1. Information We Collect

The information we collect depends on what products you use and how you use them. Please see below for more details.

A. Information You Give Us Directly

We collect information you provide us, including:

- Your Account information, including email address, username, country, date of birth, telephone number and password;
- Security questions and answers;
- Details you provide in response to surveys about our products;
- Information you provide when seeking help from us such as your name, telephone number and records of the issues you experience; and
- Billing information, such as your name, payment card number and payment account details;

When you participate in social features (such as chat), the information that you disclose may become publically available. It also may be read, copied, collected or used by other users. Please make sure your privacy settings reflect your preferences.

When you participate in online multiplayer games, your in-game profile information, gameplay, and statistics are visible to all. In competitive game modes we may record your gameplay, and your controller button inputs, and replay these together with your in-game profile information and game statistics to other players in-game.

B. Other Information We Collect When You Use Our Products

We collect other information automatically when you use our products, including:

- IP address;
- Mobile and other hardware or device identifiers;
- Browser information, including your browser type and the language you prefer;
- Referring and exit pages, including landing pages and pages viewed;
- Platform type;
- Information about your device
- Device event information, including crash reports, request and referral URL's and system activity details (e.g. whether you encountered an error playing our games or lost Internet access).

We also may collect and store information locally on your device, using mechanisms like cookies, browser web storage (including HTML 5) and application data caches.

2. How We Collect Information

We collect some information from you when you provide it to us directly, such as via an online form or when you talk with our customer experience team. We and third parties also use certain technologies described below to collect information to deliver excellent experiences.
A. Cookies and Similar Technologies

Cookies are small text files stored on your Internet browser. We use cookies and similar technologies to help us understand things like what web pages, features or ads you view and what games you play. This information helps us keep track of your shopping cart, measure the effectiveness of our advertising, make sure you don’t see the same ad repeatedly and otherwise help enhance your user experience. You can disable cookies, limit the types of cookies you allow, or set your browser to alert you when cookies are being sent. Please refer to guidance provided by your individual web browser if you’d like help in managing your cookie preferences.

We also use Analytics, Advertising, Anti-Cheat and Anti-Fraud technologies in our products that utilize the same cookies and similar mechanisms. These technologies are described below.

B. Analytics Technologies

We use our own game servers and internal and third party analytic technologies to collect information about how you use our products, your computer or device and the health of our products.

For instance, we may collect and store data from your computer or device when you use our products. This information includes technical and related information about your computer or device and operating system (such as IP Address and device ID), information about your feature usage, gameplay and usage statistics, system interactions and peripheral hardware for purposes described in section 3, below. If you play a game offline, this data will be stored on your device and transmitted to EA when your device connects to the Internet. If you participate in online services, we also may collect, use, store, transmit and publicly display your persona and/or statistical data regarding your game play (including scores, rankings and accomplishments), or identify content that is created and shared by you with other players.

C. Ad Serving Technologies

Some of our products employ ad serving technologies that use cookies, clear GIFs, web beacons, tracking pixels, and other similar technologies like identifiers to deliver offers to you. Some of these technologies can sync or connect behavior across different websites, mobile apps and devices. The ads can be tailored to your interests. For instance, you may be presented with an offer for a game we think you might enjoy. Or if you express interest in a game, you might receive an advertisement later for that game or similar products. Other in-game advertising technologies enable advertising to be temporarily uploaded to your game, web browser, or mobile device and later replaced while you are online.

These technologies collect and use information so we can serve appropriate advertising to you and help track results and measure effectiveness. In addition to identifiers, this information includes:

- Advertisements served and the location of the ad;
- Length of time an advertisement was visible;
- Domain type, IP address, size of the advertisement; and
- Advertisement response.

Third party advertising companies may combine the information collected in the context of delivering an ad to you via our products with other information they have independently collected.
over time and across different websites. Many of these companies collect and use information under their own privacy policies.

3. How We Use Your Information

We use your personal and non-personal information, both individually and combined together, in the following ways:

**To operate our business and to enhance and personalize your game experience including to:**

- Operate, improve, and develop our games and services;
- Provide you with personalized recommendations for products and/or features;
- Populate online leaderboards and enable online matchmaking;
- Provide replays to you and other players via spectator modes;
- Help you find your friends or tell your friends about a product;
- Facilitate sharing on social networks;
- Serve and measure the effectiveness of advertising;
- Measure the health of our services;
- Set up and maintain accounts you register for;
- Provide game experiences that you may like;
- Set up loyalty programs;
- Facilitate your gameplay on multiple devices when available;
- Identify, fix, and troubleshoot bugs and service errors;
- Provide software updates;
- Activate or authenticate your games and save game progress and stats;
- Run competitions and contests;
- Adhere to your preferences and to deliver dynamic content; and
- Help keep our services safe and fair, resolve disputes, investigate and help curb fraud and illegal behavior, comply with the law, and to enforce our agreements and policies.

**To provide you support, including to:**

- Help identify and troubleshoot problems with your account or games;
- Survey your opinions through surveys or questionnaires;
- Communicate with you and respond to your specific requests or questions; and
- Manage and send you confirmations and important information about your account, products, purchases, subscriptions, and warranties.

**To personalize our communications with you, including to:**

- Present offers and/or information relating to games you might like;
- Make recommendations to you; and
- Personalize advertising for you and deliver targeted marketing, service updates and promotional offers.

We retain the information we collect for as long as necessary to provide our products and services, and we may retain that information beyond that period if necessary for legal, operational or other legitimate reasons.

4. Information We Share with Third Parties
We do not share personal information that directly identifies you (such as your name, e-mail or postal address) with third parties for their own use without your consent, unless it is either required by law or we determine that disclosure is reasonably necessary to enforce our rights, property or operations or to protect our players or third parties. We may share anonymous or aggregated information, or other data that does not directly identify you, with third parties, for instance your persona and game stats on leaderboards or to show trends about use of our products.

We do not knowingly disclose directly identifying personal information from children under 18 years of age to independent third parties even with consent.

However, in the event of a reorganization, divestiture, merger, sale or bankruptcy, we may transfer all information we collect to the relevant third party and will obtain your consent to do so if required by law.

We do not control information sent from your browser to third parties, such as advertising networks and analytics companies that receive information in the normal course of your Internet activity. When third party technologies or social tools are integrated into our products, those third parties may collect information when you use our products. An example is the Facebook "Like" button.

5. How We Protect Your Personal Information

Security of our players’ information is a priority for us but even so, no security measure is 100% perfect. This means we cannot guarantee the security of your information and do not assume any responsibility for the unauthorized use or access to your information under our control.

6. Contact Us

If you have a complaint or question about this policy, please send an email to word.seeker18@gmail.com