

## **GALAXY GAMING ACADEMY x MOBILE LEGENDS: BANG BANG CAMPUS SERIES PRIVACY POLICY**

Effective Date: 25 March 2025

**Samsung Asia Pte Ltd** ("Samsung") knows how important privacy is to you. This Privacy Policy outlines how we handle your personal information for the Galaxy Gaming Academy x MLBB Campus Series ("Tournament").

### **WHAT INFORMATION DO WE COLLECT?**

- **Contact Information:** This includes:
  - a) First name and Last Name,
  - b) Phone Number,
  - c) Email,
- **Academic Credentials**
  - a) Copy of Student ID card
  - b) Copy of Graduation Certificate
- **Gameplay Data:** This includes:
  - a) MLBB GID
  - b) MLBB UID
  - c) Match statistics, and
  - d) Match recordings.
- **Logistics Information (for Qualified Players only):** This includes passport details and National Registration Identity Card details (if applicable).
- **Prize Distribution (for Winners' Representative only):** This includes bank account number and full name registered on the bank account.
- **Media (Images and Likeness):** We collect photographs, video footage, or other visual/audio representations of participants during the tournament for use in event broadcasts, marketing materials, and promotional activities.

### **HOW DO WE USE YOUR INFORMATION?**

- **Tournament Operations:** To manage registration, verify participants' eligibility by reviewing their academic credentials, coordinate matches, communicate results and handle prize distribution,.
- **Logistics Arrangements:** To arrange travel and accommodations for qualified players, including sharing necessary identity verification data with airlines and hotels.
- **Images and Likeness:** To record and photograph participants during the tournament for use in event broadcasts, marketing materials, and other promotional activities. This includes any images, video footage, or other representations of the participants' likeness that may be captured throughout the event.
- **Marketing and Promotions:** To provide news, information and updates about products, services and promotions from Samsung and/or its business partners, only where you have given us your separate consent. To learn more about how Samsung processes, uses, stores your personal data for marketing purposes, please visit [www.samsung.com](http://www.samsung.com) [your country code].

## **WHO DO WE SHARE YOUR INFORMATION WITH?**

We disclose your information internally within our business, as well as to the following entities, for the purposes described above.

- **Affiliates:** Other Samsung Electronics Group companies which we control or own, such as Samsung SDS and Cheil Worldwide.
- **Service Providers:** We share participant details with selected service providers who are engaged to facilitate various function essential for the execution of the tournament, such as operational logistics, technology support and event management. These service providers are also committed to protect your information;
- **Travel Partners:** For qualified players, we share necessary information with airlines and hotels to facilitate travel arrangements.
- **Other Parties When Required by Law:** For example, it may be necessary by law, legal process, or court order from governmental authorities to disclose your information. They may also seek your information from us for the purposes of law enforcement, national security, anti-terrorism, or other issues that are related to public security.
- **Other Parties with Your Consent or at Your Direction:** In addition to the disclosures described in this Privacy Policy, we share information about you with third parties when you separately consent to or request such sharing.

## **HOW DO WE KEEP YOUR INFORMATION SECURE?**

We take data protection seriously. We have put in place physical and technical safeguards to keep the information we collect secure. We also take appropriate measures, in compliance with applicable law, to ensure that the personal information collected by third parties remains secure. However, please note that although we take reasonable steps to protect your information, no website, Internet transmission, computer system, or wireless connection is completely secure.

## **WHERE DO WE SEND YOUR DATA?**

Your participation to this Tournament will involve the transfer, storage, and processing of your personal information within and outside the country in which you reside, consistent with this policy. In particular, your personal information will be transferred to the Republic of Korea, Malaysia, Singapore, Philippines, and Indonesia.

In addition, your participation of the tournament may also involve the transfer, storage, and processing of your personal information to other countries where necessary; such countries include, without limitation, the United States of America, the United Kingdom, Switzerland, China, Singapore, Vietnam, India, Canada, Mexico, Australia, New Zealand, Singapore, Indonesia, Malaysia, Thailand, Vietnam, the Philippines, Cambodia, Lao, Myanmar, and Japan. Please note that the data protection laws and other laws of countries to which your information may be transferred might not be as comprehensive as those in your country. We will take appropriate measures, in compliance with applicable law, to ensure that your personal information remains protected.

## **WHAT ARE YOUR RIGHTS?**

Your personal information belongs to you. In accordance with applicable law, you may have the right to ask us to provide details about what we have collected, to delete it, ask for corrections, or to exercise any other right you may have. We will not delete data that we are required by law to retain.

To make a request concerning your rights or to make an inquiry, contact us. See the **CONTACT US** section.

### **HOW LONG DO WE KEEP YOUR INFORMATION?**

We will not keep your personal information for longer than is necessary for the purpose for which it was collected, unless otherwise required by applicable law. This means that information will be anonymized, destroyed or erased from our systems when it is no longer required.

### **WHAT THIRD-PARTY SERVICES DO WE USE?**

Some of the content, advertising, and functionality is provided by third parties. These third parties may use beacons, tracking pixels, and other tools to collect information about your participation of the Tournament. These third parties are not controlled directly by Samsung, so we recommend that you check their privacy policies to understand how they use your data.

### **BEACONS, AND SIMILAR TECHNOLOGIES**

We, along with certain third parties such as content providers and advertisers, may also use technologies called, beacons, or pixels, as well as other tools (collectively known as “technologies”) that communicate information from your device to a server. These technologies can be embedded in online content, videos, and advertisements. They allow a server to read certain types of information from your device, know when you have viewed particular content or a particular advertisement, and determine the time and date on which you viewed the content as well as information about your device, including the IP address of your device. We, and third parties, use these technologies for purposes such as verifying that content and ads have been delivered and viewed correctly.

#### **Beacons and Pixels**

We, along with certain third parties, use technologies called beacons or pixels that communicate information from your device to a server. Beacons can be embedded in online content, ads, videos, and emails, and can allow a server to read certain types of information from your device, know when you have viewed particular content or a particular email message, and determine the time and date on which you viewed relevant content as well as the IP address of your device.

### **CONTACT US**

You can contact us to update your preferences, exercise your rights, make a complaint, submit a request, or ask us questions.

You can contact us at:

The Data Protection Officer,  
Samsung Asia Pte Ltd  
30 Pasir Panjang Road #17-31/32 Mapletree Business City  
Singapore 117440  
Email: [compliancese@samsung.com](mailto:compliancese@samsung.com)