



## Wizards Play Network Privacy Policy

Last Updated: January 1, 2017

Download a PDF copy of the Wizards Play Network Privacy Policy

The Wizards Play Network ("WPN") is a promotional program operated by Wizards of the Coast LLC ("Wizards") that allows stores to connect with customers and access exclusive events and materials by hosting organized gaming events. This privacy policy ("WPN Privacy Policy") explains how we collect, use, store and disclose information about you when you enroll and participate in the WPN. This WPN Privacy Policy applies to information we collect when you enroll in the WPN, use our website, use our reporting tool and other services that link to this WPN Privacy Policy (collectively, the "Services") or when you otherwise interact with us.

We may change this WPN Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy and, if there are material changes, we will provide you with additional notice (such as adding a statement to our homepage or sending you a notification). We encourage you to review the WPN Privacy Policy whenever you access the Services or otherwise interact with us to stay informed about our information practices and the choices available to you.

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## ESRB Privacy Certified

The ESRB certification seals shown on our websites and this WPN Privacy Policy confirm that Wizards is a valid licensee, and participating member, of the Entertainment Software Rating Board's Privacy Certified Program: [ESRB Privacy Certified](#). To protect your privacy, we have voluntarily undertaken this privacy initiative and have had all of our Websites where this WPN Privacy Policy is posted reviewed and certified by ESRB Privacy Certified to meet established online information collection and use practices. As a licensee of this program, we are subject to frequent audits of our Websites and other enforcement and accountability mechanisms administered independently by the ESRB.

Whenever you visit a website that displays the ESRB Privacy Certified certification seal, you can expect to be notified of:

- Exactly what personal information may be collected;
- Who, if anyone, is collecting your personal information;
- How this information may be used, including, with whom, if anyone, it might be shared;
- How we use cookies and track IP addresses to collect information;
- What choices you have with regard to the use of your personal information;
- How we ensure data security, quality, and integrity;
- How you can access and, if necessary, change the personal information a company collects and maintains;
- Where and how to ask questions or file complaints; and,
- Whether and how information is collected from children under 13.

If you have any questions regarding the WPN Privacy Policy please contact us [here](#), or at:

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

Call us Monday through Friday, from 9:00 am to 5:00 pm Pacific Time, and also on weekends from 10:00 am to 4:00 pm Pacific Time.

US/Canada: (800) 564-1636

Other countries: 1 (425) 204-8069

Submit a help request online at <http://wpn.wizards.com/en/contact-us>.

For complaints, you can also contact ESRB Privacy Certified at ESRB, ATTN:

Privacy Certified Program, 420 Lexington Avenue, Suite 2024 New York, New York 10170, via email at [privacy@esrb.org](mailto:privacy@esrb.org), or directly through their [consumer hotline](#).

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## Collection of Information

### Information You Provide to Us

We collect information you provide directly to us. For example, when you join the WPN, we collect personal information about you, including your name, email address, and phone number, and the names and email addresses of persons approved to purchase on behalf of your store as well as the names of principals and officers of your store. We also collect personal information about your business, including a postal address for your store, your website URL, a copy of your business license or Tax ID, a federal tax identification number or applicable tax identification information or equivalent information within your region, and the name of your distributors. We combine this personal information with non-personal information such as pictures and videos of your store, your years in business, and any other information you choose to provide. We may also ask for other business information, such as a copy of tax forms, your lease or utility bill, or your partnership agreement.

We collect information about your use of the Services, including about the events you host and the benefits you earn, the tournament organizers you use, and questions or inquiries you submit.

We may collect credit card data from you. We use third-party credit card processing companies to process your payment transactions. When using such a third party processing company, Wizards will not have access to your credit card data.

We do not knowingly collect personally identifiable information from children under the age of 13. If we become aware that we have inadvertently received personally identifiable information from a person under the age of 13, we will delete such information from our records. Because we do not collect any personally identifiable information from children under the age of 13, we also do not knowingly distribute such information to third parties.

### Information We Collect Automatically When You Use the Services

Our Services collect IP addresses, the string of numbers that identifies each sender or receiver of information that is sent across the Internet, for the purposes of system administration, to report aggregate information to our advertisers, and to audit the use of our Services. When visitors request pages on our Services, our servers log the visitors' IP addresses. We can and will use IP addresses to identify a user when we feel it is necessary to protect our Services, customers, or others.

We use clear GIFs, sometimes called "web bugs" or "pixel tags," or "web beacons" to collect information about your visits to the Services. These are file objects, usually a graphic image such as a transparent one pixel-by-one pixel GIF (Graphics Interchange Format, one of the two most common file formats for images on the Web), that are placed on a web page or in an email message to

monitor user behavior. The GIF tells us personal information such as the IP address of the computer that fetched our page, which is combined with non-personal information such as the URL of the page the GIF is on, the time the page was viewed, the type of browser used; it can also identify a previously set cookie value and how and where a user accessed a website. This information is returned by the clear GIF to Wizards and we use this information to accurately count visitors across our Services and understand how they navigate and use our network of websites.

We use "cookies" to enhance your experience on our Services and to understand how you interact with our Services and products. Cookies are pieces of information that we place on your computer to help us accurately understand how many consumers are visiting a particular site, how often they visit that site and what content they are most interested in viewing. For example, a cookie will allow us to remember certain things about your visits, 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 Wizards Play Network Cookie Policy ("**WPN Cookie Policy**").

Other information passively collected by Wizards is in the form of log-files that record web site activity and gather statistics about web users' browsing habits. These entries help Wizards determine (among other things) how many and how often users have visited our Services, which pages they've visited, and other similar data. We also use the log file entries for our internal marketing and demographic studies, so we can constantly improve our Services.

#### **Information We Collect From Other Sources**

We may also obtain information from other sources and combine that with information we collect through our Services. For example, we may collect information about you from publicly available sources such as the Department of Licensing, Google (images and street view), Secretary of State and social media profiles in order to verify your store is registered as a business and that it meets certain requirements. This information is kept in your store's file for as long as your store is a member of the WPN.

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## **Use of Information**

We use the information we collect primarily to enroll members into the WPN and Wizards' direct sales programs and to manage their accounts. We also use the information we collect to:

- Provide, maintain and improve our Services;
- Provide customer service, including to deliver the products and Services you request, process transactions and send you related information;
- Communicate with you about products, Services, offers, promotions, rewards, and events offered by the WPN and others, and provide news and information we think will be of interest to you;
- Send you technical notices, updates, security alerts and support and

administrative messages;

- Respond to your comments, questions and requests and provide customer service;
- Monitor and analyze trends, usage and activities in connection with our Services;
- Detect, investigate and prevent fraudulent transactions and other illegal activities and protect the rights and property of Wizards and others;
- Personalize and improve the Services and provide advertisements, content or features that match user profiles or interests;
- Facilitate contests, sweepstakes and promotions and process and deliver entries and rewards;
- Link or combine with information we get from others to help understand your needs and provide you with better service; and
- Carry out any other purpose described to you at the time the information was collected.

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## Sharing of Information

We share information about WPN members with other members of the WPN community and other members of the public. For example, when you join the WPN, your business information and information about the events you host will be published on our website and event locator service and may be accessible to members of the WPN and other members of the public through other current or future digital services or mobile applications. You can edit your event information any time by logging into your account. You can edit your business information any time by filling out the “Update Store Information” form on this [page](#). We also share information about you with tournament organizers and the judge community. We also share information as follows or as otherwise described in this WPN Privacy Policy:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- In response to a request for information if we believe disclosure is in accordance with, or required by, any applicable law, regulation or legal process;
- If we believe your actions are inconsistent with our user agreements or policies, or to protect the rights, property and safety of Wizards or others;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business by another company;
- Between and among the Wizards and our current and future parents,

affiliates, subsidiaries and other companies under common control and ownership, including Hasbro, Inc.; and

- With your consent or at your direction.

We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

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## **Social Sharing Features**

The Services offer social sharing features and other integrated tools (such as the Facebook "Like" button), which let you share actions you take on our Services with other media, and vice versa. Your use of such features enables the sharing of information with your friends or the public, depending on the settings you establish with the entity that provides the social sharing feature. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the entities that provide these features.

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## **Advertising and Analytics Services Provided by Others**

We will allow others to provide analytics services and serve advertisements on our behalf across the Internet and in other mobile applications. These entities use cookies, web beacons, device identifiers (including your IP address) and other technologies to collect information about your use of the Services and other websites and applications, including your web browser, mobile network information, pages viewed, time spent on pages or in apps, links clicked and conversion information. This information is used by Wizards and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our Services and other websites and apps and to better understand your online activity. For more information about interest-based ads, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit [www.aboutads.info/choices](http://www.aboutads.info/choices). Your mobile device may offer you the ability to opt out of the use of information about your mobile app usage for interest-based advertising ("Opt Out of Interest-Based Ads" on Android devices and "Limit Ad Tracking" on iOS devices). Please note that we strive to adhere to the [Digital Advertising Alliance's \(DAA\) Self-Regulatory Principles for Online Behavioral Advertising](#).

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## **Security**

Wizards takes reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction. We use industry-standard practices such as encrypted communications, physically secured rooms, firewalls and password protection systems to safeguard the confidentiality of your personal information. We will notify users of a data breach involving unencrypted personal information by email and/or by posting a notice on the affected site. We review our security procedures periodically to consider appropriate new technology and updated methods. Despite our best efforts, please note that no security measure is perfect or impenetrable.

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## **Transfer of Information to the U.S. and Other Countries**

Wizards is based in the United States and the information we collect is governed by U.S. law. By accessing or using the Services or otherwise providing information to us, you consent to the processing, transfer and storage of information in and to the U.S. and other countries, where you may not have the same rights and protections as you do under local law.

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## **Your Choices**

### **Account Information**

You may update, correct or delete information about you at any time through this [page](#) or by contacting [Retail Support](#). If you wish to cancel your WPN Membership, please contact [Retail Support](#), but note that we may retain certain information as required by law or for legitimate business purposes. We may also retain cached or archived copies of information about you for a certain period of time.

### **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. To learn more about how we use cookies, please visit our [WPN Cookie Policy](#).

### **Do Not Track Signals**

Your browser may allow you to set a Do Not Track (DNT) signal indicating that you do not wish your online activity to be tracked. Currently, our system supports and acts on DNT signal headers that we may receive.

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## **Your California Privacy Rights**

Beginning on January 1, 2005, California Civil Code Section 1798.83 permits customers of Wizards who are California residents to request certain information regarding its disclosure of personal information to third parties for their direct marketing purposes. We do not share our customer's personal information with unaffiliated third parties for their own direct marketing purposes. Additionally, you may make a request to "be forgotten" from our websites. Upon such a request, with the exception of organized play statistics, we will remove all information regarding your account.

To make such requests, please contact Retail Support at:

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

Call us Monday through Friday, from 9:00 am to 5:00 pm Pacific Time, and also on weekends from 10:00 am to 4:00 pm Pacific Time:  
US/Canada: (800) 564-1636

Other countries: 1 (425) 204-8069

Submit a help request online at <http://wpn.wizards.com/en/contact-us>.

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## For Residents of Spain

In compliance with the dispositions of the Organic Law 15/1999 of Personal Data Protection of the 13th of December (LOPD) and its Rules, we inform you that the data you submitted will be incorporated to a file property of HASBRO IBERIA S.L. (from now on HASBRO), located in Calle Andarella, 1 Bloque 3 Planta 5, 46950, Xirivella (Valencia) with CIF B96897251, subscribed to the Spanish Agency of Data Protection.

The purpose of this treatment is the correct management of the aspects related to our products' consumers, such as queries, reclamations, solicitudes, games and marketing event, promotions, etc. This data could be transferred to companies of HASBRO Group for the stated purposes. Anyway, we inform you that, either way, you could revoke this given permission for the treatment of your data as well as enforce your rights of access, rectification, cancelation and opposition in the legal terms, through an e-mail to [wpn@hasbro.es](mailto:wpn@hasbro.es) or a free call to 900180377.

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## Contact Us

Any questions or complaints about the WPN or this WPN Privacy Policy can be addressed by contacting Retail Support [here](#):

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

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