

SAMSUNG ODYSSEY CUP TOURNAMENT PRIVACY POLICY

Effective Date: 15th August 2024

Samsung Asia Pte Ltd (“Samsung”) knows how important privacy is to you. This Privacy Policy outlines how we handle your personal information for the Samsung Odyssey Cup Tournament (“Tournament”).

WHAT INFORMATION DO WE COLLECT?

- **Contact Information:** This includes:
 - a) First name and Last Name,
 - b) Discord ID,
 - c) Steam ID,
 - d) Email,
 - e) Birth year and birth month, and
 - f) Origin Country.
- **Gameplay Data:** This includes:
 - a) In-game ID,
 - b) In-game nickname,
 - c) Match statistics, and
 - d) Match recordings.
- **Images and Likeness:** Gameplay footage and captured images/ photographs or other likeness of you during the Tournament.
- **Logistics Information (for Finalists only):**
 - a) Passport details or Malaysian National Registration Identity Card details (for Malaysian) and
 - b) Mobile numbers.

HOW DO WE USE YOUR INFORMATION?

- **Tournament Operations:** To manage registration, coordinate matches, communicate results, and handle prize distribution.
- **Logistics Arrangements:** To arrange travel and accommodations for finalists, including sharing necessary identity verification data with transport services, airlines and hotels.
- **Tournament Marketing and Promotions:** To use the gameplay footage and captured images/ photographs or other likeness of you during the Tournament for the purpose of marketing and promoting the Tournament.
- **Samsung Marketing and Promotions:** Where you have given us your separate consent, to provide Samsung promotions and offers by way of direct marketing communications (such as via email, push, phone calls, or text messages).

WHO DO WE SHARE YOUR INFORMATION WITH?

We disclose your information internally within our business, as well as to the following entities, for the purposes described above.

- **Affiliates:** Other Samsung Electronics Group companies which we control or own, such as Samsung SDS and Cheil Worldwide.
- **Service Providers:** We share participant details with selected service providers who are engaged to facilitate various function essential for the execution of the tournament such as TGC Marketing Sdn. Bhd, operational logistics, technology support and event management. These service providers are also committed to protect your information;
- **Travel Service Provider:** For Finalists, we share necessary information with transport services provider, airlines, bus operators and hotels to facilitate travel arrangements.
- **Other Parties When Required by Law:** For example, it may be necessary by law, legal process, or court order from governmental authorities to disclose your information. They may also seek your information from us for the purposes of law enforcement, national security, anti-terrorism, or other issues that are related to public security.
- **Other Parties with Your Consent or at Your Direction:** In addition to the disclosures described in this Privacy Policy, we share information about you with third parties when you separately consent to or request such sharing.

HOW DO WE KEEP YOUR INFORMATION SECURE?

We take data protection seriously. We have put in place physical and technical safeguards to keep the information we collect secure. We also take appropriate measures, in compliance with applicable law, to ensure that the personal information collected by third parties remains secure. However, please note that although we take reasonable steps to protect your information, no website, Internet transmission, computer system, or wireless connection is completely secure.

WHERE DO WE SEND YOUR DATA?

Your participation to this Tournament will involve the transfer, storage, and processing of your personal information within and outside the country in which you reside, consistent with this policy. In particular, your personal information will be transferred to the Republic of Korea, Malaysia, and Singapore.

In addition, your participation of the tournament may also involve the transfer, storage, and processing of your personal information to other countries where necessary; such countries include, without limitation, the United States of America, the United Kingdom, Switzerland, China, Singapore, Vietnam, India, Canada, Mexico, Australia, New Zealand, Indonesia, Thailand, Vietnam, the Philippines, Cambodia, Lao, Myanmar, and Japan. Please note that the data protection laws and other laws of countries to which your information may be transferred might not be as comprehensive as those in your country. We will take appropriate measures, in compliance with applicable law, to ensure that your personal information remains protected.

WHAT ARE YOUR RIGHTS?

Your personal information belongs to you. In accordance with applicable law, you may have the right to ask us to provide details about what we have collected, to delete it, ask for corrections, or to exercise any other right you may have. We will not delete data that we are required by law to retain.

To make a request concerning your rights or to make an inquiry, contact us. See the **CONTACT US** section.

HOW LONG DO WE KEEP YOUR INFORMATION?

We will not keep your personal information for longer than is necessary for the purpose for which it was collected, unless otherwise required by applicable law. This means that information will be anonymized, destroyed or erased from our systems when it is no longer required.

WHAT THIRD-PARTY SERVICES DO WE USE?

Some of the content, advertising, and functionality is provided by third parties. These third parties may use cookies, beacons, tracking pixels, and other tools to collect information about your participation of the Tournament. These third parties are not controlled directly by Samsung, so we recommend that you check their privacy policies to understand how they use your data.

PIXELS AND SIMILAR TECHNOLOGIES

We use technologies called pixels that communicate information from your device to a server. We utilize pixels on our microsite to enhance your browsing experience and analyze user behavior. These pixels collect information about your interactions with the microsite, including page visits, clicks and the time spent on certain sections. The data gathered is used solely for improving site functionality.

CONTACT US

You can contact us to update your preferences, exercise your rights, make a complaint, submit a request, or ask us questions.

You can contact us at:

The Data Protection Officer,
Samsung Asia Pte Ltd
30 Pasir Panjang Road #17-31/32 Mapletree Business City
Singapore 117440
Email: compliancese@samsung.com