

PRIVACY POLICY OF THE WORLD PHYGITAL COMMUNITY LIMITED

Last Update:15/04/2025

|| Introduction

This Privacy Policy, as updated from time to time, explains how **WORLD PHYGITAL COMMUNITY LIMITED** (“WPC”) a company registered in accordance with Chapter 622 of the Laws of Hong Kong having Registration Number 3311309 processes personal data in the context of its digital activities. For example, sites, services, registration systems, Apps (means applications for devices, including any services and content accessible through the Apps, as well as upgrades, modifications, subsequent versions, updates, and error corrections), digital marketing, online professional services and business resources, as well as engagement and information services that are each managed by WPC alone or in cooperation with other members of WPC. We refer to these activities as the “**Services**” in this Privacy Policy.

It also details how WPC processes personal data that it receives from other organisations, or via cookies and similar technologies that are integrated into another organisation’s digital properties for the benefit of WPC.

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Other organisations may launch and operate websites, newsletters, platforms or other services that are (a) related to the Phygital Movement’s activities, or (b) feature Phygital Movement’s content. Such sites and services are operated independently from the WPC and are not covered by this Privacy Policy. We therefore encourage you to read the terms of use and privacy policies that are applicable to those sites and services. If we collect or otherwise receive personal data through them, this will be indicated in the site’s or service owner’s privacy policies and/or terms of use.

|| Who are we?

When we refer to “**we**”, “**our**” or “**us**” in this Privacy Policy, we mean WPC. The Privacy Policy also covers those instances where the WPC and the Phygital International DMCC (the “PI”), or/and the WPC members process data jointly.

WPC is a non-governmental and non-profit multi-member organization that provides a general direction and oversight of Phygital Sports introduction and popularization at the international level.

WPC was set up in August 2023, in response to the need for the global governing body for Phygital Sports to promote, develop and enhance interest, understanding, awareness and image of Phygital Sports both internationally and domestically.

Phygital Sports is understood as a comprehensive competitive activity that integrates functional and digital components implemented either in stages or simultaneously during the competitive process as part of a single competitive action with a combined result or score.

Phygital International DMCC is the organizer of the international level tournament in Phygital Sports, known as The Games of the Future, which is a multisport event showcasing competitions in innovative sports disciplines that integrate hi-tech, digital, and video game elements with physical activity.

When we refer to “you” or “your” we mean those individuals whose data we collect through the Services, or whose data we receive from other organisations that we work with.

|| Applicability and Acceptance of Policy

This Policy defines Personal Data and explains how Personal Data is collected, used, processed, and disclosed.

This Policy shall come into effect at the moment you first access and register on the sites and services. By accessing, browsing, or using the sites and services you irrevocably and unconditionally accept and adhere to the provisions of this Policy without any exemptions, limitations, and/or exclusions.

In the event you disagree with any provision of this Policy or would not like to provide your consent for the processing of your Personal Data, you shall cease using the sites and services.

|| Legal Grounds for Personal Data Processing

We process your Personal Data based on the following legal grounds:

- **Contractual Necessity:** When we have a contract with you, we will process your Personal Data to fulfill that contract, particularly to provide access to the sites and services under our Terms of Use;
- **Consent:** Your consent, as provided in this Policy;
- **Legal Obligations:** When we are required to comply with legal obligations, such as responding to court orders or regulatory requests;
- **Legitimate Interests:** When processing, is necessary for our legitimate interests, provided that such interests do not override your fundamental rights and freedoms;
- **Compliance with Applicable Legislation:** As permitted by relevant laws.

|| Consent to Personal Data Processing

EU Persons' Consent to Personal Data Processing

- If you are an EU resident, we will process your Personal Data based on your consent as required by the General Data Protection Regulation (GDPR). We will only proceed if we have received from you a freely given, specific, informed, and unambiguous indication of your wishes, indicating your agreement for us to process your Personal Data (“**Consent**”).
- You can provide your Consent by ticking a box when visiting sites and services, registration systems, Apps or by submitting your Personal Data through designated forms. By ticking the box, you irrevocably and unconditionally consent to our processing of your Personal Data as specified in your Consent.
- Your Consent encompasses all processing activities related to the same purpose(s). If there are multiple purposes for processing, your Consent is considered granted for all of them. You have the right to withdraw your Consent at any time by emailing us at legal@worldphygital.org. Withdrawal of Consent does not affect the lawfulness of any processing based on Consent prior to its withdrawal.
- Except as required or enabled by law, we will not use or disclose your Personal Data for any purpose for which you have refused Consent or later withdrawn your Consent. If you withdraw Consent, you agree that we may continue to use your previously provided Personal Data to the extent necessary to fulfill contractual obligations or as permitted by law.

Non-EU Persons' Consent to Personal Data Processing

If you are not an EU resident, by providing us with your Personal Data via the sites and services, registration systems, Apps or otherwise, you irrevocably and unconditionally consent and agree to our processing of your Personal Data in accordance with this Policy. This includes:

- Collecting, storing, using, disclosing, sharing, and transferring (including cross-border) your Personal Data provided to us, as well as any Personal Data collected from your use of the sites and services (e.g., data collected automatically and/or from other sources); and/or
- Use cookies and web beacons (including pixel tags) to collect your Personal Data and associate it with your computer and web browser.

|| Collection of Personal Data

General Provisions

The type of Personal Data we collect depends on your interaction with us. While you can often choose whether to provide your Personal Data, opting out may limit your access to the full functionality of the sites and services, registration systems, Apps. When using the The type of Personal Data we collect depends on your interaction with us. While you can often choose whether to provide your Personal Data, opting out may limit your access to the full functionality of the sites and services, registration systems, Apps. When using the sites and services, registration systems, Apps, you may provide us with the following types of Personal Data:

- 1) **Voluntarily Disclosed Personal Data:** Information you provide on an individual basis;
- 2) **Automatically Collected Personal Data:** Information collected automatically during your use of the sites and services;
- 3) **Third-Party Collected Personal Data:** Information we gather from other sources other than the sites and services.

Please note that the sites and services may contain links to other third-party applications that may also collect Personal Data about you through cookies or other technologies. This Policy does not apply to your interactions with those third-party applications. We recommend reviewing their privacy policies, as we have no control over their data practices.

Personal Data You provide to Us

In order to fulfill our obligations under the Terms of Use, we are entitled to ask you to provide us with your Personal Data, including (but not limited to):

first and last name or unique identifier, email address (Residency registration), Arrival and Departures, Athlete Position, Nickname, Bank Details, Citizenship, City (Residency registration), Country (Residency registration), Country of Birth, Date of Birth, Document type, Documents, Event, First Name, Sex, Height, Last Name, Middle Name, Nickname, Organization, Photo, Place of Birth, Player number, Preferred First Name, Preferred Last Name, Registration date, Serial/number, Social networks, Sports, SSN (Social Security Number), Team, TIN (Tax Identification Number), Weight, Mobile Phone, Class, Achievements, Category, Function, Venues, zones, Privileges, Issuing Authority of Identification Document, Date of Issue of Identification Document, Date of Expiry of Identification Document, Place of Work, Work Address, Department, Organization Phone, Country and City of the Embassy, Participant's Postal Address, Country (zip code, settlement, street, house, building, apartment), any information of athletes, coaches or other individuals whose activities are relevant to the mission of WPC and are participating in WPC events (disciplines, points, etc.)

Personal Data hereof is collected only when voluntarily offered, and solely for the purposes that are clearly identified on the sites and services or in this Policy.

WPC may collect the Personal Data from you in a variety of ways and circumstances, including, but not limited to subscription to a newsletter, filling out a form, and providing us with feedback. WPC shall be entitled to combine Personal Data collected in the course of your interaction with different sections of the Website with any other relevant available information.

Personal Data We Collect Automatically

When you access and interact with the sites and services, we may automatically collect certain types of Personal Data, including but not limited to:

- **Device Information:** Details about the computer or mobile device you use to access the sites and services, such as hardware model, operating system and version, web browser type, and other device identifiers;
- **Server Log Information:** This includes, but is not limited to, your login details, date and time of visits, pages viewed, button clicks, input form changes (excluding entered values), errors encountered, IP address, time spent on the sites and services, and the visit Apps previous and next;
- **Tracking Technologies:** We and our service providers use various technologies, including cookies and web beacons, to collect information during your interactions with the sites and services. “Cookies” are small data files stored on your device that help us gather information about device identifiers, IP addresses, web browsers used, pages viewed, time spent on pages, and links clicked. “Web beacons” are graphic images placed on a webpage or in an email that monitor user behavior. They often work in conjunction with cookies. For more details on our cookie policy, please refer to our Cookies Notice.

|| Collection of data through third parties

In some cases, we authorise third parties to run and manage services to promote the Phygital Movement, represented by WPC members. These third parties (including to WPC members) are obligated to receive proper consent from their users and only after doing so may share with us information they collect about you, such as your first and last name or unique identifier, your email address (Residency registration), Arrival and Departures, Athlete Position, Nickname, Bank Details, Citizenship, City (Residency registration), Country (Residency registration), Country of Birth, Date of Birth, Document type, Documents, Event, First Name, Sex, Height, Last Name, Middle Name, Nickname, Organization, Photo, Place of Birth, Player number, Preferred First, Name, Preferred Last Name, Registration date, Serial/number, Social networks, Sports, SSN (Social Security Number), Team, TIN (Tax Identification Number), Weight, Mobile Phone, Class, Achievements, Category, Function, Venues, zones, Privileges, Issuing Authority of Identification Document, Date of Issue of Identification Document, Date of Expiry of Identification Document, Place of Work, Work Address, Department, Organization Phone, Country and City of the Embassy, Participant's Postal Address, Country (zip code, settlement, street, house, building, apartment). In such cases, the information exchanged with us will be specified and in accordance with the privacy and cookie policies issued by those third parties, as well as this Privacy policy and the objectives of WPC. WPC Members share their users' personal data with WPC.

WPC members confirms that they have received explicit and documented consent from the individuals whose data they are providing and are responsible for the accuracy and legitimacy of providing this data including consent for publicly disseminated.

At the same time WPC Member obliged to indemnify, defend, and hold harmless and exempt the WPC, its subsidiaries, as well as its officials, Partners/Sponsors, representatives, contractors or subcontractors from all payments and other obligations in respect of damages, claims, actions, losses and/or liabilities, of any nature (including injury to persons or property), direct or indirect, suffered by the WPC, including all costs, loss of revenue, and also damages that WPC may have to pay to third parties without limitation resulting from any violations the provisions of the Privat policy by the WPC Member.

|| Use of Personal Data

We use Personal Data for the following purposes:

- to make it easier for you to use the Service;
- to enable you to register and be authenticated to participate in Phygital sports competitions or other events organised by us or with Our participation, or to book travel and accommodation in connection with those events and services;
- to manage your user account and your authentication;
- to promote Phygital sports internationally and encourage to participate in Phygital sports events;
- to participate in competitions or other fan engagement opportunities that are provided through our services or through our partner organisations (such as PHYGITAL INTERNATIONAL DMCC, to manage these initiatives, and in the context of its digital activities within the application (the «Apps» (means applications for Devices, including any services and content accessible through the Apps, as well as upgrades, modifications, subsequent versions, updates, and error corrections));
- providing you with goods, services, information or content that you have requested;
- transferring your data to selected third parties service providers;
- preparation and organisation of final events, tournaments;
- generating reports and information materials on the results of the competitions;
- informing participants about the results and news.

|| Disclosure of Personal Data

WPC treats Personal Data as confidential and may not pass on or use such data without valid legal grounds.

We will only disclose your Personal Data in the following circumstances:

- with your Consent or at your instruction;
- with companies under common control or ownership with us or our offices internationally;
- for everyday business purposes, such as processing transactions, maintaining accounts, responding to court orders and legal investigations;
- in connection with a merger or sale of our company assets, or if we do a financing or are involved in an acquisition, or any other situation where Personal Data may be disclosed or transferred as one of our business assets;
- if we believe your actions are inconsistent with the Terms of use of the Website or applicable legislation, or to protect the rights, property, and safety of any assets of WPC or third parties;
- when using a single account creation identification number with PI, access management and authentication, in order to improve user knowledge, assess the effectiveness of digital objects and Phygital Sports-related activities.

WPC may without limitations share aggregated or de-identified information, which cannot reasonably be used to identify you.

Information that is made publicly available

We make certain personal data publicly available via the Services or through third party sites and services. For example:

- where the nature of the Services demands it. Services such as competitions, contests, which may include the publication of personal data, such as gameplay data in standings or winner announcements; and
- where the Services contain news and other editorial content about the biographies and sports results of athletes, coaches or other individuals whose activities are relevant to the mission of WPC.

|| Transmission of Personal Data

The transmission of Personal Data or any other information (including communications by e-mail) over the Internet or other publicly accessible networks is not one hundred percent secure. WPC is not liable for the security of any Personal Data or any other information you are transmitting over the Internet, or third-party content.

Information about you may be transferred to and processed in countries other than the country in which you are a resident. We have taken appropriate safeguards to require that your information will remain protected in accordance with this Privacy Policy.

The personal data we collect will usually be processed in Hong Kong. We may, however, transfer your personal data to third parties for the purposes and legal basis for processing highlighted in this Privacy Policy. Some of these third parties may be based in countries that, like the UAE, do not provide in their laws for a level of protection of your privacy equivalent to that applied within the Hong Kong and European Union. We adopt measures as required under applicable law to ensure your data will be given the relevant protection. Before transferring data to other countries, we implement safeguard mechanisms recognized by Hong Kong regulators, in particular standard contractual clauses.

|| Protection of Personal Data. Security Measures

We implement appropriate security, administrative, and technical measures to protect any Personal Data you provide. These measures safeguard your Personal Data against unauthorized access and unlawful processing or disclosure, as well as accidental loss, modification, or destruction, through state-of-the-art technical and organizational measures.

Personal Data is protected through advanced and organizational measures, which are continuously updated in response to technological advancements and organizational changes. Regular audits and controls are conducted to ensure compliance. However, no computer security system is entirely foolproof, and the Internet is not a secure method for transmitting information. Therefore, we do not assume responsibility for Personal Data submitted or received via the Internet, nor for any unauthorized access or use of that information. You agree not to hold us liable for any loss or damage resulting from the misappropriation, interception, modification, deletion, destruction, or use of information provided through the sites and services.

|| Retention of Information

We may retain your Personal Data in accordance with applicable laws and as necessary to fulfill our obligations. This retention is based on the need to comply with legal requirements and resolve potential disputes.

We may retain your Personal Data until you withdraw your Consent or the Terms of Use are terminated. We aim not to store your Personal Data longer than necessary to provide access to the sites and services, registration systems, Apps or respond to inquiries.

Where your personal data has been collected through the sites and services and where it is necessary to achieve the long-term mission of promoting the Phygital movement and preserving the legacy of the Games of Future, and to maintain user engagement, WPC may continue to process such personal data even after the relevant tournament operator (e.g. PI) has ceased its own data processing. WPC will continue to process your personal data in accordance with this Privacy Policy.

|| Rights

Under applicable data protection laws, you have the following rights:

- the right to be informed about the collection and use of your Personal Data;
- the right to access and receive a copy of the Personal Data held by us;
- the right to rectify any inaccurate or incomplete Personal Data;
- the right to request deletion of your Personal Data (the “right to be forgotten”);
- the right to restrict (i.e. prevent) the processing of your Personal Data;
- the right to data portability (to obtain a copy of your Personal Data to re-use);
- the right to object to specific uses of your Personal Data;
- rights concerning automated decision-making and profiling;
- the right to revoke the Consent for future processing of your Personal Data; and
- the right to complain to the relevant data protection authority.

|| Alterations to the Policy

We reserve the right to update this Policy at our discretion. We recommend checking this Policy frequently to stay informed about changes and how we protect Personal Data.

By using the sites and services, you acknowledge and agree that it is your responsibility to periodically review this Policy and be aware of the changes. Your continued use of the sites and services following any modifications to this Policy will be deemed as your acceptance of those changes.

The Policy may occasionally be translated into other languages. In the event of any discrepancies between the English version of this Policy and its translations, the English version shall prevail.

|| Children`s Privacy

Users who are not of legal age for data protection purposes or for the purposes of receiving our services (according to the laws of the territory in which they reside) must obtain the consent of their parent or legal guardian before using our services and the WPC reserves the right to request proof of such consent and/or of the age of the user at any time in case of any doubt. If you become aware that your child has provided us with personal data without your consent, please contact us. We strongly encourage parents to educate their children about online safety, including not sharing personal information without parental guidance.

|| Complaint and Contact

If you have any concerns or complaints regarding the use of your Personal Data, or if you have questions related to this Policy, we will be able to assist you and forward the following request to the representatives of WPC Members in your country. Please contact us at:

- Address: RM 1201, 12/F Dominion Ctr., 43-59 Queen's Road East Wanchai Hong Kong.
- Email: legal@worldphygital.org

We are committed to addressing your concerns and will make reasonable efforts to resolve any issues. If we are unable to assist you satisfactorily, you have the right to lodge a complaint with the relevant data protection supervisory authority.