

## Privacy Policy

### **This current policy is effective from 10 April 2023**

This privacy policy sets out how Punya, acting on behalf of all aspects of VivoSim, including but not limited to virtual worlds, online chat & video conferencing, websites and apps, uses and protects any information that you give. The words 'we' 'us' and 'our' in this policy refers to Punya (<https://punya.co.uk>)

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using any of the services provided through VivoSim, then you can be assured that it will only be used in accordance with this privacy statement. We may change this policy at any time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

## What we collect

We may collect some or all of the following information:

A name that you wish to be identified with (this should be your legal name if it is associated with any payments to us.)

Other name(s) that you may use to identify yourself.

Your contact information including email address and date of birth.

Your demographic information such as postcode, city, location, preferences and interests.

Other information about you relevant to customer surveys and/or offers.

Information you choose to share on your profile page if you create an account with us.

Transactions using VivoSim 'currency'.

Transactions using the experience points system (XP).

## What we do with the information we gather

We use this information to understand your needs and provide you with a better service, and in particular for the following reasons:

Internal record keeping.

Meeting legal requirements of hosting a social website and app.

We may use the information in an anonymized form to improve our products and services.

From time to time, we may use your information to contact you online for market research purposes. We may use the information to customize your experience according to your interests.

You have full control over the emails and notifications you receive from us. We will not publicly identify any information given by you to us unless you have given us permission to do so.

## Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Any person given administration access within VivoSim is bound by UK data protection laws and also follows all our standards, ethical principles and understands and is committed to our ethos. [TLS](#) technology is used to establish an encrypted link between you and our systems. This ensures that all data passed between the web server and browser remain private and protected. The website is hosted by a [PCI](#) compliant company. Credit/debit card processing is handled by a third party (Stripe, whose privacy policy can be found at <https://stripe.com/gb/privacy>) and we do not directly store any details of your cards. Any person given administration access to this website and any systems controlled by us is bound by UK data protection laws and also follows all our standards, ethical principles and understands and is committed to our ethos.

### Links to other websites

Our website may contain links to other websites we or others think may be of interest to you. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### Data analytics and tracking

We use [Matomo](#) (an [open source](#) web analytics platform) to measure, collect, analyse and report visitors data for purposes of understanding and optimizing our website. Matomo is used to analyse the behaviour of the website visitors to identify potential pitfalls; not found pages, search engine indexing issues, which contents are the most appreciated. Data is processed to generate reports for the website administrators so that any required actions can be taken, for example changing the layout of the pages, publishing some fresh content and so on. The data we collect is anonymized. It is hosted in Germany.

If you have set your web browser to "I do not want to be tracked" then Matomo will not track those visits. You can also select to opt out of tracking by selecting the opt-out option on the privacy page at <https://vivosim.net/privacy-policy>

Matomo is processing the following personal data:

- Cookies
- Location of the user
- Date and time
- Title of the page being viewed
- URL of the page being viewed
- URL of the page that was viewed prior to the current page
- Time in local time-zone
- Files that were clicked and downloaded
- Pages generation time
- Country
- Main Language of the browser

### Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

You can choose how much of your profile and you wish to fill in.

If you have previously agreed to us using your personal information for direct marketing purposes, you may

change your mind at any time by altering your email preferences on the admin website or emailing us at [info@VivoSim.net](mailto:info@VivoSim.net)

Always be wary of who you give real-world information to.

We will not sell, distribute or lease your personal information to third parties unless are required by law to do so.

You may request details of personal information which we hold about you If you would like a copy of the information held on you please email us at [info@vivosim.net](mailto:info@vivosim.net)

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible. We will promptly correct any information found to be incorrect.

#### Data deletion/closing your account

You can close your account at any time either by emailing us at [info@vivosim.net](mailto:info@vivosim.net) or directly by selecting **Edit profile** button on the **Privacy settings** option on the **Profile** menu.

NOTE: Closing your account will delete all personal information from the VivoSim website.