

Boundless Reality Privacy Policy

EFFECTIVE DATE: 5/19/2017

Boundless Reality, Inc. (“Boundless”, “we”, “us”, or “our”) values your privacy. In this Privacy Policy (“Policy”), we describe how we collect, use, and disclose information that we obtain about visitors to our website <http://boundlessreality.com/> (the “Site”), users of our virtual reality application (the “App”), and users of the services available through our Site or App (collectively, the Site, the App, and the services available through them are the “Services”).

By using any of our Services, you agree that your information, including personal information, will be handled as described in this Policy. Your use of our Services, and any dispute over privacy, is subject to this Policy and our Terms of Service, including its applicable limitations on damages and the resolution of disputes. Our Terms of Service are incorporated by reference into this Policy.

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Information We Collect

We collect information about you directly from you, from third parties, and automatically through your use of our Services. We may combine information collected from or about you from these various sources.

Information We Collect Directly from You. We may collect information about you directly from you. For example, you may choose to provide us with your email address through our Site in order to get updates about our Services. We will also collect any other information that you provide to us through our Services.

Information We Collect About You from Third Parties. We may collect information about you directly from third parties. For example, we may collect certain account information from Oculus.

Information We Collect Automatically. We may automatically collect information about you through your use of our Services, including, without limitation: page views; IP address; access date(s) and time(s); referring URL; the content you watch through our Services; and device ID. We may combine this information with other information that we have collected about you, including, where applicable, your user name, name, and other personal information. Please see the “Cookies and Other Tracking Mechanisms” section below for more information.

How We Use Your Information

We may use your information, including your personal information, for the following purposes:

- To provide our Services to you; to improve our Services; to develop new features, products, or services; to perform technical operations, such as updating software; to fulfill your orders; and for other customer service purposes.
- To tailor the content and information that we may send or display to you, to offer location customization, and personalized help and instructions, and to otherwise personalize your experiences while using the Services.
- To communicate with you about your account and use of our Services, including to send you product updates, and to respond to your inquiries.
- To provide you with news and newsletters, special offers, promotions, and other information we think may interest you, including marketing or promotional information. Our communications with you may include communications via email. Please see the “Your Choices” section below for more information about how to change your communications preferences.
- To better understand how users access and use our Services; to monitor and analyze usage and activity trends; and for other research, analytical, and statistical purposes.
- To protect the safety, rights, property, or security of Boundless, the Services, any third party, or the general public; to detect, prevent, or otherwise address fraud, security, or technical issues; to prevent or stop activity which Boundless, in its sole discretion, may consider to be, or to pose a risk of being, an illegal, unethical, or legally actionable activity; to use as evidence in litigation; and to enforce this Policy or our Terms of Service.
- To comply with applicable legal or regulatory obligations, including as part of a judicial proceeding; to respond to a subpoena, warrant, court order, or other legal process; or as part of an investigation or request from law enforcement or a governmental authority.

How We Share Your Information

We may share your information, including personal information, as follows:

- ***Affiliates.*** We may share your information with current or future affiliates or subsidiaries for research, marketing, and other purposes consistent with this Policy.
- ***Service Providers.*** We may share your information with third-party vendors, service providers, contractors or agents who perform functions on our behalf.
- ***Other Unaffiliated Third Parties.*** We may share your information with unaffiliated third parties, including so that those third parties may send marketing information to you.
- ***Business Transfers.*** We may share your information with another entity in connection with, including during negotiations of or planning for, an acquisition or merger, if substantially all of our assets are transferred to another entity, or as part of a bankruptcy proceeding.
- ***In Response to Legal Process.*** We may share your information in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena, or as part of an investigation or request from law enforcement or a government official.
- ***To Protect Us and Others.*** We may share your information where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Service or this Policy, or as evidence in litigation in which we are involved.
- ***Aggregate and De-Identified Information.*** We may share aggregate or de-identified information about users with third parties for marketing, advertising, research, content development, or other purposes.

Cookies and Other Tracking Mechanisms

We and our service providers use cookies and other tracking mechanisms to track information about your use of our Services. We or our service providers may combine this information with other information, including personal information, we collect about you.

Cookies. Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Services, while others are used to enable a faster log-in process or to allow us to track your activities while using our Services. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our Services who disable cookies will be able to browse certain areas of the Services, but some features may not function (e.g., you may not be able to stay logged into your account).

Clear GIFs, pixel tags and other technologies. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear GIFs are embedded invisibly on web pages. We may use clear GIFs (also referred to as web beacons, web bugs or pixel tags), in connection with our Services to, among other things, track the activities users of our Services, help us manage content, and compile statistics about usage of our Services. We and our third party service providers also use clear GIFs in HTML emails to our customers, to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

Third-Party Analytics

We use automated devices and applications, such as Unity, to evaluate usage of our Services. We use these tools to help us understand and improve our Services, performance, and user experiences. These entities may use cookies and other tracking technologies to perform their services.

Do Not Track Disclosure

Currently, our systems do not recognize browser "do-not-track" requests. You may, however, disable certain tracking as discussed in the "Cookies and Other Tracking Mechanisms" section above (e.g., by disabling cookies). You also may opt-out of interest-based advertising by following the instructions in the "Interest-Based Advertising" section.

Interest-Based Advertising

We may use third parties such as network advertisers to serve advertisements on our Services and on third-party websites or other media (e.g., social networking platforms). This enables us and these third parties to target advertisements to you for products and services in which you might be interested.

Users in the United States may opt out of many third-party ad networks. For example, you may go to the Digital Advertising Alliance ("DAA") [Consumer Choice Page](#) for information about opting out of interest-based advertising and your choices regarding having information used by [DAA companies](#). You may also go to the Network Advertising Initiative ("NAI") [Consumer Opt-Out Page](#) for information about opting out of interest-based advertising and your choices regarding having information used by [NAI members](#).

Opting out from one or more companies listed on the DAA [Consumer Choice Page](#) or the NAI [Consumer Opt-Out Page](#) will opt you out from those companies' delivery of interest-based content or ads to you, but it does not mean you will no longer receive any advertising through our Site or on other websites. You may continue to receive advertisements, for example, based on the particular website that you are viewing

(i.e., contextually based ads). Also, if your browsers are configured to reject cookies when you opt out on the DAA or NAI websites, your opt out may not be effective. Additional information is available on the DAA's website at www.aboutads.info or the NAI's website at www.networkadvertising.org.

Third-Party Links

Our Services may contain links to third-party websites and applications. Any access to and use of such linked services is not governed by this Policy, but instead is governed by the privacy policies of those third parties. We are not responsible for the information practices of such third parties.

Security

We have taken steps to protect the personal information we collect. Please be aware, however, that despite our best efforts, no data security measures can guarantee 100% security. You should take steps to protect against unauthorized access to your account credentials and devices by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private.

Accessing and Updating Your Personal Information

You may access, modify, or delete the personal information that you have provided to us by emailing us at info@boundlessreality.com with what you would like updated. Please note that we may retain certain information about you as required by law or as permitted by law for legitimate business purposes. For example, if you request that we delete your information but we believe that you have violated our Terms of Service we may retain information about you in order to attempt to resolve the issue before deleting it.

Your Marketing Choices

We may send periodic promotional or informational emails to you. You may opt out of such communications by following the opt-out instructions contained in the email. Please note that it may take up to 10 business days for us to process opt-out requests. If you opt out of receiving emails about recommendations or other information we think may interest you, we may still email you about your account or any Services you have requested or received from us.

Your California Privacy Rights

If you are a California resident you may request from us once a year, free of charge, information about the personal information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us at the contact information provided below. In your request, please attest to the fact that you are a California resident and provide a current California address for your response.

Children Under 13

Our Services are not targeted to children under 13, and we do not knowingly collect personal information from children under 13. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems.

Contact Us

If you have questions about the privacy aspects of our Services or would like to make a complaint, please contact us at email: info@boundlessreality.com.

Changes to this Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make material changes, we will take steps to notify users, such as through a notice on our Site or App, or via email.