

Privacy Policy - SMOBY TOYS SAS

Smoby Toys SAS, a French limited company with a registered capital of €20,000,000, whose registered office is located in Lieu-Dit Le Bourg Dessus - Lavans-Les-Saint-Claude (39170) – France, and registered at the Commercial Registry of Lons Le Saunier under number 503 233 421, has made available through Google Play, the following free mobile applications :

- Smoby Pilot
- Smoby Bricolo

(Hereafter the “Applications”).

Smoby Toys SAS commits to process any personal data collected through these Application with the utmost care and in accordance with the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereafter “GDPR”).

Therefore, this Privacy Policy applies to all the personal data collected through the Applications.

I. Use of the Personal Data

A. Smoby Pilot

“Smoby Pilot” is a 3D driving game, where the user is driving a car or a motorcycle and is speeding through different levels (sunny landscape, city or desert).

In order to download the mobile application “Smoby Pilot” through Google Play, the user must possess a Google account:

- Smoby Toys SAS does not have access to any of the personal data collected by Google for the creation and the use of a Google account.
- Smoby Toys SAS has only access to the statistics generated by Google that are available in the Play Console. These statistics are generic and do not permit to identify a user in particular.

This mobile application is free of charge and does not require the creation of a user account within the application, in order to use it. Therefore, Smoby Toys SAS does not collect any personal data about the users of the application “Smoby Pilot”.

B. Smoby Bricolo

“Smoby Bricolo” is a game that can be used by owners of the Smoby B&D Bricolo Center.

Two games are available through this application:

- **Game 1**: A game where the user learn how to use the accessories of the Smoby B&D Bricolo Center.

SMOBY TOYS SAS
Société par actions simplifiée
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- **Game 2:** A virtual reality game, where the user has to use his camera phone in order to scan Smoby cards provided with the Bricolo Center.

In order to download the mobile application “Smoby Bricolo” through Google Play, the user must possess a Google account:

- Smoby Toys SAS does not have a direct access to any of the personal data collected by Google for the creation and the use of a Google account.
- Smoby Toys SAS only has access to the statistics generated by Google that are available in the Play Console. These statistics are generic and do not permit to identify a user in particular.

This mobile application is free of charge and does not require the creation of a user account within the application, in order to use it.

However, in order to play with **Game 2**, the user must give access to its camera phone, in order to be able to scan the Smoby cards provided with the Smoby B&D Bricolo Center:

- A message shall appear in the screen of the user, in order to inform him of the necessity for the application to have access to its camera phone in order to play with this game. The user shall have the possibility to refuse to give access to its camera phone, however, in this case, it shall not be able to play with this game.
- The camera phone is only used in order to scan the Smoby card and determine its nature. Smoby Toys SAS does not have access to the pictures stored in the phone of the user and does not take pictures with the camera phone of the user.

II. Rights of the user

In accordance with the GDPR, the user shall have the following rights, which may be exercised by contacting Smoby Toys SAS:

- The right to have access, to rectify and/or to erase its personal data,
- The right to restrict the process of its personal data,
- The right to object to the process of its personal data,
- The right to data portability,
- The right to withdraw its consent for the process of its personal data, at any moment.

In order to exercise his rights, the user shall contact Smoby Toys SAS:

- By email: dpo@smobytoys.fr
- By post: Smoby Toys SAS – To the attention of the Data Protection Officer (DPO) – Lieu-Dit Le Bourg Dessus – 39170 Lavans-Lès-Saint-Claude – France.

The user may also be able to make a complaint to the competent supervisory authority.

In France: CNIL – 3 Place de Fontenoy – TSA 80715 – 75334 Paris Cedex 07.