

Herolight Privacy Policy

Introduction

March 16, 2024

At FYD, Inc. (d/b/a Herolight) (“**Company**,” “**we**,” or “**us**”), we strive to create lasting relationships with our community members. We value your trust and are committed to protecting your privacy by handling the personal information you provide us with care. To share our services with you and continually improve your experience on our websites and bots, currently located at www.herolight.xyz and all platforms and services offered thereon, and through our Herolight Discord channel and affiliated Herolight Bots (the “**Sites**”), we may request certain personal information, as detailed below. We created this privacy policy (this “**Privacy Policy**”) to explain what information we collect from you when you access and interact with our Sites and how we use and share that information. If you have any questions about our Privacy Policy, please contact us using the information provided at the bottom of this Privacy Policy.

By visiting our Sites or submitting your personally identifiable information to us by any means, you are giving your consent to our collection, use and disclosure of your personal information as described in this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please exit this Site and do not provide personal information to us.

Age Requirements for General Use of our Sites

Our Sites are not intended for children under 13 years of age. No one between the ages of 13 to 18 may provide any personal information to or on the Sites without parental consent. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on our Sites or on or through any of its features/register on our Sites, make any purchases through our Sites, use any of the interactive or public comment features of our sites or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we find out we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at privacy@reddragon.one.

What Information We Collect

Personally Identifiable Information: We or our third-party partners (including, but not limited to, Amplitude Inc.)¹ may collect personally identifiable information as a condition of your using our

Sites, or subscribing to our mailing list. If you engage in any of these activities on our Sites, you may be asked to provide personally identifiable information such as your full name and e-mail address. We also process the following categories of personal data when you play our games, interact with or participate in our gaming platforms, connect to a social networking site through our games, register an account, enter a promo code, or place an order:

- Your IP address, your SIM code, and the country where you are located.
- Your device type (for example, PC or Mac, iPhone 7, Samsung Galaxy S7) and operating system version.
- For analytics purposes: when you installed and played the game, your progress throughout the game, and events that are connected to your game-play. We generally cannot identify you with this data, but treat it the same way as personal data.
- Social network data
- E-mail addresses

Aggregate Demographic Information: We use web analytics tools as described in the “Traffic Data” section below. To the extent we collect Traffic Data (defined below), we may share it with third parties to better understand users’ activity on our Sites and provide services to our visitors. To learn more about our collection and use of Traffic Data, see the “Traffic Data” section below.

How We Use Your Personal Information

We may process and use personally identifiable information and Traffic Data for the following reasons or in the following ways:

- to perform analytics for our games and to allow third-parties to sell, buy and deliver advertising in these games;
- We use social network data to show you personalized content and synchronize your online progression across multiple devices. For example, we might show a list with only your friends in it, or show your name or avatar on an in-game object;
- We use your email address that you provided when you signed up for our newsletter to send you the newsletter;
- for our market research purposes;
- to respond to your questions and comments and provide user support;
- to tailor services to suit your personal interests and the manner in which you use our Sites;
- to analyze and enhance our marketing communications and strategies;
- to analyze trends and statistics regarding the user experience when visiting our Sites;

- if we need to respond to valid legal process, including, but not limited to, a search warrant, subpoena, or court order, and any other instance when we believe we are required to do so by law;
- if we deem it necessary to disclose personally identifiable information or Traffic Data, in our sole discretion, to comply with any applicable law, regulation, legal process or governmental request, or to protect our rights or interests. We may also exchange personally identifiable information with other companies and organizations for credit fraud protection and risk reduction; or
- for any other purpose or use, provided we have your consent.

If you do not want us to use your personal information for our marketing purposes, please send us an e-mail at privacy@reddragon.one stating that you withdraw your consent to such use.

Sale or Acquisition of Assets

If we or substantially all of our assets are acquired, your personally identifiable information will be one of the transferred assets. If we sell a business, we will include provisions in the selling contract requiring the purchaser to treat your personally identifiable information in the same manner required by our Privacy Policy in effect at that time. The provisions of this paragraph will apply also if we are sold as a part of bankruptcy proceedings.

If we purchase a business, the personally identifiable information received with that business will be treated in accordance with our Privacy Policy in effect at that time, so long as it is practicable and permissible to do so.

Traffic Data

We use third-party analytics services (“**Traffic Data**”), which are subject to the terms and conditions set forth at Amplitude Inc.

Links to Third Party Websites

We may provide links to other third party sites, including links that may create “windows within windows,” solely for your convenience. These websites are not under our control and have their own policies regarding privacy that you may wish to review. Please be aware that we have no responsibility for the privacy practices of such other websites. This Privacy Policy applies solely to information collected by our Sites. We make no guarantees about the accuracy, currency, content or quality of the information provided by such third party websites, and we assume no responsibility for unintended, objectionable, inaccurate, misleading, or unlawful content that may reside on those sites. To protect your personal information, please review the privacy policies of other sites before using them.

For avoidance of doubt, if we provide links to social media platforms, such as Facebook, Instagram, Twitch, Discord, or Twitter, and you choose to visit those websites through our links, please note that the personal information you post, transmit or otherwise make available on those websites may be viewed by the general public. We do not control user-posted content on social media homepages and are not responsible for any third party use of your information that you have posted, transmitted or otherwise made available there.

Offerings by Third Parties

We may provide links and pointers to Internet sites maintained by others (“**Third-Party Websites**”) as well as the location of participating retailers. Any relationship between you and such third parties will be governed exclusively by the terms offered by the third party and agreed to by you. If you provide these third parties with any personally identifiable information or other information, their use of that information will be subject to their privacy policies, if any, and will not be governed by this Privacy Policy.

We may use third parties to provide services on our behalf and we may therefore have to share your personal information with such third party vendors in order to provide services to you. These third parties adhere to their own privacy and security standards not governed by our Privacy Policy. It is your responsibility to review each third party’s terms and conditions and privacy policy to familiarize yourself with their practices.

Your California Privacy Rights

If you are a California resident, you may request that we provide to you: (i) a list of the categories of personal information about you that we have disclosed to third parties for those third parties’ direct marketing purposes during the calendar year preceding your request; (ii) the names and addresses of such third parties; and (iii) if the nature of the third parties’ businesses cannot reasonably be determined from their names, examples of the products or services marketed, if known to us, sufficient to give you a reasonable indication of the nature of the third parties’ businesses.

To submit your request, please e-mail us at privacy@reddragon.one

Changes to This Privacy Policy

This Privacy Policy is incorporated into our Terms of Service (the “**Terms**”) for our Sites, accessible at www.herolight.xyz. We reserve the right to change this Privacy Policy from time to time, consistent with applicable law. We will post a notification on this Website in the event of any changes to this Privacy Policy. Such changes, whether in the form of modifications, additions, or deletions, shall be effective when specified in the relevant notification. Any use by you of our Sites after such notification of changes shall conclusively be deemed to be your

acceptance of such revisions. We encourage you to review this Privacy Policy periodically to be informed of any such revisions.

To the extent there is a conflict between this Privacy Policy and our Terms, the Terms supersede and control.