

ESRB “Join the Conversation” Privacy Policy

Updated August 28, 2018

Protecting personal information online is one of the core values of the Entertainment Software Rating Board (“ESRB”). As a trusted privacy seal provider since 2001, we are committed to respecting the privacy rights of our online visitors and recognize the importance of protecting all information that you may choose to share with us. To further this commitment, we have adopted the ESRB “Join the Conversation” Privacy Policy (“Privacy Policy”) to be transparent about how we collect, maintain, use, and share the information you provide us in connection with ESRB’s “Join the Conversation” Contest (the “Contest”), including on the website, ESRBConversations.org (the “Website”).

A complete chart of the information we may collect from you through the Website, how we collect it, the reason we collect it, how long we keep it, and whether we share it with third parties is provided in the following chart:

Information Collected	Manner of Collection	Reason for Collection	Retention Period	Whether Disclosed to Third Parties or Posted Publicly
Contact Information (First and Last Name; Email Address; Phone Number, and Street Address)	To enter the Contest, you must enter your full name, email address and phone number on the Website. If you are selected as a Contest winner, we will also request your street address at that time.	We will utilize this information to contact Contest winners and to facilitate delivery of the prizes.	We will retain this information until January 3, 2020.	We will not share this information with any third parties, other than third-party service providers who are assisting us with the administration of the Contest.
Pictures, Videos and Audio Recordings	In connection with your Contest entry, you will have the option to send us pictures, videos, and audio recordings, which may contain images and/or the voice of you and/or your family members, as well as metadata that includes personal information about you.	We will utilize this information to judge Contest entries and to promote the Contest and Contest entries.	We will retain this information until January 3, 2020.	As set forth in the Contest Rules , we will select submissions to display on the Website and third-party sites, including our social channels. Accordingly, any pictures, videos and audio recordings (or written submissions) you provide us may be posted publicly . In addition, we will share this information with third-party service providers who are assisting us with the administration of the Contest.

In addition, below is a [chart of cookies](#) and similar trackers on the Website, which may also collect personal information from you for analytics and advertising purposes.

TABLE OF CONTENTS

1. [How do we handle personal information of children?](#)
2. [Are tracking technologies and cookies used to collect information?](#)
3. [When do we share your information?](#)
4. [What kinds of security measures do we take to safeguard your personal information?](#)
5. [How can you delete your personal information?](#)
6. [What are your California Privacy Rights?](#)
7. [How can you ask questions, or send us comments, about this Privacy Policy?](#)
8. [How will you know if we amend this Privacy Policy?](#)

1. **How do we handle personal information of children?**

The Contest is open only to residents of the United States who are 18 years of age or older. Although parents may share personal information of their children with us, we do not knowingly collect personal information directly from children. If you believe that we may have unintentionally collected personal information from your child, please contact us utilizing the contact information [below](#). If we confirm we have collected personal information from a child under the age of 18, we will delete that information from our systems.

[Back to Top](#)

2. **Are tracking technologies and cookies used to collect information?**

Yes. ESRB and our third-party partners utilize technologies, such as cookies and pixel tags, to automatically collect certain information, including personal information (e.g., IP address, device ID, etc.), when you visit or interact with the Website. A “cookie” is a small file that is saved on your computer or mobile device, which uniquely identifies your browser and provides information to the cookie sender. Pixel tags are small blocks of code on a webpage that allow websites to do things like read and place cookies. These trackers help us to improve your user experience and allow us to analyze Website traffic and use. In addition, they are used for promotional and advertising purposes, including potentially for interest-based advertising.

The following chart identifies the third-party analytics and advertising cookies on the Website, including your opt-out choices:

Cookie	Type	Third-Party Privacy Policy	Industry Opt-Out Options	Company-Specific Opt-Out Options
DoubleClick	Advertising	http://www.google.com/policies/technologies/ads/ https://support.google.com/dfp_premium/answer/2839090?hl=en	DAA: http://optout.aboutads.info/#/ NAI: http://optout.networkadvertising.org/#/	https://support.google.com/ads/answer/2662922?hl=en
Rubicon	Advertising	http://rubiconproject.com/rubicon-project-yield-optimization-privacy-policy/	DAA: http://optout.aboutads.info/#/ NAI: http://optout.networkadvertising.org/#/	http://rubiconproject.com/privacy/consumer-online-profile-and-opt-out/
AppNexus	Advertising	https://www.appnexus.com/en/company/platform-privacy-policy#choice	NAI: http://optout.networkadvertising.org/#/	
BidSwitch	Advertising	https://www.iponweb.com/privacy-policy/	N/A	http://x.bidswitch.net/opt-out
StackAdapt	Advertising	https://www.stackadapt.com/privacy	DAA: http://optout.aboutads.info/#/ NAI: http://optout.networkadvertising.org/#/	
PubMatic	Advertising	https://pubmatic.com/legal/privacy-policy/	DAA: http://optout.aboutads.info/#/ NAI: http://optout.networkadvertising.org/#/	https://pubmatic.com/legal/opt-out/
Google Analytics & GA Audiences	Analytics	http://www.google.com/policies/technologies/ads/ https://support.google.com/dfp_premium/answer/2839090?hl=en	N/A	https://tools.google.com/dlpage/gaoptout
New Relic	Analytics	https://newrelic.com/privacy	DAA: http://optout.aboutads.info/#/ NAI: http://optout.networkadvertising.org/#/	

Do Not Track (DNT) Disclosure

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 does not support and cannot act on DNT signal headers that we may receive. However, the choices that we provide you concerning collection and use of your personal information will continue to operate as described in this Privacy Policy.

Social Links

The Website includes links to third-party sites, such as Facebook and Twitter. If you click on a third-party link, you will leave the Website and be directed to those third-party sites. This Privacy Policy does not apply to third-party sites, such as Facebook and Twitter. Those sites are subject to their respective privacy policies.

[Back to Top](#)

3. When do we share your information?

In addition to the disclosure of your information identified in the above chart, we may share your information as set forth below.

Aggregate Information

We may take your personal information and make it non-personally identifiable, either by combining it with information about other individuals (aggregating your information with information about other individuals) and/or by removing characteristics (such as your name) that make the information personally identifiable to you (anonymizing your information). Given the nature of this information, no restrictions apply under this Privacy Policy on our right to aggregate or anonymize your personal information, and we may use and share the anonymized information in any way with third parties.

Mergers, Acquisitions, etc.

If we sell or otherwise transfer part or the whole of ESRB or our assets to another organization (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution, liquidation), your personal information and any other information collected through the Website may be among the items sold or transferred. The buyer or transferee will be required to honor the commitments we have made in this Privacy Policy.

Disclosures Required by Law and Disclosures to Help Protect the Security and Safety of Our Website and Others

We may disclose personal information (a) in the good faith belief that we are required to do so by law; (b) if doing so is reasonably necessary to comply with legal process; (c) to respond to any claims; or (d) to protect the rights, property, or personal safety of ESRB, users, or the public.

[Back to Top](#)

4. What kinds of security measures do we take to safeguard your personal information?

The security and confidentiality of your information is extremely important to us. We employ reasonable safeguards to protect your information from loss, misuse and alteration. Despite our best efforts, however, no security measure is ever perfect or impenetrable. If we learn that your unencrypted personal information has been compromised by a data breach, we will notify you consistent with applicable laws.

[Back to Top](#)

5. How can you delete your personal information?

If you would like us to delete your Contest submission, please contact us at marketing@esrb.org.

[Back to Top](#)

6. What are your California Privacy Rights?

California Civil Code § 1798.83 permits users of the Website who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. We do not disclose your personal information to third parties for their direct marketing purposes. However, if you are a California resident and you have questions about how your information may have been shared, you may contact us at:

ESRB
ATTN: VP, Privacy Certified
420 Lexington Avenue, Suite 2240
New York, NY 10170
privacy@esrb.org

[Back to Top](#)

7. How can you ask questions, or send us comments, about this Privacy Policy?

If you have questions or wish to send us comments about this Privacy Policy, or the processing of your personal information, please contact us at:

ESRB
ATTN: VP, Privacy Certified
420 Lexington Avenue, Suite 2240
New York, NY 10170
privacy@esrb.org

[Back to Top](#)

8. How will you know if we amend this Privacy Policy?

We may amend this Privacy Policy at any time. If we make any material changes in the way we collect, use, or disclose your personal information, we will notify you by prominently posting notice of the changes on the Website. If we make any material changes to this Privacy Policy that retroactively impact the way in which we use or disclose personal information already collected from you, we will attempt to notify you by email and seek your consent to those changes.

[Back to Top](#)