



CAPCOM USA ONLINE PRIVACY STATEMENT

Last updated December 23, 2019

Here is a [PDF version](#) of our Privacy Policy for those who wish to save or print the contents of this page.

Welcome to Capcom USA!

OUR PRIVACY COMMITMENT

Capcom U.S.A., Inc. (collectively, "Capcom USA," "Capcom," "we," or "us") respects the privacy rights of our online visitors and users of our mobile, online, downloadable products, websites, games, newsletters, applications, and other services (each a "Service" or collectively, the "Services"), and we recognize the importance of protecting all information that you may choose to share with us. To further this commitment, we have adopted this Capcom USA Online Privacy Policy ("Privacy Policy") to outline for you how we collect and process your information.

This Privacy Policy applies to the use and sharing of information collected on and after the date that this Privacy Policy is posted. Unless applicable law requires your affirmative consent (as further described herein), by using our Services, you hereby consent to this Privacy Policy.

Capcom USA is a member in good standing of the Entertainment Software Rating Board's Privacy Certified Program ("ESRB Privacy Certified"). To protect your privacy, we have voluntarily undertaken this privacy initiative. All our Services where this Privacy Policy is posted and an ESRB Privacy Certified seal is displayed have been reviewed and certified by ESRB Privacy Certified to meet established online information collection, use, and disclosure practices. As a licensee of this privacy program, we are subject to audits of our Services and other enforcement and accountability mechanisms administered independently by ESRB Privacy Certified.

TABLE OF CONTENTS

- Q1. [What information does this Privacy Policy cover?](#)
- Q2. [What types of information do we collect about you?](#)
- Q3. [How is your information used and shared?](#)
- Q4. [What are your California Privacy Rights?](#)
- Q5. [What kinds of security measures do we take to safeguard your personal information?](#)
- Q6. [How can you update your personal information and profile?](#)
- Q7. [How can you ask questions, or send us comments, about this Privacy Policy?](#)
- Q8. [How can you access and control the use of your personal information?](#)
- Q9. [How will you know if we amend this Privacy Policy?](#)
- Q10. [How is information treated when it is collected from non-US residents?](#)

• Q1. What information does this Privacy Policy cover?

This Privacy Policy applies only to information collected on or through the Services offered to you by Capcom USA, and to information shared with Capcom USA by certain third parties (as further described in this Privacy Policy). It does not apply to any other information collected by Capcom USA through any other means.

Please note that this Privacy Policy applies only to information submitted and collected via the Internet, and does not apply to information that may be collected by Capcom via offline means. Further, this Privacy Policy applies only to the Services offered and maintained by Capcom USA, and not to any websites, services, games, and/or applications offered and/or maintained by our international affiliates (e.g., Capcom Media Ventures, Capcom Asia, Capcom Europe, and Capcom Japan), or, unless otherwise described in this Privacy Policy, any other companies or organizations to which we link. Capcom USA is therefore not responsible for the content or activities provided on those websites, except as expressly provided in this Privacy Policy.

Third-Party Websites

Once you have clicked on an advertisement or a third-party link on our site and have left our websites or other Services, our Privacy Policy no longer applies and you must read the privacy policy of the advertiser/third party to see how your information will be collected and processed on its website.

Please note that the Capcom merchandise and apparel store (accessible at <http://shop.capcom.com/>) is a third-party website operating under license from Capcom USA, and is not covered by this Privacy Policy. Specifically, all personal information, including purchase information, collected through the [Capcom store](#) is collected and used by Scalefast, Inc. pursuant to the privacy policy that governs that store (the "Scalefast Privacy Policy," available at <https://store.capcom.com/us/docs/privacy>), which we encourage you to review carefully. You may reach out directly to Scalefast with any questions you have regarding their privacy practices by visiting <https://www.scalefast.com/#contact-modal>. Pursuant to the Scalefast Privacy Policy, Scalefast shares all information collected from consumers of the Capcom store with Capcom USA. This includes a consumer's name, date of birth, street address, email address, account information, payment information, and payment history. All information shared with Capcom USA originating from the Capcom store is handled in accordance with this Privacy Policy.

[\(Back to top\)](#)

• Q2. What types of information do we collect about you?

Capcom respects your privacy and, accordingly, we strive to minimize our collection of your personal information. Personal information is information that can be used to directly, or indirectly with other

collected information, identify and contact you. If required by applicable law, Capcom will request your specific consent prior to collecting any of your personal information. If you prefer, however, not to disclose your personal information to Capcom, you may not be able to enjoy certain features of our Services.

Our Services and European Economic Area Users

Data protection law in Europe requires a “lawful basis” for collecting and processing personal information from citizens or residents of the European Economic Area. Our lawful bases include:

Specific Affirmative Consent: As stated above, Capcom will request your specific affirmative consent, if required by applicable law, in a clear, concise, and specific manner prior to collecting and processing your personal information.

Performance of Contract: In some instances, we will need to collect your personal information to comply with our contractual obligation to deliver the Services to you (e.g., pursuant to our End User License Agreement for a Service), such as by collecting your IP address to facilitate matchmaking in an online multiplayer video game, or collecting your telemetry data to display your player statistics and rankings to you.

Legal Compliance: Sometimes the law says we need to collect and process your personal information. For example, a court may order us to process your data for a particular purpose other than that for which it was initially collected.

Legitimate Interests: On occasion, we may collect and process your personal information when we have a good and fair reason to use your data, and we do so in ways which do not hurt your interests and rights. In other words, we may collect and process your data to pursue our legitimate interests in a way that might reasonably be expected as part of running our business and that does not materially impact your rights, freedom, or interests.

Our Services and Children

We do not knowingly collect or maintain personal information from users under 13 in the United States, and under the applicable age of consent in other countries ("Child" or "Children") other than as permitted by law, for example, in support of our internal operations (in the U.S.) and legitimate interests or contractual or legal obligations (in the EU). We take Children's privacy seriously and encourage parents to play an active role in their Children's online experience at all times.

If Capcom learns that a Child's personal information has been collected, we will delete the account. If parents believe that we have unintentionally collected their Child's personal information, they should contact us to request the deletion of the information at:

Capcom USA

Attn.: Privacy Policy Administrator
185 Berry Street, Suite 1200
San Francisco, CA 94107
(650) 350-6500
privacy@capcom.com

Personal Information That We Collect

To offer our users certain features of our Services, and to create certain user accounts (e.g., to create a Capcom Fighters Network account), we collect several types of personal information from you directly. Typically, this information includes:

- Name
- Username/Online ID
- E-mail address
- Date of birth/Age
- Telephone number
- Country of residence

Other times, we collect your personal information automatically when you use our Services, including sometimes through cookies. Typically, this information includes:

- IP address
- Mobile or device identifiers
- Browser information, including browser type
- Platform type
- Details about the Services you are using and your use of them, such as:
 - Game telemetry data
 - Purchase behavior
 - User and gameplay progression information

As referenced above, please note that when purchasing merchandise and apparel from Scalefast, Inc., the personal information you provide Scalefast will be shared with Capcom USA.

Non-Personal Information That We Collect

Additionally, we may also collect other types of non-personal information (known as demographic information) such as your hobbies, occupation, game preferences, platform preferences, and other game ownership information. This demographic information may be combined with your personal information.

Information Collected Through Third-Party Services

i. Information Collected Through Social Networking Services

You can engage with our Services on or through third-party social networking websites such as Facebook, Twitch, Twitter, or other third-party social media plug-ins and applications which may be hosted on separate websites, or embedded within or integrated with our Services. Where practicable, we will provide clear notice before you are directed to a third-party social networking website, plug-in, or application. When you engage with our Services on or through a third-party social networking website, plug-in, and/or application, you may authorize us to have access to certain information from your social media profile (e.g., name, e-mail address, photo, birthday, location, your list of friends, people you follow and/or who follow you, the posts or "likes" you make) to deliver content or as part of the operation of the Service. We may also obtain non-personal information from your interaction with our Services (e.g., content viewed, game performance and scores, and information about advertisements within the content you have been shown or may have clicked on).

By engaging with our Services on and through third-party social networking websites, you consent to the sharing of such personal information with Capcom in accordance with this Privacy Policy. Please note that when you provide personal information to us through social networking websites, it may be publicly viewed by other members of those social networking websites, and we cannot prevent further use of the information by third parties. Further, any use of third-party social networking websites, plug-ins, or applications will be subject to such third-party social network's respective terms of service and privacy policy, and may result in the collection of information about your use of our Services by those third parties.

ii. Information Collected Through First-Party Platforms

You can also engage with certain portions of our Services through certain first-party and/or mobile platforms (the "First-Party Platform(s)"). For instance, if you desire to use features of our Services by signing in through or otherwise linking with, for example, your PSN account or Steam account to authenticate yourself, some information from those First-Party Platforms (e.g., your account ID, date of birth/age, username, language preference, entitlement information, achievement/trophy information, and/or geographic information), and/or information regarding your usage of our Services (e.g., web analytics data or game telemetry data) (collectively, the "Platform Information"), which may have been collected by the First-Party Platform may be transmitted to Capcom. Further, some First-Party Platforms, such as mobile platform providers, may provide to us additional information such as your precise location or contact list information. We will collect this information only if you provide your affirmative consent.

Where required by applicable law, Capcom will request your specific affirmative consent prior to collecting and processing any Platform Information. Otherwise, by signing in and/or linking with a First-Party Platform in connection with your use of the Services, you hereby acknowledge and agree that Platform Information may be transmitted to us, and that all Platform Information transmitted to us may be used by Capcom in accordance with this Privacy Policy and any applicable terms of consent required by a First-Party Platform provider. Further, your use of the First-Party Platform will be subject to such First-Party Platform's respective terms of service and privacy policy.

Information Collected Through Cookies and Other Web-Based Technologies

We collect information through web-based technologies, such as "cookies," to improve our Services. For example, when you use one of our Services, we collect your IP address. An IP address is often associated with the portal through which you enter the Internet, like your ISP (Internet Service Provider), your company, or your university. At times, we use IP addresses to collect information regarding the frequency with which our users visit various parts of our websites. At other times, we collect your IP address to facilitate location-based matchmaking in our online multiplayer Services.

i. Cookies

Our web-based Services use cookies. A cookie is a small file consisting of letters and numbers that is downloaded to and stored on your computer or mobile device when you visit a website. Each cookie is unique to your web browser or device. There are several different types of cookies:

- Session cookies, which only last as long as your visit to the website. Session cookies are used for things such as remembering what you put into your shopping cart as you browse a website or to ensure that your bank account information cannot be accessed after you leave the bank's website.

- Persistent cookies, which last for a longer period of time, including in between sessions. Persistent cookies are used for things like remembering your preferences and choices when you re-visit a website or for keeping you logged in to a website.
- First- and third-party cookies, refer to the entity that is placing the cookie on your computer or device. First-party cookies are placed by the website that you are visiting; third-party cookies are placed by a third party, such as an advertising company that is posting ads on the website that you are visiting.

We use the cookies for the following purposes:

- Strictly necessary functionality: We use several persistent cookies that which are strictly necessary to enable you to move around the website and use its features. Without these cookies, we would not be able to provide certain functions of our sites, such as automatic sign-in to Capcom-Unity.
- To provide additional functionality: To remember the settings you've chosen to use when viewing our site, and to tailor our site to you. For example, if you set your location to France, we know to translate the site into the French language for you.
- Analytical or Performance purposes: To measure visitor behavior, such as how many times a visitor visits the site, so that we can improve our site and provide you with a better experience.

Depending on your choice of browser (e.g., Edge, Chrome, Firefox, etc.), you may be able to modify your browser so that it notifies you when cookies are sent to it. Alternatively, you can refuse to accept cookies altogether, and you can also delete cookies that have already been set. You can do this through your browser settings. Each browser is a little different, so refer to your browser's help menu to learn the correct way to modify your settings. However, if you turn cookies off, you will not have access to many features that make your web experience smoother, such as the features mentioned above, and some of our services may not function properly.

To support our web pages, we sometimes also embed content from third-party websites, such as video content from YouTube. As a result, when you visit a page containing such content, you will be presented with third-party cookies from those third-party websites. Similarly, you will also see embedded 'share' buttons on Capcom web pages that enable users to easily share content with their friends through a number of popular social networks. When you click on one of those buttons, a cookie will be set by the service through which you have chosen to share content, such as Facebook or Twitter. Capcom does not control the placement of those cookies and you should check the relevant third-party's website for more information on how to restrict the placement of those cookies. When visiting Capcom's websites, the third-party cookies that may be present include, but are not limited to, these listed in the chart below.

Cookies Used

Cookie name	Source	Expiry	Purpose	How to block
_utma	Google Analytics	2 years from set/update	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve our site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site	You may visit https://tools.google.com/dlpage/gaoptout?hl=en-GB to block these cookies. Alternatively, you can change your browser settings to accept or refuse these cookies as mentioned below.

			from, and the pages they visited.	
_utmb	Google Analytics	30 minutes from set/update		
_utmz	Google Analytics	6 months from set/update		
_utmc	Google Analytics	Upon the browser closing		
_utmj	Google Analytics	2 years from the visitor's last visit		

YouTube (Google)	Cookies are used to deliver content on this website using YouTube (Google). Data collected by Google may also be used for other purposes, including advertising.	You can find out more about Google's privacy practices and the cookies that it uses via YouTube here (http://www.google.com/intl/en/policies/privacy/). You can also change your browser settings to accept or refuse these cookies as mentioned above.
Twitter	Twitter uses cookies to enable visitors to share website pages and content through third-party social networking and other websites. Twitter may also use visitors' information to serve targeted advertising on other websites.	Further information about how Twitter uses cookies, including how you can opt-out, is available here (https://twitter.com/privacy). You can also change your browser settings to accept or refuse these cookies as mentioned above.
Facebook	Cookies are used to deliver content on this website using Facebook. Data collected by Facebook may also be used for other purposes, including advertising.	You can find out more about Facebook's privacy practices and the cookies that it uses here (https://www.facebook.com/about/privacy/). You can also change your browser settings to accept or refuse these cookies as mentioned above.
MediaMind (__atuvs, __atuvc)	Streetfighter.com uses cookies to enhance their marketing campaign analytics gathering. Data collected is only available to the marketing team involved with the product and is not shared.	Further information about how Mediamind uses cookies, including how you can opt-out, is available here (http://www.mediamind.com/privacy-policy). You can also change your browser settings to accept or refuse these cookies as mentioned above.

ii. Other Web Technologies

Except to the extent that any additional web technologies are incorporated into a third party's embedded services listed above (i.e., YouTube, Twitter, Facebook, Google Analytics, etc.), Capcom's web-based Services do not use pixels, clear GIFs, web beacons, or other web or browser-based technologies to collect information about you. In the event that the foregoing changes, we will amend this Privacy Policy to accurately reflect our new collection and usage.

iii. California's "Do Not Track" Disclosure

At this time, Capcom's websites do not recognize automated browser signals regarding tracking mechanisms, which may include "Do Not Track" instructions. You can, however, change your privacy preferences regarding the use of cookies and similar technologies through your browser, as mentioned above.

[\(Back to top\)](#)

• Q3. How is your personal information used and shared?

We use your personal and non-personal information, both individually and in the aggregate, 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;
- Enable online matchmaking and provide online statistic tracking;
- Help you find your friends or tell your friends about a Service;
- 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;
- Identify, fix, and troubleshoot bugs and service errors;
- Provide software updates;
- 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 use of our Services;
- To 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 Services you might like;
- Make recommendations to you; and
- Personalize advertising for you and deliver targeted marketing newsletters, service updates, and promotional offers.

Whatever the purpose may be, we will collect and process your information to the extent you have provided to us your affirmative consent, or, alternatively, as reasonably necessary to fulfill our contracts with you, perform our legitimate business objectives, or as otherwise required under applicable law. More importantly, we will not collect and use your personal information for any purposes other than as set forth in this Privacy Policy without your affirmative consent.

Capcom USA Activities and Updates

Information collected from those who voluntarily submit it to us is used to provide services like newsletter subscriptions, updates on special events, game news, and e-mail announcements of interest to our users, as well as to provide our users with exclusive content, awards, prizes, and/or access to special promotions. You may opt-out of such services by following the process set forth in Q8 below.

Forums, Blogs, and Message Boards

If you register for access to our blogs or message boards, we will use your personal information to enable you to view and post messages on the boards. You should understand, however, that community forums, blogs, and message boards are tools that allow you to communicate with members of the online community. So whenever you give out personal information in public areas, that information can be collected and used by people you don't know.

Should you wish to remove content or information after you have posted it, you may do so by logging in to your Capcom account and clicking either the "garbage can" or "x" icon located on your post. In addition, Capcom provides all registered users the ability to permanently delete their account information, including all comments, blogs, and forum posts. To delete your Capcom-Unity account, please log in and visit this link: http://www.capcom-unity.com/help/remove_user.one. Please note that deleting your profile cannot be reversed. Alternatively, you may contact us at privacy@capcom.com with your request.

Please also note that removal of this content or information from public view does not guarantee complete or comprehensive removal. After your removal request has been honored, we may retain copies of the content or information you have previously posted on our servers if we have a legal basis for doing so. For example, we are not required to remove your posted content or information if it has been rendered anonymous or if we are ordered by a court to retain it. Additionally, we do not have control over third parties (e.g., other users) who may have copied or reposted this information.

Operational Uses

We may also use your personal information for other purposes, such as operational uses necessary to conduct our business or provide the Services. For example, we may use your information to send you administrative communications either about your account with us or about features of our Services.

Aggregated and Anonymous Information

Finally, we may take your personal information and make it anonymous. We do this either by combining it with information about other individuals (aggregating your information with information about other individuals), or by removing characteristics (e.g., your name or other identifying information) that make the information personally identifiable to you. This process is known as de-personalizing your information. Given the non-personal nature of this information, no restrictions apply under this Privacy Policy on our right to de-personalize your personal information. We may use de-personalized information in any way and share it with third parties without your consent.

Employment-Related Information

For practical reasons, we treat personal information submitted to us in an employment context differently from information we receive in other contexts. Personal information submitted to us in an employment context (e.g., employment applications and resumes) may be shared with third parties, depending on the nature of the inquiry.

Purchase or Sale of Businesses

From time to time, we may purchase a business or sell one or more of our businesses, and your personal information may be transferred as a part of the purchase or sale. If we purchase a business, the personal information received with that business would be treated in accordance with this Privacy Policy, to the maximum extent possible. If we sell a business, we will include provisions in the selling contract requiring the purchaser to treat your personal information in the same way required by this Privacy Policy (including any amendments to this Privacy Policy). The provisions of this paragraph will also apply if we are sold as part of bankruptcy proceedings.

Third-Party Processing

Capcom engages third parties, located both within and outside of the United States, to collect and/or process your personal information on our behalf in connection with our offering and maintenance of the Services, such as for providing back-end server/matchmaking services, customer support services, analytics services, conducting market surveys, sending newsletters, or otherwise in accordance with the purpose(s) for which your personal information was originally collected. When these third-party service providers collect or receive your personal information, we require that they: (i) use your personal information only on our behalf; (ii) not sell your personal information to third parties; and (iii) not disclose your personal information except as may be required by law, or as permitted by us or as stated in this Privacy Policy.

To the extent that your personal information may be transferred to countries outside of the United States, we will take measures to ensure that any such transfers comply with applicable data protection laws and that your personal information remains protected to the standards described in this Privacy Policy.

No Third-Party Marketing

Without your consent, our company does not share and has not reserved the right to rent or sell your personal or demographic information to third parties for their direct marketing purposes.

Automated Decision Making

Capcom does not use your personal information in any form of automated processing, including profiling, which produces legal effects concerning you, or which may similarly significantly affect you.

Disclosures Required By Law and Disclosures to Help Protect the Security and Safety of Our Services and Others

We will disclose personal information when we believe in good faith that disclosure is required by law (e.g., court order or subpoena) or to help:

- Enforce our Terms of Service or contests, sweepstakes, eSports tournaments, promotions, or game rules;
- Protect your safety or security, including the safety and security of your property; or
- Protect the safety and security of our Services or third parties.

[\(Back to top\)](#)

• Q4. What are your California Privacy Rights?

California Civil Code Section 1798.83 permits our customers who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. However, as previously stated, we do not share information with third parties for their direct marketing purposes. If you still have inquiries regarding our disclosure policy, please contact us at:

Capcom USA

Attn.: Privacy Policy Administrator

185 Berry Street, Suite 1200

San Francisco, CA 94107

(650) 350-6500

privacy@capcom.com

CALIFORNIA CONSUMER PRIVACY ACT OF 2018

Categories of Personal Information Collected

In the chart below, we identify each category of personal information that we have collected about our users in the last 12 months using the categories enumerated in the California Consumer Privacy Act (“CCPA”). If we have collected that category of personal information in the last 12 months, an “X” appears in the corresponding row in the second column of the chart.

Categories of Personal Information	Collected (in the last 12 months)
Name	X
Alias	X
Signature	X
Postal address	X
Email address	X
Telephone number	X
Unique personal identifier (e.g., device ID, ad ID, IP address, etc.)	X
Account or policy number (e.g., banking, insurance, credit, etc.)	X
Government ID number (e.g., SSN, driver’s license, passport, etc.)	
Physical characteristics or description	
Biometric information	

Professional or employment-related information	
Education information	
Medical information	
Financial information	X
Insurance information	
Commercial information (e.g., purchase history)	X
Geolocation data	X
Internet or other electronic network activity information (e.g., browsing or search history, interaction with an online service, etc.)	X
Audio information	
Visual information	X
Electronic, olfactory, thermal, or similar information	
Inferences drawn from any of the above information to create a profile	

Personal Information Collection and Use

See the Capcom USA Online Privacy Statement, “Q2. What types of information do we collect about you?”. for more information on the sources of personal information collected and the purposes for which information is used.

No Sale of Personal Information

For purposes of the CCPA, Capcom has not sold personal information relating to California residents in the last 12 months.

Rights of California Residents

Right to Know: If you are a California resident, you may submit, free of charge, but no more than twice in a 12-month period, a verifiable request for the following information:

- The specific pieces of personal information we have about you;
- The categories of personal information we collected, sold, or disclosed for a business purpose about you within the last 12 months;
- The categories of sources from which the personal information was collected;
- The purposes for which the information was collected or sold; and

- The categories of third parties to whom the information was sold, disclosed for a business purpose, or otherwise shared.

If possible, we will provide this information to you in a readily usable format that allows transmission to another entity.

To submit a request, please email us at privacy@capcom.com or use our online webform located at <http://capcom.com/ccpa/>. Email requests must include “Your California Privacy Rights” in the subject field. Within 10 days of receipt, we will let you know we received your request. We will provide a substantive response within 45 days, unless we need more time, in which case we will notify you. If we need additional information to verify your identity, we will contact you to request that information. If we are not able to verify your identity, we will deny your request, but if applicable, we will refer you to the applicable sections of this Privacy Policy that address our data collection and use practices. If we deny your request, even if only in part, we will explain the reason in our response.

Right to Delete: If you are a California resident, you may submit a verifiable request for us to delete any personal information we have collected about you. To submit a request, please email us at privacy@capcom.com or use our online webform located at <http://capcom.com/ccpa/>. Email requests must include “Your California Privacy Rights” in the subject field. Within 10 days of receipt, we will confirm receipt of your request. We will provide a substantive response within 45 days, unless we need more time, in which case we will notify you. If we need additional information to verify your identity, we will contact you to request that information. If we are not able to verify your identity, we will deny your request to delete. If we deny your request, even if only in part, we will explain the reason in our response. Please see section Q3. How is your personal information used and shared? “Forums, Blogs, and Message Boards” for additional information on deleting information on our blogs and message boards.

Right to be Free from Discrimination: We may not discriminate against you because you have chosen to exercise your rights, including, for example, by denying you access to our online services or charging you different rates or prices for the same online services, unless that difference is reasonably related to the value provided by your data.

Exercising Your Rights: To submit a verifiable request or to otherwise contact us for more information about how to exercise your rights, please follow the instructions above.

If you would like to designate an authorized agent to make a request on your behalf, please be sure the agent is able to (i) demonstrate you have provided written permission for the agent to submit the request on your behalf, and (ii) provide proof of his or her own identity. If the agent does not satisfy these requirements, we will deny the request.

[\(Back to top\)](#)

• Q5. What kinds of security measures do we take to safeguard your personally identifiable information?

The security and confidentiality of your information is extremely important to us. We have technical, administrative, and physical security measures in place to protect your personal information from unauthorized access and improper use. We also review our security procedures periodically to consider appropriate new technology and updated methods. But, despite our best efforts, no security measure is ever perfect or impenetrable. Specific security measures we currently implement to prevent unauthorized physical or electronic access to users' personal and demographic information include:

- User data is stored behind a firewall to protect your data from unauthorized access or against loss, misuse, or alteration.
- Data is stored in a secure physical environment (e.g. behind locked doors).
- Data is stored in a database accessible to authorized employees on a need-to-know basis only.
- Users or employees must have a unique password before gaining access to user data.
- We use industry-standard encryption technology when transferring or receiving sensitive personal information.
- We maintain written security policies to which all employees must adhere.

[\(Back to top\)](#)

• Q6. How can you update your personal information and profile for web-based Services?

You can access and update the personal information you gave us during registration (that is, your e-mail address or any other information that would directly enable us to contact you) by e-mailing us at accounts@capcom.com. You may update the information in your profile by logging in to your account and visiting your account settings.

[\(Back to top\)](#)

• Q7. 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, please contact us with questions or comments at:

Capcom USA
Attn.: Privacy Policy Administrator
185 Berry Street, Suite 1200
San Francisco, CA 94107
(650) 350-6500
privacy@capcom.com

Any personal information you provide to the above e-mail and postal mail addresses will not be used to send you promotional materials, unless you request it.

Capcom is a member of the ESRB's Privacy Certified Program. If you believe that we have not properly responded to your inquiry, please contact the ESRB at <http://www.esrb.org/privacy/contact>, or at:

ESRB

Attn.: Privacy Certified Program
420 Lexington Avenue, Suite 2240
New York, NY 10170
privacy@esrb.org

[\(Back to top\)](#)

• Q8. How can you access and control the use of your personal information?

Capcom provides you choices when it comes to the collection and use of your personal information. For example, you can choose to opt-in or opt-out of marketing emails. If you would like to opt-out at any time after granting consent, contact us at:

Capcom USA

Attn.: Privacy Policy Administrator
185 Berry Street, Suite 1200
San Francisco, CA 94107
(650) 350-6500
privacy@capcom.com

You also may adjust your browser settings to block certain online tracking, such as cookies.

European Union/European Economic Area Users

Users residing in certain countries, including the EU/EEA users, are afforded certain additional rights regarding their personal information. Except where an exception or exemption applies, these rights include the ability to access, correct, and request deletion of your personal information; request a portable copy of your personal information; or otherwise object to or restrict how we use your personal information.

At any time, you may contact us to deactivate your Capcom accounts, or delete the personal information associated with your accounts or otherwise collected in connection with your use of our Services, by contacting our Privacy Policy Administrator at the address above. If you choose to do so, you may no longer have access to the Services associated with your accounts. Note that Capcom may retain information needed to resolve disputes, enforce our user agreements, protect our legal rights, and comply with technical and legal requirements and constraints related to the security, integrity, and operation of our products. Otherwise, we will retain your personal information only for as long as reasonably necessary to provide you Services, create and improve our products, comply with the law, or to run our business.

You may exercise your rights concerning your personal information at any time. To exercise your personal data rights, send us an email at privacy@capcom.com and include "Subject Access

Request" in the subject field. Before we process any request, we may ask you for certain personal information in order to verify your identity. Where permitted by local law, we may reject requests that are unreasonable or impractical. We will respond to your requests within a reasonable timeframe.

[\(Back to top\)](#)

• Q9. 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 how we collect, use, or share your personal information, we will make reasonable efforts to notify you via our Services, and we will prominently post a notice of the changes covered by this Privacy Policy on our website located at <http://www.capcom-unity.com/>. Any material changes to this Privacy Policy will be effective when posted, and your continued use of any of the Services covered by the Privacy Policy after the posting will constitute your acceptance of and agreement to be bound by those changes, to the extent permitted by applicable law. In the event that a material change in this Privacy Policy affects the collection and/or processing of your personal information which was previously collected pursuant to your prior consent, we will request a re-affirmation of your consent to any new collection and/or processing, as required by applicable law.

[\(Back to top\)](#)

• Q10. How is information treated when it is collected from non-US residents?

For personal information transferred from a European Union or European Economic Area member country or Switzerland to the United States, Capcom complies with the EU-U.S. and the Swiss-U.S. Privacy Shield Frameworks as set forth by the U.S. Department of Commerce. Capcom certifies that it adheres to the Privacy Shield Principles. If there is any conflict between the terms of this Privacy Policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view Capcom's Privacy Shield certification, please visit <https://www.privacyshield.gov/>.

In compliance with the Privacy Shield Principles, Capcom commits to resolve complaints about our collection or use of your personal information. European Union, European Economic Area and/or Swiss individuals with inquiries or complaints regarding our Privacy Policy should contact us at privacy@capcom.com, or regular mail at:

Capcom USA
Attn.: Privacy Policy Administrator
185 Berry Street, Suite 1200
San Francisco, CA 94107

If a European Union, European Economic Area, or Swiss individual's complaint cannot be resolved through our internal process, we will cooperate with JAMS pursuant to the JAMS International Mediation Rules, available on the [JAMS website](#). Mediation shall be conducted in English and shall take place in the City and County of San Francisco in the State of California before one mediator selected in accordance with such rules and procedures. All documents submitted to such mediation shall be in English. JAMS mediation may be commenced as provided for in the relevant JAMS rules, and at no cost to you. Under certain conditions, a European Union, European Economic Area, or Swiss individual may also pursue binding arbitration through the Privacy Shield Panel. Arbitration before the Privacy Shield Panel shall be conducted in accordance with the [Arbitration Procedures](#) set forth in Privacy Shield Annex I. Any arbitration not before the Privacy Shield Panel shall be conducted in English and shall take place in the City and County of San Francisco in the State of California before one arbitrator. All documents submitted to such arbitration shall be in English.

Additionally, at any time, a European Union, European Economic Area, or Swiss individual may submit a complaint directly to his or her local European Union data protection authority or the Swiss Federal Data Protection and Information Commissioner, as applicable. Moreover, Capcom is subject to the investigatory and enforcement powers of the U.S. Federal Trade Commission. For more information about filing a complaint, [click here](#).

Capcom may be liable for the onward transfer of EU, EEA, or Swiss individual's personal data to third parties that process personal data in a manner inconsistent with the Privacy Shield Principles, unless Capcom proves that it is not responsible for the event giving rise to the damage.