

PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE USING THIS SITE.

The University of Cambridge and DROG (**We, Us or Our**) are committed to protecting and respecting your privacy in accordance with the applicable data protection legislation.

Scope of policy

This privacy notice is an integral part of our website and sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will process it.

This policy applies to your use of:

- All Go Viral! applications hosted on <http://www.goviralgame.com> (**Site**) once you have accessed the Web Site onto your mobile telephone, tablet or handheld device (**Device**).
- Any of the services accessible through the Site or any website services provided by DROG and the University of Cambridge (**Services**) that are available on the Web Site.
- Any 'Chatbot(s)' made available through third party platforms that are also subject to the Privacy Policy of that provider which you will have been asked to agree to as part of your use of that platform.

This policy sets out the basis on which any personal data We collect from you, or that you provide to Us, will be processed by Us. Please read the following carefully to understand Our views and practices regarding your personal data and how We will treat it.

For the purpose of the Data Protection Legislation, the data controller is the University of Cambridge:

The Old Schools
Trinity Ln
Cambridge CB2 1TN

The University of Cambridge Data Protection Officer can be contacted at dpo@admin.cam.ac.uk.

Information we may collect about you

We do not aim to collect or store any data that would allow us to identify individuals playing the game. However, we may collect and process the following data about you:

Information you give Us (Submitted information):

You may give Us information about you by filling in survey forms on our Web Site. The information you give Us may include your age, gender, level of education, political affiliation (e.g. whether you identify as left-wing or right-wing, liberal or conservative, et cetera), and several other demographic questions such as country or region of residence. We do not collect any identifying information through our Web Site that will allow us to identify you personally by name or any other means of identification. The information you provide to Us via survey forms will exclusively be used for purposes of academic research, and will remain entirely anonymous. All data that we collect will be

stored on a password-protected computer that is only accessible to academic researchers at the University of Cambridge.

Information We collect about you.

With regard to each of your visits to Our Site or services, We may automatically collect the following information about you:

- Technical information, including the type of mobile device you use, mobile network information, your mobile operating system, the type of mobile browser you use (**Device Information**);
- Details of your use of our Site and the resources that you access (**Log Information**);
- Our Site may collect information about user demographics through Google Analytics Demographics and Interest Reporting. This information will only be used for internal reporting and not shared with third parties. You can opt out by following the How to opt out of Our use of SDKs section below for our Site. For more information about Google Analytics, please use [this](#) link and [this](#) link, or see the “**Information about Our use of SDKs**” section below.
- Our Site may also collect information about users through Facebook Pixel. This information will only be used for internal reporting and not shared with third parties. You can opt out by following the How to opt out of Our use of SDKs section below for our Site. For more information about Facebook Pixel, see the “**Information about Our use of SDKs**” section below.

Uses made of the information

We use information held about you in the following ways:

Information you give to Us.

We may use this information:

- to ensure that content from Our Sites is presented in the most effective manner for you and for your computer.
- to conduct scientific research using information You voluntarily provide in surveys hosted on the Site.

Use of your data

We may use this information:

- to administer Our Site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve Our Site to ensure that content is presented in the most effective manner for you and for your Device/computer;
- to allow you to participate in interactive features of Our service, when you choose to do so;
- as part of Our efforts to keep Our Site safe and secure;
- for research purposes carried out internally or by trusted third parties

We may disclose your personal information to third parties:

- If the University of Cambridge or substantially all of its assets are transferred to a third party organisation, in which case personal data held by it about its customers will be one of the transferred assets.
- If We are under a duty to disclose or share your personal data in order to comply with any legal obligation; or to protect the rights, property, or safety of the University of Cambridge, Our customers, or others.

Where We store your personal data

All information you provide to Us is stored on secure servers held in both the European Economic Area (EEA) and GDPR compliant international data processors only. Where international data processors are used, all appropriate technical and legal safeguards will be put in place to ensure that you are afforded the same level of protection as within the EEA.

Once We have received your information, We will use strict procedures and security features to try to prevent unauthorised access. We retain personal information for as long as need or permitted in light of the purpose(s) for which it was obtained and consistent with the applicable law.

Your rights

The Data Protection Legislation gives you a series of rights in relation to your personal information including, but not limited to, the right to access information held about you. For an overview of your rights and how to exercise them, please refer to our general privacy page: <https://www.information-compliance.admin.cam.ac.uk/data-protection>

Our Site may, from time to time, contain links to and from the websites of Our partner networks and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that We do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Changes to Our privacy policy

Any changes We may make to Our privacy policy in the future will be posted on this page and, where appropriate, notified to you on the Web Site itself. Please check back frequently to see any updates or changes to Our privacy policy.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to:

Dr Sander van der Linden

Department of Psychology, University of Cambridge

Downing Street Cambridge, CB2 3EB

The Data Protection Officer of the University can be contacted at dpo@admin.cam.ac.uk

Information about Our use of cookies

A cookie is a small file of letters and numbers that We store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies:** Cookies that are necessary for the website to function. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. These cookies do not store or access any personally identifiable information.
- **Analytics cookies:** Cookies that enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party whose services are provided on our webpages. If you do not allow these cookies, these services may not function properly.

Please note that third parties (including, for example, providers of external services like web traffic analysis services, i.e., Google Analytics and Facebook pixel) may also use cookies, over which We have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of Our Site.

To find out how to allow, block, delete and manage the cookies on all standard web browsers, please go to www.aboutcookies.org.

If you use a Device to browse Our Site or other sites that use cookies, please refer to your handset manual for guidance.

Information about Our use of SDKs

A SDK is a piece of computer code that is used in mobile applications that allows certain software packages to run. We use the following SDKs:

Analytics SDKs - Google Analytics

- Analytics SDKs collect information about site usage including data about how many users are using Our Site, the number of sessions running on Our Site and how long each session is, from where in the world these users are logged in from, how many times Our Site is crashing, what operating systems and devices are running Our Site, and how many times certain of Our Site features are used.

Analytics SDKs – Facebook pixel

- See Facebook's [Cookie Policy](#) for details about the cookies used and the data received. The Facebook pixel receives these types of data:
 - **Http Headers** – Anything present in HTTP headers. HTTP Headers are a standard web protocol sent between any browser request and any server on the internet. HTTP Headers include IP addresses, information about the web browser, page location, document, referrer and person using the website
 - **Pixel-specific Data** – Includes Pixel ID and the Facebook Cookies

- **Button Click Data** – Includes any buttons clicked by site visitors, the labels of those buttons and any pages visited as a result of the button clicks.
- **Optional Values** – Developers and marketers can optionally choose to send additional information about the visit through [conversion tracking](#). Example custom data events are conversion value, page type, and more.
- **Form Field Names** – Includes website field names like ‘email’, ‘address’, ‘quantity’ for when you purchase a product or service. We don't capture field values unless you include them as part of [Advanced Matching](#), or [conversion tracking](#).

How to opt out of Our use of SDKs

Analytics SDKs

- As these features are critical to Our ability to provide users with free mobile applications it is not possible to opt out from analytics features. Using Our Site is deemed acceptance of these terms. However, if you are concerned about this type of tracking having used our Site We would recommend removing our Site's cookies, from which time We will no longer be able to track usage.