

# Den Stora Nissejakten Application Privacy Policy

Last modified on November 26th 2023.

Den Stora Nissejakten is a game application where the users will try to catch “nissar” in Malmö and Stockholm Central Station in Sweden through the use of Augmented Reality in the real world. This Privacy Policy describes what data Den Stora Nissejakten mobile application ("Application") collects from its users, how the data is being stored and the ways it can be used. Please read this Privacy Policy carefully before using the Application. By accessing or using the application in any manner you agree to the terms of this Privacy Policy.

## Who we are?

Jernhusen specializes in properties near the railway. We contribute to more people traveling and transporting goods by train.

## What is the application?

Den Stora Nissejakten is an Augmented Reality mobile application available for free from AppStore and Google Play. The application expands the reality by allowing you to see virtual content not visible to the naked eye and the application is very easy to use. Just open it and follow the instructions and you will get an exciting and engaging game experience displayed on top of the real world using location based augmented reality.

## Information collected by application and why do we collect it?

When you download the application you are asked to give permission for app to use following information:

- Camera: The application is based on image recognition and the images (the pictures you are scanning) are recognized by the device's camera.
- In the application you will have the chance to win prizes through a web interface through a webview that is locked to the app. To ensure you cannot win more than once a day a unique app installation ID is created.
- User ID Such as screen name, handle, account ID, assigned user ID, customer number, or other user- or account-level ID that can be used to identify a particular user or account are used for Analytics, and product personalization

- Device ID Such as the device's advertising identifier, or other device-level ID are used for Analytics, and product personalization
- App based general statistics is collected to see how the app is being used.

Personal information collected by the application: We do not collect or store any personal information like your age or gender.

### **Where is your data stored?**

All content is stored in the app except for the unique app installation ID that is sent to the web application that handles the prizes.

Links to third party services: The app contains a link to a third party website for handling prizes. Please note that we cannot control and cannot be held responsible for the privacy policies of such websites. You should always read the privacy policy of a website to find out more about how personal information is collected and processed.

### **Sharing your information**

We do provide reports about the campaign success for our customers but only containing aggregated level general information. In no circumstances an individual application user can not be identified.

### **Sharing photos and videos made with the application**

The app does not have a direct function that offers you the possibility to take a photo and share it to any social media sites, email addresses etc..

### **Changes to our Privacy Policy**

If we decide to change our Privacy Policy, we will post those changes on this page, and update the Privacy Policy modification date above.

More info: [info@3dinteractive.se](mailto:info@3dinteractive.se)