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PRIVACY POLICY

Last Updated: October 29, 2024

1. INTRODUCTION

Wizards of the Coast LLC (“Wizards, “we,” “our,” or “us”) has adopted this privacy policy (“Privacy Policy”) to explain how we collect, store, and use your information. This Privacy Policy applies to all online service locations operated or controlled by Wizards that post a link to this Privacy Policy, including our website at www.wizards.com, our apps, our customer service program, and all features, contents, and other services operated or controlled by Wizards through such online service locations (collectively, the “Service”). This Privacy Policy does not apply to our information collection activities outside of the Service (unless otherwise stated below or at the time of collection).

By using the Service, you agree to our [Terms of Use](#) and consent to our processing of information as described in this Privacy Policy. If you do not agree and consent, please do not use the Service.

If you are a parent or guardian of a child, please review the section titled **Children’s Information** below.

If you a California, Colorado, Connecticut, Montana, Oregon, Texas, Utah or Virginia resident, please see the “[Additional State-Specific Disclosures](#)” section below.

If you are in the EEA, Switzerland or United Kingdom, please see the [Additional Disclosures for Data Subjects in the European Economic Area, Switzerland, and United Kingdom](#) section below.

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WHO WE ARE

Wizards of the Coast, LLC is the controller of any personal information collected and processed from your use of the Service.

If you have any questions or wish to exercise your rights and choices, please contact us as set out in the **“Contact Us”** section below.

2. ESRB PRIVACY CERTIFIED

The Entertainment Software Rating Board’s Privacy Certified privacy and certification program (“ESRB Privacy Certified”) is approved by the United States Federal Trade Commission (“FTC”) to serve as a Safe Harbor under the Children’s Online Privacy Protection Act (“COPPA”). It permits participating members to display their seals to demonstrate compliance with established online information, collection, use and disclosure practices under COPPA and other U.S. data privacy laws. This Privacy Policy and the ESRB certification seals shown on the Service confirm Wizards is a valid licensee and participating member of ESRB Privacy Certified. To protect your privacy, we have voluntarily undertaken this privacy initiative and have had the Service reviewed and certified by ESRB Privacy Certified to meet established online information, collection, use and disclosure practices. As a licensee of this privacy program, we are subject to frequent audit of the Service and other online products and services operated by us, and other enforcement and accountability mechanisms administered independently by the ESRB.

3. INFORMATION COLLECTION

A. Information You Provide

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receiving.

- **Contact Data.** We collect your first and last name, email address, postal address, telephone number and other similar contact data.
- **Credentials.** We collect passwords, password hints and similar security information used for authentication and account access.
- **Demographic Data.** We collect demographic information such as about your age, birth date, gender and country.
- **Payment Data.** We collect data necessary to process your payment if you make purchases, such as your payment instrument, shipping address and transaction numbers.
- **Profile Data.** We collect your username, interests, favorites, gamer data and other profile information.
- **Contacts.** We collect data about your contacts if you choose to match with your contacts on the Service or invite your contacts to join the Service.
- **Content.** We collect the content of messages you send to us, such as feedback and product reviews you write, or questions and information you provide for customer support. We also collect the content of your communications as necessary to provide you with the services you use. For example, if you chat with another user through the Service, we need to collect the content of that chat to display it to you and the other user as you direct.

Wizards collects data from you at various points while you are using the Service, including as described below:

- **Account Registration.** To register an account with Wizards, you must, at a minimum, provide your date of birth, location, email, a username and password. To participate in other Wizards offerings, such as organized play, you may be required to provide your first name and last name, city, country, postal code, gender, email address, password, username and screen name.
- **Profile.** For certain parts of our Service, your personal profile (“Your Profile”) will be automatically populated with the screen name you provided at registration. Where applicable, the information in Your Profile, including any

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Public Profile & Settings. In this section, you may also change your Profile information, who can view your page and activity, and who can contact you on these parts of the Service, as well as control how we communicate with you. Your Profile for these parts of the Service will be searchable by screen name, and you can change the visibility of Your Profile by de-selecting the “Profile is visible to other users” and “Profile is searchable” boxes in Privacy Settings. To change Your Profile privacy settings for your *D&D Beyond* account, log in to dndbeyond.com and sign in to your account, hover on your screen name in the top right, and select “Profile.” On the Profile page, click the “Edit Profile” button. From here, you may edit the information that appears on your profile page, including your avatar photo. Please note: The photo you selected (you are not required to upload a personal photo) as your avatar and your screen name for these parts of the Service will always display on your page, posts, and in search results. You are responsible for any information and content you choose to make public either through Your Profile, or by posting on the Service. Profile settings and data processing may differ based on the part of the Service you are using.

- **Message Boards, Forums, Blogs, and Chats.** Wizards provides message boards, blogs, chats, and other public forums on the Service for exchanging information and communicating with other users. Please note that any information, user content, or any other materials that you post on our Service, including any information from Your Profile, where applicable, that you choose to make public, may be available for any user of the Service to read, and are therefore no longer private and may be disclosed by third parties. If you post information, materials, or other content on the Service, you are providing information that can be collected and used by others that you do not know, for their own purposes, including the distribution of unsolicited communications.
- **Online Stores.** Visitors purchasing goods and services through our Service will need to provide valid Payment Data, in addition to Contact Data such as name, mailing address, phone number and email address.
- **Promotions.** To participate in some of our sweepstakes, contests, surveys, or other promotions (“Promotions”), you may be asked to provide an email address or screen name, so that we can let you know if you won a prize. We

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provide us with information such as your name, telephone number, address and email. We collect this information as part of our customer service efforts and it is used to confirm your identity, respond to your inquiry or comments, for training purposes, and to assist us in providing better products and services.

- **Wizards Play Network.** Participants, including store owners and event organizers, have the opportunity to sign up with the Wizards Play Network in order to run organized play events. You must provide certain information to be eligible to participate in organized play.
- **Job Postings.** Our Service allows for the online submission of resumes, employment and education history, transcript, writing samples, and references which are used solely for the purpose of accepting and evaluating candidate submissions for job postings.
- **Online Surveys.** In order to improve the user experience at our Service, we may employ online surveys that request for visitors to volunteer information about themselves and provide us feedback about why they visit our Service and suggestions for improvement.

Whatever the activity may be, we will only collect information to the extent it is reasonably necessary to fulfill your requests and our legitimate business objectives. If you do not want to submit certain information when requested, you may not be able to access certain areas on our Service or take advantage of certain features of our Service. You may choose to voluntarily submit other information to us through the Service that we do not request, and, in such instances, you are solely responsible for such information.

B. Information Collected Automatically

We automatically collect information when you use our Service. The categories of information we have automatically collected in the last 12 months include the following:

- **Service Use Data.** We collect data about the features you use, the products or services you view and purchase, the time of day you browse, information

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information about your game preferences, participation, performance and achievements in the game, your frequency of play, etc.

- **Device, Connectivity, and Configuration Data.** We collect data about the type of device or browser you use, your device's operating software, your regional and language settings, and other similar information. This also includes IP address, MAC address, mobile Ad Ids (e.g., IDFA or AAID), and other device identifiers.
- **Location Data.** We collect data about your location, which can be precise or imprecise. Precise location data can be Global Navigation Satellite System (GNSS) data (e.g., GPS), as well as data identifying nearby cell towers and Wi-Fi hotspots. We collect precise location data when you enable location-based products or features. Imprecise location data includes, for example, a location derived from your IP address or data that indicates where you are located with less precision, such as at a city or postal code level.
- **Video Data.** Certain of our games may allow you to activate the camera on your device and broadcast video of your gameplay to other players within the game. For example, when you use SpellTable to play Magic: The Gathering, you may have the option to activate the camera on your device in order to show the physical cards to other players within the game. If you activate the camera, we will only access and collect video through the camera for the purpose of providing this functionality to you. We will not use the video for any other purpose or share or disclose the video with anyone outside of our Service, except where necessary for us to comply with our legal obligations, to protect our rights or those of anyone else, or where otherwise instructed by you or to facilitate organized play activities. In addition, you can disable your camera at any time through your device settings. Notwithstanding the above, we may use non-video data collected in connection with your use of the camera for additional purposes such as data analytics and improving our internal ad servers or as otherwise in accordance with this Privacy Policy.

We use various current – and later – developed technologies to collect this data (“Tracking Technologies”), including the following:

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which pages they've visited, and other similar data. We also use log file entries for our internal marketing and demographic studies, so we can constantly improve the online services we provide you.

- **Cookies.** Cookies are pieces of information placed on your device when you visit a website that act as a unique tag to identify your browser. We use "cookies" to enhance your experience at our Service and to help us understand how you interact with our Service. For example, a cookie may allow us to remember certain things based on your IP address, such as the time and duration of your visits, how you navigated through our content, and where you exited a particular site. To learn more about how we use cookies, please visit our [Cookie Policy](#) or floating cookie icon on the Service.
- **Clear GIFs.** Clear GIFs, sometimes called "pixel tags," or "web beacons" are file objects, usually a graphic image such as a transparent one pixel-by-one-pixel GIF, that are placed on a web page, advertisement, or in an email message. The GIF may tell us the IP address of the device that fetched our page, the URL of the page the GIF is on, the time the page was viewed, the type of browser used, and it can also identify a previously set cookie value, and how and where a user accessed a website. We may use this information to count visitors across our Service and understand how they navigate and use our Service.
- **Location-Identifying Technologies.** GPS, WiFi, Bluetooth, and other location-aware technologies may be used to determine your device's location, sometimes precisely. Location data may be used for purposes such as verifying your device's location and delivering or restricting relevant content and advertising based on that location.
- **Voice Processing Technologies.** Voice processing technologies collect audio through the microphone on your device to effectuate an instruction or request by you. We only collect audio with your consent. We only maintain the audio long enough to complete your instruction or request and then immediately delete it. We may use non-audio data associated with the collection for additional purposes such as data analytics and in accordance with this Privacy Policy.
- **App-Specific Technologies.** Our apps include app-specific technologies, such as SDKs and APIs provided by third parties. An SDK is code embedded in an


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For further information on how we use tracking technologies and your rights and choices regarding them, please see the sections titled **Social Media and Technology Integrations** and **Your Rights and Choices**.

C. Information from Other Sources

We also obtain information about you from third party sources. The categories of third-party sources from which we have collected information in the last 12 months include the following:

- Data brokers or resellers from which we purchase Demographic Data to supplement the data we collect.
- Social networks or gaming platforms (such as Steam or Twitch) when you grant us permission to access data such as Contact Data, Demographic, Data, Profile Data, Contacts and Content.
- Partners with which we offer co-branded services, sell or distribute our products, or engage in joint marketing activities provide us Contact Data, Demographic Data, Profile Data, Contacts and Content.

For further information on these sources, see the section titled **Social Media and Technology Integrations** below.

4. INFORMATION USE

Wizards retains the information we collect only as long as necessary to fulfill the business and commercial purposes for which it was collected, as identified in this Privacy Policy. Our business and commercial purposes for using information in the last 12 months include the following:

Possible Use

Possible Information


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To perform services requested by you, such as to respond to your comments, questions, and requests, and provide customer service.

Information Collected Automatically

To send you technical notices, updates, security alerts, information regarding changes to our policies, and support and administrative messages.

Contact Data, Information Collected Automatically

To prevent and address fraud, breach of policies or terms, and threats or harm.

Contact Data, Information Collected Automatically

To monitor and analyze trends, usage, and activities.

Contact Data, Credentials, Profile Data, Information Collected Automatically

To fulfill product orders.

Contact Data, Demographic Data, Profile Data, Contacts, Information Collected Automatically

For our internal research and demographic studies, so we can constantly improve the Service or other Wizards websites, applications, marketing efforts, products and services.

Contact Data, Payment Data, Information Collected Automatically

Contact Data, Demographic Data, Profile Data, Contacts, Information Collected Automatically

To send you direct marketing communications including information

Contact Data, Information Collected Automatically


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To provide you with advertisements on our Service and other services tailored to your interests.

Contact Data, Profile Data, Contacts, Information Collected Automatically

To verify your eligibility and deliver prizes in connection with Promotions you have entered.

Contact Data, Profile Data, Contacts, Content, Information Collected Automatically

To fulfill any other business or commercial purposes disclosed to you, at your direction, or with your consent.

Contact Data, Credentials, Demographic Data, Profile Data, Contacts, Content, Information Collected Automatically

Notwithstanding the above, we may use publicly available information (as that term is defined by applicable law) or information that does not identify you (including information that has been de-identified or aggregated, as those terms are defined by applicable law) for any purpose to the extent permitted by applicable law. For information on your rights and choices regarding how we use information about you, please see the section titled Your Rights and Choices below.

5. DISCLOSURE OF INFORMATION

A. Information Disclosed in the Last 12 Months

Wizards discloses information about you in accordance with the practices described in this Privacy Policy. The categories of entities to whom we disclosed information in the last 12 months include the following:

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organized play, community operations, online product fulfillment, prize payments, email services, marketing and promotional services, data analytics, and technical support. Also, if you make a purchase on the Service, your Payment Data may be processed by a payment processing Service Provider as necessary to complete your purchase (for example, to process your credit card). To the extent required by law, these Service Providers are contractually prohibited from using your information about you for any purpose other than to provide this assistance, and they agree to maintain the confidentiality, security and integrity of information they receive from us. We may, however, permit Service Providers to use aggregate information that does not identify you or de-identified information for any purposes except as prohibited by applicable law. We disclose the following categories of information to Service Providers: Contact Data, Payment Data, Credentials, Demographic Data, Profile Data, Contacts, and Content.

- **Vendors.** We disclose information to vendors, including analytics and advertising technology companies. Vendors may act as our Service Providers, or in certain contexts, independently decide how to process your information. For more information on advertising and analytics, see the section titled **Analytics and Advertising** below. For Vendors, we disclose the following categories of information to vendors: Contact Data, Credentials, and Profile Data.
- **Affiliates.** Wizards discloses information to its related entities including its parent and sister companies. For example, we may disclose your information to our affiliates for customer support, marketing, or technical operations. Such information includes: Contact Data, Credentials, Payment Data, and Profile Data.
- **Partners.** We disclose information to our partners in connection with offering you co-branded services, selling or distributing our products, tournament and organized play activities, or engaging in joint marketing activities. For example, we may disclose information about you to a retailer for purposes of providing you with product support including Contact Data, Credentials, and Profile Data.
- **Tournament and Organized Play.** If you engage in organized play, your full name, DCI number, city, state, nationality, username and email will be accessible by authorized tournament organizers, retail locations that are part

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they are contractually prohibited from using your information for any other purpose than that for which it was provided to them, and they agree to maintain the confidentiality, security and integrity of information they receive from us. Your information may also be disclosed to members of the Wizards' community who are engaged in investigating violations of tournament rules and the **Code of Conduct**. Additionally, your full name, city, and country may appear in online leaderboards and organized play event results. Video Data may also be available to tournament organizers and retail locations that are part of the Wizards Play Network if you participate in organized play activities through SpellTable.

- **Promotions.** Our Promotions may be jointly sponsored or offered by other entities. If you voluntarily choose to enter a Promotion, we disclose information as set out in the official rules that govern the Promotion as well as for administrative purposes and as required by law (e.g., on a winners list). By entering, you agree to the official rules that govern that Promotion, and may, except where prohibited by applicable law, allow the sponsor and/or other parties to use your name, voice and/or likeness in advertising or marketing materials. We disclose the following information categories to promotional partners: Contact Data, Profile Data, and Content.
- **Facilitating Requests.** We disclose information at your request or direction, such as when you choose to disclose information to a social network about your activities on the Service or link your Wizards account to gaming platforms (such as Steam or Twitch). Such disclosures include: Contact Data, Credentials, Profile Data, Contacts, and Content.

B. Information Disclosed General

In addition to the categories listed above, Wizards may disclose information about you as follows:

- **Merger or Acquisition.** In the event of, or during negotiations of, an actual or proposed merger, acquisition, reorganization, bankruptcy, or other similar event, your information, including personal data, may be disclosed to Wizards'

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Profile Data, Contacts, and Content.

- **Security and Compelled Disclosure.** We may disclose your information, including personal data, to comply with law or other legal process, and where required, in response to requests by public authorities, including to meet national security or law enforcement requests. We may also disclose your information in connection with an investigation of fraud, harassment, intellectual property infringements, or other activity that is illegal, a violation of our policies, or may expose you or us to legal liability. We may also disclose your information to protect the rights, property, life, health, security and safety of us, the Service or any third party. Such disclosures may include Contact Data, Payment Data, Credentials, Demographic Data, Profile Data, Contacts and Content.
- **Consent.** We may disclose your information for any other business or commercial purpose with notice to you and with your consent.

Without limiting the foregoing, in our sole discretion, we may disclose aggregated information which does not identify you or de-identified information about you with third parties or affiliates for any purpose except as prohibited by applicable law. For information on your rights and choices regarding how we disclose your information, please see the section titled **Your Rights and Choices** below.

6. CHILDREN'S INFORMATION

A. A Note to Parents

Wizards has developed its Service to be appropriate for a wide range of audiences and not directed to children under 13 ("Children" or "Child"). In general, Children may access the Service only if Wizards has obtained prior verifiable parental consent from their parent or guardian in compliance with the U.S. Children's Online Privacy Protection Rule ("COPPA"). If you are a parent or guardian, please discuss

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information of our compliance with COPPA, please contact us as set forth in the section titled **Contact Us** below.

B. Services Directed to Children

Wizards may also offer certain areas of the Service that are identified as for Children and on such special areas of our Service we will either provide direct notice to a parent of our collection and use of Children's personal information as defined by COPPA and obtain prior verifiable parental consent or limit our data collection activities to comply with the obligations of COPPA for Child-directed services. For a list of services that Wizards treats as being directed to Children under COPPA, please contact us as set forth in the section titled **Contact Us**.

C. Collection, Use, and Sharing of Children's Information

Wizards may collect, use, and disclose personal information from Children if it is submitted by a Child with prior verifiable parental consent or by the parent or guardian of the Child. To determine who is younger than 13 years old and whether prior verifiable parental consent is required, we ask all users who wish to register to submit their date of birth. Those users that indicate they are Children are either blocked from the activity or taken through a parental consent process. As part of the parental consent process, parents have the choice of consenting to our collection and internal use of their Child's personal information but prohibiting us from disclosing that information to third parties (except to the extent such disclosure is integral to our Service). If we learn or have reason to suspect that we have collected information from a Child in violation of COPPA, we will promptly delete it.

In limited circumstances, in accordance with COPPA, Wizards does not require verifiable parental consent prior to collection, use, or sharing of Children's personal information. For example, Wizards may collect and store persistent identifiers (e.g., cookies, IP addresses, etc.) from Children without prior verifiable parental consent

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Subject to our compliance with COPPA, Wizards may collect personal information from Children for any of the purposes set forth in this Privacy Policy and may use, disclose, and otherwise process such information as set forth in this Privacy Policy. We take reasonable measures to maintain the confidentiality, security, and integrity of Children's personal information, including by taking reasonable steps to release such information only to parties capable of maintaining its confidentiality and security. We retain Children's personal information only as long as is necessary to fulfill the purpose for which it was collected and delete such information using reasonable measures to protect against its unauthorized access or use.

Please refer to the sections titled **Information Collection**, **Information Use**, and **Disclosure of Information** for further details on how we process information.

D. Parental Access

A parent or guardian who has already given Wizards permission to collect, use, and disclose their Child's personal information can, at any time, do the following: (1) review, correct, or delete the Child's personal information; and/or (2) discontinue further collection, use, or disclosure of the Child's personal information. To do so, please refer to the confirmation email provided to you when you gave consent or contact us as set forth in the section titled **Contact Us** below. Please be sure to include your Child's name and email address, your name and email address, and the area of the Service on which your Child is registered.

7. SOCIAL MEDIA AND TECHNOLOGY INTEGRATIONS

We offer parts of our Service through websites, locations, platforms, and services operated, owned, or controlled by separate entities. In addition, we integrate technologies operated, owned, or controlled by separate entities into parts of our Service. Some examples include:

- **Links.** Our Service includes links to websites, platforms, and other services not operated or controlled by us.

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your Wizards account to your social media account, you may allow us to have access to certain information from your social media profile, such as your name, email address, photo, gender, birthday, location, your list of friends, people you follow and/or who follow you, the posts or the 'likes' you make. We may also obtain other information such as content viewed, game performance, high scores, and information about advertisements within the content you have been shown or may have clicked on from your interaction with our content. When you provide information from your social media account, it can help enable us to do things like (1) give you exclusive content, (2) personalize your online experience with us within and outside our Service, and (3) contact you through the social networking service or directly by sending you the latest news, special offerings, and rewards. If you post information on social media that references our Service (e.g., by using a hashtag associated with Wizards in a tweet or status update), your post may be used on or in connection with our Service. Through some social networking services' privacy settings, you can control what data you disclose. For more information about how social networking services handle your information, please refer to their respective privacy policies and terms of use.

- **Gaming Platforms.** You can connect your Wizards account to your gaming account on another platform, such as Steam or Twitch. This linking may allow us to obtain information such as your gaming username, email address, photo, game performance, and high scores. For more information about how these gaming platforms handle your information, please refer to their respective privacy policies and terms of use.

Please note that when you interact with other entities, including when you leave our Service, those entities may independently collect information about you. The information collected and stored by those entities remains subject to their own policies and practices, including what information they disclose to us, your choices on their services and devices, and whether they store information in the U.S. or elsewhere. We encourage our users to read third party privacy policies before submitting any information to such third parties.

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8. ANALYTICS AND ADVERTISING

We use analytics providers, such as Google Analytics, to help us analyze your use of the Service, compile statistic reports on the Service's activity, and provide other services relating to Service activity and internet usage. We also work with agencies, advertisers, ad networks, and other technology services to place ads for our products and services on other websites and services. As part of this process, we may incorporate Tracking Technologies into our own Service (including our website and emails) as well as into ads displayed on other websites and services. Some of these Tracking Technologies may track your activities across time and services for purposes of associating the different devices you use and delivering relevant ads and/or other content to you on the Service and other services after you have left the Service ("Interest-based Advertising").

We also use audience matching services to reach people (or people with similar activity patterns to those people) who have visited our Service or are identified in one or more of our databases ("Matched Ads"). This is done by us uploading a customer list to a technology service or incorporating a pixel from a technology service into our own Service, and the technology service matching common factors between our data and their data. For instance, we incorporate the Facebook pixel on our Service and may disclose your email address to Facebook as part of our use of Facebook Custom Audiences. Some technology services, such as LiveRamp, may provide us with their own data, which is then uploaded into another technology service for matching common factors between those factors.

For a list of third-party partners whose technologies we have integrated on our site, please click [here](#). We encourage you to familiarize yourself with and consult their privacy policies and terms of use.

For further information on the types of Tracking Technologies we use on the Service and your rights and choices regarding analytics, Interest-based Advertising, and

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A. Jurisdictional Rights

In addition to these rights and choices below, you may have rights based upon your jurisdiction. Please visit the relevant jurisdiction section at the end of this Privacy Policy for more details.

B. Review and Updating Account Information

If you have registered an account, you may at any time review or update the Contact Data in your account through your account settings or by contacting us as set forth in the section titled **Contact Us** below. Please be sure to include in your message the name of the feature for which you registered and the email address you used to register so that we can verify your request. We may require additional information from you to allow us to confirm your identity. Please note that we will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

C. Posted Content

If you wish to review, correct, or delete content or information you have publicly posted on our Service you may do so by visiting the individual post and selecting the "Edit" or "Delete" options. Alternatively, you may contact us as set forth in the section titled **Contact Us** below with your request. Requests must state that the user personally posted such content or information and detail where the content or information is posted. Note that we will make reasonable good-faith efforts to remove the post from prospective public view, and removal of this content or information from public view does not guarantee complete or comprehensive removal. After your removal request has been honored, we may retain copies of the content or information you have previously posted on our servers. Additionally, we

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D. Tracking Technology Choices

- **Cookies and GIFs.** Most browsers accept cookies by default. You can instruct your browser, by changing its settings, to decline or delete cookies. If you use multiple browsers on your device, you will need to instruct each browser separately. Your ability to limit cookies is subject to your browser settings and limitations.
- **App-Specific Technologies.** You can reset your mobile Ad ID at any time through your device settings, which will allow you to limit the use of information collected about you. For information on how to do this on Apple devices, visit [Apple.com](https://apple.com) or <https://support.apple.com/en-us/HT202074>. For information on how to do this on Android devices, visit [Google.com](https://google.com). You can stop all collection of information via an app by uninstalling the app.
- **Location-Identifying Technologies.** The location data collected through an app depends on your device settings and app permissions. You can exercise choice over the location data collected through our apps by (i) for GPS data, disabling location in your device settings or disabling location permissions to that app; (ii) for Bluetooth data, disabling Bluetooth and any Bluetooth scanning option in your device settings; or (iii) for WiFi data, disabling WiFi and any WiFi scanning option in your device settings. You can stop collection of all location data via an app by uninstalling the app.
- **Do Not Track.** Your browser settings may allow you to automatically transmit a “Do Not Track” signal to online services you visit. Note, however, there is no industry consensus as to what site and app operators should do with regard to these signals. Accordingly, we do not monitor or take action with respect to “Do Not Track” signals.

Please be aware that if you disable or remove Tracking Technologies some parts of the Service may not function correctly.

E. Analytics and Interest-Based Advertising

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Some of the third parties that collect information from or about you on the Service in order to provide more relevant advertising to you participate in the Digital Advertising Alliance ("DAA") Self-Regulatory Program for Online Behavioral Advertising. This program offers a centralized location where users can make choices about the use of their information for online behavioral advertising. To learn more about the DAA and your opt-out options for their members, please visit (i) for website opt-out, <http://www.aboutads.info/choices>; and (ii) for mobile app opt-out, <http://www.aboutads.info/appchoices>. In addition, some of these third parties may be members of the Network Advertising Initiative ("NAI"). To learn more about the NAI and your opt-out options for their members, please visit <http://www.networkadvertising.org/choices/>. Opting-out only means that the selected members should no longer deliver certain Interest-based Advertising to you; it does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad networks).

To opt-out of us using your data for Matched Ads, please contact us as set forth in the **Contact Us** section below and specify that you wish to opt-out of Matched Ads. We will request that the applicable technology service not serve you Matched Ads based on information we provide to it. Alternatively, you may directly contact the applicable technology service to opt-out.

You may also limit our use of information collected from or about your mobile device for purposes of serving targeted ads to you by going to your device settings and selecting "Limit Ad Tracking" (for iOS devices) or "Opt-out of Interest-Based Ads" (for Android devices).

Please note that if you opt-out using any of these methods, the opt-out will only apply to the specific browser or device from which you opt-out. We are not responsible for the effectiveness of, or compliance with, any third-party opt-out options or programs, or the accuracy of any company statements regarding their opt-out options or programs.

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visiting your Wizards account settings. Please note that unlinking your accounts will not affect any information previously disclosed through the linking. Wizards is not responsible for any platform practices, and we recommend that you carefully review their online policies.

G. Communications

If you do not want Wizards to send you promotional emails about products, services or events, you may opt-out of receiving such promotional emails at the time of registration. After registration, you may opt-out by following the unsubscribe link provided in a Wizards email or by contacting us as set forth in the section titled **Contact Us** below. Notwithstanding the foregoing, Wizards reserves the right to contact you with updates relating to your account, transactions, the **Terms of Use**, the **Code of Conduct** or this Privacy Policy. Please note that your decision to opt-out is limited to the email address used and will not affect subsequent subscriptions.

10. DATA SECURITY

Wizards takes reasonable steps to help protect the security and integrity of any information you provide to us by implementing and maintaining administrative, physical, and technical safeguards. Nevertheless, transmission via the internet is not completely secure and we cannot guarantee the security of your information collected through our Service.

11. INTERNATIONAL TRANSFER OF INFORMATION

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from your country or jurisdiction to other countries or jurisdictions around the world, including the U.S. Note that data protection laws in the U.S. and other jurisdictions may be different from those of your country of residence. By using the Service, you are expressly consenting to the transfer to and from, processing, usage, sharing, and storage of your information, including personal data, in the U.S. as well as other jurisdictions where Wizards conducts business or provides services. If your data is collected in the United Kingdom, the European Economic Area or Switzerland, we will transfer your personal data subject to appropriate safeguards, such as Standard Contractual Clauses.

12. CHANGES TO THIS PRIVACY POLICY

We reserve the right to change this Privacy Policy at any time. Any changes will be effective immediately upon posting of the revised Privacy Policy. Please visit this page from time to time to check for changes. Your continued use of our Service indicates your consent to the Privacy Policy then posted. If the changes are material, we may provide additional notice to you by email.

13. CONTACT US

If you have any comments, questions, or complaints regarding this Privacy Policy, our privacy practices, or our compliance with European regulations, please contact us using any of the following methods:

By mail:

Wizards of the Coast
ATTN: Customer Support
P.O. Box 707
Renton, WA 98057-0707



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Note: We are available Monday through Friday, from 9:00 am to 6:00 pm Pacific Time, and also on weekends from 10:00 am to 4:00 pm Pacific Time.

[Online form:](#)

Submit a help request at https://docs.hasbro.com/privacy_rights

[ESRB:](#)

You can also contact ESRB to submit a complaint, either by email at privacy@esrb.org or directly through their [consumer hotline](#).

[European Requests:](#)

For Europe-specific requests, you can reach our DPO at: dpo@hasbro.com

14. US STATE-SPECIFIC DISCLOSURES AND RIGHTS

This section provides additional disclosures for individuals who reside in California, Colorado, Connecticut, Montana, Oregon, Texas, Utah, or Virginia. We anticipate expanding these disclosures and rights to residents of additional states in the future.

The California Consumer Privacy Act, as amended (“CCPA”) and privacy laws in the other states referenced above (collectively, “State Privacy Laws”) provide consumers additional privacy rights, including depending upon the state, the right to access, correct or delete their personal information (subject to certain exceptions), as well as the right to opt out of the selling/sharing of personal information, third party targeted advertising, or certain other activities as described further below (to the extent applicable).

[Notice of Collection](#)

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the following in connection with the App:

- Identifiers, including name, address, email address, IP address, and an ID number assigned to your account;
- Customer records, phone number, billing address, credit or debit card information;
- Commercial Information, including purchases and engagement with the Services
- Internet activity, including history of visiting and interacting with our Services, browser type, browser language and other information collected automatically;
- Geolocation data; and
- Inferences including information about your interests, preferences and favorite brands and products.

For more information on information we collect, including the sources we receive information from, review the “**Information Collection**” Section of this Privacy Policy.

Residents in certain states, however, may have the right to opt-out of some of our advertising technology activities under the State Privacy Laws. Accordingly, please review the “Right to Opt-Out” section below, which provides you with information on how to opt-out. When you opt-out, Wizards will stop sharing your information with its advertising partners for the delivery of relevant advertising.

Right to Opt-Out

Under applicable State Privacy Law, you may have the right to opt out of the sale of your Personal Data by us to third parties and/or the right to opt out of certain types of advertising activity. You may submit a request to opt out by accessing our online [Form](#).

If you are an account holder:

- Wizards Account holders may log in to [wizards.com](#), click “Edit Profile” and check the box “Opt out of targeted data analytics;”
- DDB Account Holders may navigate to [dndbeyond.com](#), sign into their account, navigate to “Preferences” and check the appropriate box.

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You have the right to request access to, or a copy of, the:

- categories of personal information we have collected about you;
- categories of sources from which the personal information was collected;
- categories of personal information about you we have disclosed for a business purpose or sold;
- categories of third parties to whom the personal information was sold or disclosed for a business purpose;
- business or commercial purpose for collecting or selling the personal information; and
- specific pieces of personal information we have collected about you.

You also have a right to request that we delete your personal information (subject to certain exceptions), and request that we correct your personal information if it is inaccurate.

To exercise any of these rights, please submit a request to us by calling our toll-free number at (800) 324-6496, by accessing our online [Form](#) or emailing us at privacy@wizards.com. In the request, please specify which right you are seeking to exercise and the scope of the request. We will endeavor to confirm receipt of your request within 10 business days. We may require specific information from you to verify your identity before processing your request, and we may send you a confirmation email that you must respond to before we process the request. If we are unable to verify your identity, we may deny your request.

We do not knowingly sell or share information of minors under 18 (eighteen) years of age.

We do not engage in impactful profiling activities with respect to user's personal information, do not use sensitive personal information except for the reasons provided, and do not generally provide a financial incentive in return for the collection or use of personal information (except where disclosed with relevant terms at the time of collection).

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identity directly with you.

Appeals

If we deny a privacy request, you may appeal the decision to us at privacy@wizards.com. To the extent possible, please describe the basis for your appeal and if there is any specific personal information that concern you. We will endeavor to provide a prompt response. If we deny your appeal, you can raise concerns with your state's Office of the Attorney General.

Minors

We do not to our knowledge sell or share the personal information of individuals under 18 years of age to third parties without their affirmative authorization, or the affirmative authorization of the parent or guardian of a minor under 13 years of age. Affirmative authorization can be withdrawn at any time by interacting with the Cookie Settings link on any of our Sites, by emailing us at privacy@wizards.com or calling our toll-free number at (800) 324-6496.

Right to Non-Discrimination

You have the right not to receive discriminatory treatment by us for the exercise of any of your rights, and we do not discriminate against anyone for exercising such rights.

California Residents

SHINE THE LIGHT

Since 2005, California Civil Code Section 1798.83 permits users who are California residents to request certain information regarding our disclosure of personal information to third-parties for their direct marketing purposes. If you have any questions regarding our disclosure policy, however, please contact us at:

By Mail:

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ATTN: Customer Support

P.O. Box 707

Renton, WA 98057-0707

15. ADDITIONAL DISCLOSURES FOR DATA SUBJECTS IN EUROPEAN ECONOMIC ZONE, SWITZERLAND, AND UNITED KINGDOM

The European Economic Area, Switzerland, and the United Kingdom (collectively, “Europe”) provide additional rights to individuals located in those jurisdictions, including through the General Data Protection Regulation (“GDPR”). This section addresses those rights and applies only to those individuals.

A. Roles

Data protection laws in Europe distinguish between organizations that process personal data for their own purposes (known as “controllers”) and organizations that process personal data on behalf of other organizations (known as “processors”). Wizards acts as a controller with respect to personal data collected as you interact with our websites, emails, and advertisements.

B. Lawful Basis for Processing

Data protection laws in Europe require a “lawful basis” for processing personal data. Our lawful bases include where: (1) you have given consent to the processing for one or more specific purposes, either to us or to our service providers or partners; (2) processing is necessary for the performance of a contract with you; (3)

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these interests.

C. Your European Privacy Rights

If you are a data subject in Europe, you have the right to access, rectify, or erase any personal data we have collected about you through the Service. You also have the right to data portability, right to be forgotten, and the right to restrict or object to our processing of personal data we have collected about you through the Service. In addition, you have the right to ask us not to process your personal data (or provide it to third parties to process) for marketing purposes or purposes materially different than for which it was originally collected or subsequently authorized by you. You may withdraw your consent at any time for any data processing we do based on consent you have provided to us.

To exercise any of these rights, please submit through this [Form](#). We will respond to your request within 30 days. We may require additional information from you to allow us to confirm your identity. Please note that we store information as necessary to fulfil the purposes for which it was collected and may continue to retain and use the information even after a data subject request for purposes of our legitimate interests, including as necessary to comply with our legal obligations, resolve disputes, prevent fraud, and enforce our agreements.

If you have any issues with our compliance, you have the right to lodge a complaint with a European supervisory authority.

D. Children in Europe

If you are a child under 16 in Europe, you may access the Service only to the extent that consent is given or authorized by the holder of parental responsibility over you. Please speak with your parent or guardian about this Privacy Policy so you can better understand how we use your personal data. We make reasonable efforts to verify that consent is given or authorized by the holder of parental responsibility over you, and, if we learn or have reason to suspect that we have collected personal data from you without parental consent, we will promptly delete it.



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