

PRIVACY POLICY

Effective 3/10/2017

This Privacy Policy (“Policy”) applies solely to the information collected directly through the website at www.HardRockRising.com (the “Site”). If you visit and use this Site, you are agreeing to this Policy.

Who is collecting your information?

This Site is operated by Jogo Softworks, LLC, a Florida Limited Liability Company (“Jogo”, “we”, “us” or “our”) under an arrangement with Hard Rock Cafe International (USA), Inc. (“Hard Rock”).

What information do we collect?

We do not collect personal information from users of the Site. However, if you decide to register for the Hard Rock Rising Battle of the Bands 2017, you will leave this Site and go to a website operated by ReverbNation, where you will be required to create an account and provide certain personal information. ReverbNation has its own privacy policy, which you can view on the registration page. Jogo and Hard Rock are not responsible for the information collection practices of ReverbNation.

We may automatically collect the following information about your use of our Site through cookies, web beacons, and other technologies: your domain name; your browser type and operating system; web pages you view; links you click; your IP address; the length of time you visit our Site and or use our Services; and the referring URL, or the webpage that led you to our Site.

What do we use your information for?

Any of the information we collect from you may be used in one of the following ways:

1. To operate and provide services through our Site;
2. To identify your interests and preferences and personalize your experience; and
3. To improve our Site and services offered thereon.

With whom do we share information?

As noted above, we do not collect personal information through the Site . However, any information we do collect (such as the automatically collected information noted above) may be shared as follows:

Hard Rock. We may disclose the information we collect to Hard Rock which will use the information in a manner consistent with its privacy policy at <http://www.hardrock.com/privacy/privacy.aspx>.

Service Providers. We may disclose the information we collect to third party vendors, service providers, contractors or agents who perform functions on our behalf.

Business Transfers. If we are acquired by or merged with another company, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding, we may transfer the information we have collected to the other company.

In Response to Legal Process. We also may disclose the information we collect in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.

To Protect Us and Others. We also may disclose the information we collect where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Policy, or as evidence in litigation in which Craze is involved.

Non-Personally Identifiable Information. Non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Our Use of Cookies and Other Tracking Mechanisms.

We and our third party service providers use cookies and other tracking mechanisms to track information about your use of our Site. We may combine this information with other personal information we collect from you (and our third party service providers may do so on our behalf). Currently, our systems do not recognize browser “do-not-track” requests. You may, however, disable certain tracking as discussed in this section (e.g., by disabling cookies).

Cookies. Cookies are alphanumeric identifiers that we transfer to your computer’s hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Site and Services, while others are used to enable a faster log-in process or to allow us to track your activities at our Site and Service. There are two types of cookies: session and persistent cookies.

- Session Cookies. Session cookies exist only during an online session. They disappear from your computer when you close your browser or turn off your computer. We use session cookies to allow our systems to uniquely identify you during a session or while you are logged into the Site. This allows us to process your online transactions and requests and verify your identity, after you have logged in, as you move through our Site.
- Persistent Cookies. Persistent cookies remain on your computer after you have closed your browser or turned off your computer. We use persistent cookies to track aggregate and statistical information about user activity, and to display advertising both on our Site and on third-party sites.

Disabling Cookies. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our Site who disable cookies will be able to browse certain areas of the Site, but some features may not function.

Local Storage Objects.

We may use HTML5 Local Storage Objects (“LSOs”) to store your Site preferences and to personalize your visit. HTML5 LSOs are different from browser cookies because of the amount and type of data stored. For information on disabling, viewing, or deleting HTML5 LSOs stored by your web browser, please contact your browser vendor.

Third Party Analytics

We use automated devices and applications, such as Google Analytics, to evaluate usage of our Site and, to the extent permitted, our Application. We also may use other analytic means to evaluate our Services. We use these tools to help us improve our Services, performance and user experiences. These entities may use cookies and other tracking technologies to perform their services. We do not share your personal information with these third parties.

Third-Party Links

The Site may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Policy, but instead is governed by the privacy policies of those third party websites. We and Hard Rock are not responsible for the information practices of such third party websites.

Access and Correction

Since the Site does not collect personal information, we do not have a need to provide users access or the ability to change, delete or correct personal information.

Children Under 13

Our Site is not designed for children under 13. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems.

Changes to this Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site.

Contacting Us

If there are any questions regarding this Policy, you may contact us at customer_care@hardrock.com