

# Privacy Notice

This privacy notice applies to video recordings, and/or photographs, taken/recorded by thatgamecompany, Inc. (“TGC”, “we”, “us”, “our”) as part of its participation in the Gamescom event from 23 August 2023 to 27 August 2023.

## How we collect and process your personal data

As part of our participation in Gamescom, we make video recordings of our events (“Recordings”). We will use these Recordings for our own marketing purposes in print and digital media formats including print publications, websites, e-marketing, posters, banners, advertising, film, social media and/or for teaching and research purposes. In the course of this use, we may also transfer the Recordings to third parties (e.g., website operators, media, service providers).

Individual persons may be recognized and identified on these Recordings. In principle, we obtain the consent of the person concerned for this activity, especially if individuals or smaller groups of people are recorded and an individual is clearly and distinctly recognizable. This consent is voluntary, which means it can be refused without giving reasons and without having to fear any disadvantages because of it.

If a larger number of people are recorded (e.g., recording of the audience of the events), we try to avoid the publishing of Recordings with identifiable individual persons (e.g., through blurring the background, no close-ups). However, we cannot rule out the possibility that in some cases individual persons may still be recognizable. We base the production and use of these Recordings on our legitimate interest in the media accompaniment and marketing of the event.

Images on websites can be viewed throughout the world, including in countries outside the European Union (“EU”). Such countries may not provide the same level of protection to the rights of individuals as EU legislation provides.

Your personal data will be stored until you request to remove them from our databases, but not longer than necessary for the described purpose. Some Recordings may be kept permanently in TGC’s backup archives once they are published.

We implement technical, administrative, and organizational measures designed to protect your personal data from loss, misuse, and unauthorized access, disclosure, alteration or destruction. However, no security measures are failsafe.

## Your rights

You have the right to access your personal data. Furthermore, you have a right to rectification, deletion or restriction of processing as well as to data portability insofar as you are entitled to this by law. You are not obliged to provide us with any data.

**Withdrawing your consent:** If we are relying on your consent to process your personal data, you have the right to withdraw your consent at any time.

**Objecting to the processing of your personal data:** If your personal data is processed on the basis of legitimate interests, you have the right to object to such processing, provided that there are particular grounds relating to your situation or your personal data is used for direct marketing purposes.

If you object to our processing or withdraw your consent, we will not use the relevant Recordings that have already been made in future publications, but these Recordings may

continue to appear in publications already in circulation. Your data will not be used in an automated decision-making process. You have the right to lodge a complaint with the supervisory body.

**Contact details**

thatgamecompany, Inc. is the controller for the processing of personal data under this Privacy Notice. If you have any questions or comments about this Notice, our privacy practices, or if you would like to exercise your rights with respect to your personal data, please contact us by email at [legal@thatgamecompany.com](mailto:legal@thatgamecompany.com) or write to us at 1450 2nd Street, Suite 315, Santa Monica, California 90401, United States.

Effective Date: 23/08/2023