

Blocksmith Privacy Policy

At Blocksmith, we value and respect your privacy when you access our website or use our services. This Privacy Policy is meant to help you understand what data we collect, why we collect it, and what we do with it. It will also describe the choices you can make about the way we collect and use your personal data. Please take the time to read it carefully, and if you have any questions, please contact us at support@blocksmithxr.com. You will be asked to agree to the policy before you can use our services.

Information we collect

Information you give us. Use of our services requires you to sign up for a Blocksmith Account. When you do, we'll ask for personal information, such as your name, email address, telephone number or credit card to store with your account. You may also create a publicly visible Blocksmith Profile, which may include your username and photo.

Information we get from your use of our services. We collect information about the services that you use and how you use them, like when you download another User's Experience, visit a website that uses our advertising services, or view and interact with our ads and content. This information includes:

Device information

We collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). Blocksmith may associate your device identifiers or phone number with your Blocksmith Account.

Log information

When you use our services or view content provided by Blocksmith, we automatically collect and store certain information in server logs. This includes:

- details of how you used our service, such as your search queries.

- Internet protocol address.

- device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.

- cookies that may uniquely identify your browser or your Blocksmith Account.

Unique application numbers

Certain services include a unique application number. This number and information about your installation (for example, the operating system type and application version number) may be sent to Blocksmith when you install or uninstall that service or when that service periodically contacts our servers, such as for automatic updates.

Local storage

We may collect and store information (including personal information) locally on your device using mechanisms such as browser web storage (including HTML 5) and application data caches.

Cookies and similar technologies

We and our partners use various technologies to collect and store information when you visit a Blocksmith service, and this may include using cookies or similar technologies to identify your browser or device. We

also use these technologies to collect and store information when you interact with services we offer to our partners, such as advertising services or Blocksmith features that may appear on other sites.

Information we collect when you are signed in to Blocksmith, in addition to information we obtain about you from partners, may be associated with your Blocksmith Account. When information is associated with your Blocksmith Account, we treat it as personal information.

How we use information we collect

We use the information we collect from all of our services to provide, maintain, protect and improve them, to develop new ones, and to protect Blocksmith and our users. We also use this information to offer you tailored content.

We may use the name you provide for your Blocksmith Profile across all of the services we offer that require a Blocksmith Account. We may show other users your publicly visible Blocksmith Profile information, such as your name and photo.

We may display your Profile name, Profile photo, and actions you take on Blocksmith or on third-party applications connected to your Blocksmith Account (such as reviews and comments you post) in our services, including displaying in ads and other commercial contexts. We will respect the choices you make to limit sharing or visibility settings in your Blocksmith Account.

When you contact Blocksmith, we keep a record of your communication to help solve any issues you might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements.

We use information collected from cookies and other technologies, like pixel tags, to improve your user experience and the overall quality of our services. When showing you tailored ads, we will not associate an identifier from cookies or similar technologies with sensitive categories, such as those based on race, religion, sexual orientation or health.

We will ask for your consent before using information for a purpose other than those that are set out in this Privacy Policy.

Information you share

Many of our services let you share information with others. Remember that when you share information publicly, it may be indexable by search engines. Our services provide you with different options on sharing and removing your content.

Accessing and updating your personal information

Whenever you use our services, we aim to provide you with access to your personal information. If that information is wrong, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes. When updating your personal information, we may ask you to verify your identity before we can act on your request.

We may reject requests that are unreasonably repetitive, require disproportionate technical effort (for example, developing a new system or fundamentally changing an existing practice), risk the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on backup systems).

Where we can provide information access and correction, we will do so for free, except where it would require a disproportionate effort. We aim to maintain our services in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services,

we may not immediately delete residual copies from our active servers and may not remove information from our backup systems.

Information we share

We do not share personal information with companies, organizations and individuals outside of Blocksmith unless one of the following circumstances applies:

With your consent

We will share personal information with companies, organizations or individuals outside of Blocksmith when we have your consent to do so. We require opt-in consent for the sharing of any sensitive personal information.

For external processing

We provide personal information to our affiliates or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.

For legal reasons

We will share personal information with companies, organizations or individuals outside of Blocksmith if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- meet any applicable law, regulation, legal process or enforceable governmental request.

- enforce applicable Terms of Service, including investigation of potential violations.

- detect, prevent, or otherwise address fraud, security or technical issues.

- protect against harm to the rights, property or safety of Blocksmith, our users or the public as required or permitted by law.

We may share non-personally identifiable information publicly and with our partners – like publishers, advertisers or connected sites. For example, we may share information publicly to show trends about the general use of our services.

If Blocksmith is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

Information security

What we do to protect Blocksmith and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold:

We encrypt many of our services using SSL.

We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.

We restrict access to personal information to Blocksmith employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

When this Privacy Policy applies

Our Privacy Policy applies to all of the services offered by Blocksmith and its affiliates, including services Blocksmith provides on mobile devices, and services offered on other sites (such as our advertising services), but excludes services that have separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, including sites that may include Blocksmith services, or other sites linked from our services. Our Privacy Policy does not cover the information practices of other companies and organizations who advertise our services, and who may use cookies, pixel tags and other technologies to serve and offer relevant ads.

Compliance

We regularly review our compliance with our Privacy Policy. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

Changes

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.