from any further processing until deletion is possible.

Minors

We do not knowingly collect any kind of information from persons under the age of thirteen (13). By browsing our Site, you hereby represent and warrant that (i) you are at least thirteen (13) years of age — or older — as of the date of first access to the Site; and, (ii) if you are a minor (which may differ depending on the jurisdiction where you reside), you are accessing the Site under the direct supervision of your parent or legal guardian.

Changes to this privacy policy

ESCAPY B.V. has the discretion to update this privacy policy at any time. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. Our electronically or otherwise properly stored copies of this privacy policy are each deemed to be the true, complete, valid, authentic, and enforceable copy of the version of this privacy policy that was in effect on each respective date you visited the Site.

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

ESCAPY B.V.

email: info@worldofescapes.com

website: <https://worldofescapes.com>