

Privacy Policy (SIXR Cricket)

Host/Operator: Liberty Gaming- FZCO, a company incorporated under the laws of the United Arab Emirates ("UAE"), with its principal place of business in Dubai Silicon Oasis, Dubai, United Arab Emirates ("**SIXR Cricket**", "**Company**", "**we**", "**us**" or "**our**").

A. General

1. Preamble

This Privacy Policy ("**Policy**") explains how we collect, use, disclose, and protect personal data when any individual user or visitor, whether personally or on behalf of an entity ("**Visitor**", "**User**", "**you**" or "**your**") uses our website, apps, bots, and any associated features (collectively, the "**Service**"). We collect information you provide and data your device/browser shares automatically. We use it to operate and improve the Service, communicate with you, secure our platform, and, where applicable, process payments or marketing. We share data with service providers, when required by law, and during business transfers. You have choices and rights depending on where you live. By using the Service, you agree to this Policy.

2. Changes to this Policy

We reserve the right and as such may update this Privacy Policy from time to time, particularly to comply with statutory obligations, enhance user security, or reflect changes in our Services. Material changes will be posted on the Service with a new effective date at the top of this page.

Your continued use of the Service after the revision date constitutes your acceptance of the updated Policy. We encourage you to review this Privacy Policy periodically to stay informed of any changes.

B. Personal Data Collection

1. Data We Collect

a) Data you provide

- Your name, email address, and phone number, which we use to communicate with you and provide support.
- Credentials (e.g., username and password) and profile details necessary to create, maintain, and manage your account.
- Payment details submitted via secure payment processors. We typically receive only tokenized or limited data sufficient to process your transactions safely.
- Messages, support requests, feedback, or forms you submit through the Service to help us respond to inquiries, resolve issues, and improve our platform.
- Participation in contests, surveys, or marketing programs, and your selected preferences for receiving marketing communications.

b) Data collected automatically

- Information such as IP address, device identifiers, browser type and pages viewed, time and date of access, and referring/exit pages which helps us to analyze usage patterns, troubleshoot issues, and optimize performance.
- Data collected via cookies, local storage, and similar technologies to remember your preferences, analyze traffic, and personalize content (**see “Cookies & Tracking”**).

Your location inferred from your IP address (city and country level) to provide localized services and detect potential security risks.

c) Data from third parties

- If you use third-party login options (e.g., Google, Facebook), we may receive certain profile information necessary to create and manage your account.
- We may receive data to monitor, analyze, and secure our platform, prevent fraud, and detect abuse.
- We may receive transaction information and payment status data from payment processors and fulfillment partners to process orders and provide customer support.

2. Cookies & Tracking

We may use cookies, local storage, and similar tracking technologies to operate and improve the Service, remember your preferences, analyze usage, and measure performance. These technologies may also help detect fraud or enhance security.

You can manage or disable cookies through your browser settings or, where applicable, via our cookie banner preferences tool. Please note that disabling certain cookies may affect the functionality of the Service.

Where required by law (e.g., GDPR or similar privacy regulations), we will obtain your consent before placing non-essential cookies and provide you with the ability to withdraw or change consent at any time.

3. Your Rights & Choices

Depending on your location, you may have the following rights in relation to your personal data:

- Obtain confirmation that we are processing your personal data and request access or correction of any inaccurate or incomplete information.
- Request deletion of your personal data or limit how we process it.
- Receive a copy of the personal data you have provided to us in a structured, commonly used, and machine-readable format.
- Withdraw consent where processing is based on your consent.
- Object to certain processing activities.
- Opt-out of marketing communications via unsubscribe links or by contacting us.

To exercise your rights, you may need to verify your identity.

C. Use of Personal Data

1. How We Use Personal Data

We use the personal data we collect for the following purposes:

- To operate our platform, fix errors, and enhance features of our Service for a better user experience.
- To create, verify, and manage user accounts.
- To process payments securely, deliver services, and respond to customer support inquiries.
- To send you important updates such as notifications, security alerts, and legal notices in the matters concerning of our Service.
- To tailor content, measure usage trends, and understand how our Service is used.
- To detect, investigate, and prevent fraudulent activities, misuse, or unauthorized access.
- To comply with applicable laws and regulations and to enforce our Terms of Service.
- To send you promotional messages and offers, but only where you have provided consent or where otherwise permitted by law.

2. Legal Basis (where applicable)

Where the UAE data protection laws, the General Data Protection Regulation (GDPR), or any other applicable data privacy law applies, we process personal data only when we have a valid legal basis to do so. Depending on the nature of the interaction and your location, our processing may rely on one or more of the following grounds:

- Where processing is necessary to provide the Service, manage your account, or fulfill our contractual obligations to you.
- Where processing is necessary for our legitimate business interests, such as ensuring the security of our platform, preventing fraud, improving functionality, or communicating with you about updates. These interests are always balanced against your rights and freedoms.
- Where processing is required to meet applicable laws, regulations, or court orders (e.g., tax or corporate record-keeping obligations).
- Where you have explicitly consented to certain processing activities, such as receiving marketing communications. You can withdraw your consent at any time without affecting the lawfulness of prior processing.

D. Sharing & Transfers

1. Sharing & Disclosures

We do not sell your personal data. We only share personal data with third parties when necessary and in accordance with this Policy and applicable laws. Such disclosures may occur:

- With trusted third-party service providers and processors (e.g., hosting, analytics, customer support, payment processing, security, or cloud storage) strictly for the operation of the Service.

- Where participation in campaigns, competitions, or promotions requires limited data sharing with third-party partners. You may choose not to provide such data, though this may disqualify you from the activity concerned.
- With affiliates for operational purposes consistent with this Policy, or with third parties in the event of a merger, acquisition, financing, restructuring, or insolvency.
- Without requiring your consent, where disclosure to competent authorities or third parties is necessary to comply with applicable law, regulatory requirements, national security or taxation matters, fraud prevention, or to protect rights, safety, and property (ours, yours, or others).
- Where you instruct us to share, or expressly consent to disclosures of your personal data with third parties beyond the purposes listed above.

2. International Transfers

We are based in the UAE and may process personal data in other countries. Please note that personal data transmitted over the internet may cross international borders, including through jurisdictions with lower data protection standards than your country of residence. Where such transfers to third parties occur, we implement appropriate safeguards in line with the General Data Protection Regulation (GDPR), such as the use of European Commission Standard Contractual Clauses (SCCs), Binding Corporate Rules (BCRs), adequacy decisions, or other legally recognized mechanisms under GDPR, and take steps designed to ensure your data remains protected. We do not sell personal data. If we engage in cross-context behavioral or targeted advertising, we will provide you with applicable opt-out mechanisms where required by law.

E. Data Lifecycle & Security

1. Retention

No personal data that we process will be kept longer than necessary and only for the purposes for which it is collected. We retain your personal information for the longer of the following periods:

- Until the end of the relevant campaign, competition, survey, or other activity for which you have provided your personal data;
- Any retention period required by law, including but not limited to laws on prevention of money laundering, combating the financing of terrorism, or other applicable regulations; or
- Until the end of the period in which litigation, investigations, or disputes might arise in respect of your use of our services.

Retention periods may vary by data type and context. At all times, personal data is retained only as long as necessary to fulfill the purposes described in this Policy, comply with legal obligations, resolve disputes, and enforce agreements.

2. Security

We implement appropriate administrative, technical, and physical safeguards to protect personal data against unauthorized access, disclosure, alteration, or destruction. These measures are regularly reviewed and updated to maintain the security of the Service.

While we take all reasonable steps to protect your data, no system is completely secure. You use the Service at your own risk and are encouraged to take precautions to protect your personal information (e.g., safeguarding account credentials).

If you suspect any **security breach** or unauthorized access, please notify us promptly.

F. Other

1. Third-Party Sites and Services

Our Service may include links to third-party websites or integrate third-party tools. This Privacy Policy does not govern the collection or use of personal data by these third parties. We encourage you to review their privacy policies and terms of use before providing any personal information.

2. Contact

3. If you have queries or disputes, please contact us at: info@sixrcricket.com