



## SHARK IN THE SUIT® - Privacy Policy

**Last Updated: 27th November 2024**

This Privacy Policy explains how your personal information is collected, used, and shared when you visit or engage with [www.sharkinthesuit.com](http://www.sharkinthesuit.com) (the “Site”) or any related SHARK IN THE SUIT® digital products and services.

### 1. About Us

**SHARK IN THE SUIT LIMITED** is committed to protecting your personal data and privacy in line with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR).

- Our **Data Controller** is responsible for managing data and ensuring compliance with legal requirements.
- For privacy-related inquiries, you can reach our **Data Protection Officer** at:  
**71-75 Shelton Street, Covent Garden, London, WC2H 9JQ.**

### 2. Information We Collect

#### 2.1 Personal Information:

- When you register for an account or access SHARK IN THE SUIT® offerings, we may collect your name, email address, and other relevant contact details.
- For purchases, we may collect billing and payment details.
- Participation in surveys, contests, or community-driven activities may require additional information.

#### 2.2 Automatically Collected Information:

- We collect data about your device (e.g., IP address, browser type) and usage patterns using cookies and similar technologies.
- This includes interactions with the Site, apps, and blockchain-based experiences such as token wallets.



### **3. How We Use Your Information**

#### **3.1 Enhance Services & Experiences:**

- Provide, improve, and personalize our entertainment content, including NFTs, games, and streaming episodes.
- Tailor user experiences based on preferences and engagement data.

#### **3.2 Community Engagement & Co-Creation:**

- Use your information to enable community-driven features, such as voting on character designs, participating in token-related decisions, or submitting content ideas.

#### **3.3 Communication:**

- Deliver important updates about the Site, fan tokens, upcoming releases, or promotional campaigns.
- Respond to inquiries and provide top-tier customer support.

#### **3.4 Legal & Compliance Purposes:**

- Use your information as necessary to comply with legal obligations, enforce policies, and protect against fraud.

### **4. Sharing Your Information**

#### **4.1 Third-Party Service Providers:**

Your personal data may be shared with trusted partners to:

- Process transactions (e.g., payments for merchandise, tokens, or exclusive content).
- Provide IT infrastructure, analytics, or marketing services.

#### **4.2 Regulatory Compliance:**

We may disclose your information to:

- HM Revenue & Customs and other UK regulatory bodies.
- Law enforcement agencies or courts when legally required.



#### **4.3 Blockchain-Integrated Services:**

For blockchain-related activities (e.g., token transactions or wallet integration), your data may interact with decentralized systems.

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## **5. Your Rights & Choices**

### **5.1 Control Over Personal Data:**

- You have the right to access, update, or delete your personal data.
- You can also object to data processing, request restrictions, or opt for data portability. Contact us at **71-75 Shelton Street, Covent Garden, London, WC2H 9JQ**, or via the Site.

### **5.2 Marketing Preferences:**

- Opt-out of marketing communications by following the instructions in our emails or contacting us at **hello@sharkinthesuit.com**.

## **6. Security Measures**

We use industry-standard measures to protect your data from unauthorized access, alteration, or misuse. This includes encryption, secure servers, and regular audits.

## **7. Children's Privacy**

The Site and SHARK IN THE SUIT® products are not designed for individuals under 18.

## **8. Updates to this Privacy Policy**

We may periodically update this Privacy Policy to reflect new features, regulations, or changes in our business. The latest version will always be accessible on the Site.



## 9. Contact Us

Have questions or concerns? Reach us at:

- **Email:** [hello@sharkinthesuit.com](mailto:hello@sharkinthesuit.com)

Thank you for being part of the **SHARK IN THE SUIT®** community.