

This privacy policy describes the personal data collected or generated (processed) when you use The Akira Group's products, services, discord server, website ("Sites") and mobile applications ("Apps"). It also explains how your personal data is used, shared and protected, what choices you have relating to your personal data and how you can contact us.

Who is Responsible for the Processing of Your Personal Data?

The Akira Group is responsible for the processing of your personal data will depend on how you interact with The Akira Group Sites and Apps and where you are located in the world. The Akira Group are referred to as "The Akira Group", "our", "we" or "us" in this privacy policy.

What Personal Data Do We Collect and when?

We ask you for certain personal data to provide you with the products or services you request. For example, when you make purchases, contact our consumer services, request to receive communications, create an account, participate in our contests, or use our Sites or Apps.

This personal data includes your:

- contact details including name, email, telephone number and shipping, billing address;
- personal details including gender, hometown, date of birth and purchase history;
- images, photos and videos;
- data on physical characteristics, including weight, height, and body measurements (such as estimated stride and shoe/foot measurements or apparel size);
- personal preferences including your wish list as well as marketing and cookie preferences.

When interacting with our Sites and Apps, certain data is automatically collected from your device or web browser. More information about these practices is included in the "Cookies and Pixel Tags" section of this privacy policy below.

This data includes: • Device IDs, call state, network access, storage information and battery information; and • Cookies, IP addresses, referrer headers, data identifying your web browser and version, and web beacons and tags.

Why and How Do We Use Your Personal Data?

We use your personal data in the following ways: When you use our Sites and Apps, we will use your personal data to provide the requested product or service. For example, if you make a purchase on The Akira Group's dashboard or participate in an event or promotion, we will use the contact information you give us to communicate with you about the purchase, event or promotion. If you contact our consumer services, we will use information about you, such as delivery or payment information, or the product you have purchased to help you resolve a problem or question.

To Communicate Information about our Services and for Other Promotional Purposes

When you consent, we will send you marketing communications and news concerning The Akira Group products, services, events and other promotions. You can opt-out at any time after you have given your consent. If you are an existing customer of ours (for example, if you have placed an order with us), we may use the contact details you provided to send you marketing communications about similar The Akira Group services where permitted by applicable law (unless you have opted-out). In other cases, we ask for your consent to send you marketing information. We may use the information that you provide to us as well as information from other products or services - such as your use of our Sites and Apps To Operate, Improve and Maintain Business, Products and Services.

We use the personal data you provide to us to operate our business. For example, when you make a purchase, we use that information for accounting, audits and other internal functions. We may use personal data about how you use our products and services to enhance your user experience and to help us diagnose technical and service problems and administer our Sites and Apps.

To Protect Our or Others' Rights, Property or Safety. We may also use your personal data about how you use our Sites and Apps to prevent or detect fraud, abuse, illegal use, violations of our Terms & conditions, and to comply with court orders, governmental requests or applicable law.

For General Research and Analysis Purposes, We use data about how our visitors use our Sites and services to understand customer behaviour or preferences. For example, we may use information about how visitors to our site search for and find services to better understand the best ways to organise and present service offerings on our website.

Other Purposes

We may also use your personal data in other ways and will provide specific notice at the time of collection and obtain your consent where necessary.

Legal Grounds

To process your personal data, we rely on certain legal grounds, depending on how you interact with our Sites and Apps.

- When you purchase our service from our Site, we need your personal data to fulfill our contract with you. For example, we need your payment and contact details to fulfill your order.
- We also rely on other legal grounds, such as our legitimate interests as a business, to comply with a legal obligation, or to protect your vital interests.

Sharing of Your Personal Data

The Akira Group shares your personal data with:

- Our entities for the purposes and under the conditions outlined above.
- Third party service providers processing personal data on The Akira Group's behalf, for example to process credit cards and payments, host, manage and service our data, distribute emails, research and analysis, manage brand and service promotions as well as administering certain services and features. When using third party service providers we enter into agreements that require them to implement appropriate technical and organisational measures to protect your personal data.
- Other third parties to the extent necessary to: (i) comply with a government request, a court order or applicable law; (ii) prevent illegal uses of our Sites or violations of our Sites' and the Apps' Terms of Use and our policies; (iii) defend ourselves against third party claims; and (iv) assist in fraud prevention or investigation (e.g., counterfeiting).
- to any other third party where you have provided your consent.

We may also transfer personal data we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganisation, spin-off, dissolution or liquidation).

Your Sharing

When you use certain social features on our Site, you can create a public profile that may include information such as your screen name, profile picture and hometown. You can also share content with your friends or the public, including information about your activity. We encourage you to use the tools we provide for managing our social sharing to control what information you make available through our social features.

Protection and Management of Your Personal Data

Encryption & Security

We use a variety of technical and organisational security measures, including encryption and authentication tools, to maintain the safety of your personal data.

International Transfers of your Personal Data

The personal data we collect (or process) in the context of our Sites will be stored in the United States. Some of the data recipients with whom The Akira Group shares your personal data may be located in countries other than the country in which your personal data originally was collected. The laws in those countries may not provide the same level of data protection compared to the country in which you initially provided your data. Nevertheless, when we transfer your personal data to recipients in other countries, including the U.K, we will protect that personal data as described in this privacy policy and in compliance with applicable law.

Retention of your Personal Data

Your personal information will be retained for as long as is necessary to carry out the purposes set out in this privacy policy (unless a longer retention period is required by applicable law). In general, this means that we will keep your personal data for as long as you keep your account. For personal data related to product purchases, we retain this longer to comply with legal obligations (such as tax and sales laws and for warranty purposes).

Your rights Relating to Your Personal Data

You have the right to request: (i) access to your personal data; (ii) an electronic copy of your personal data (portability); (iii) correction of your personal data if it is incomplete or inaccurate; or (iv) deletion or restriction of your personal data in certain circumstances provided by applicable law. These rights are not absolute. Where we have obtained your consent for the processing of your personal data, you have the right to withdraw your consent at any time.

If you would like to request a copy of your personal data or exercise any of your other rights, please use our Contact option.

Opting Out of Direct Marketing

If you have a account with us, you can opt-out of receiving tt

marketing communications by contacting us directly. Cookies and Pixel Tags

We collect information, which may include personal data, from your browser when you use our Sites. We use a variety of methods, such as cookies and pixel tags to collect this information, which may include your (i) IP-address; (ii) unique cookie identifier, cookie information and information on whether your device has software to access certain features; (iii) unique device identifier and device type; (iv) domain, browser type and language, (v) operating system and system settings; (vi) country and time zone; (vii) previously visited websites; (viii) information about your interaction with our Sites such as click behavior, purchases and indicated preferences; and (ix) access times and referring URLs.

Third parties may also collect information via Sites through cookies, third party plug-ins and widgets. These third parties collect data directly from your web browser and the processing of this data is subject to their own privacy policies.

The Akira Group use cookies and pixel tags to track our customers' usage of the Sites and to understand our customers' preferences (such as country and language choices). This enables us to provide services to our customers and improve their online experience. We also use cookies and pixel tags to obtain aggregate data about site traffic and site interaction, to identify trends and obtain statistics so that we can improve our Sites.

For a comprehensive and up-to-date summary of every third-party accessing your web browser (through The Akira Group or otherwise), we recommend contacting us. You can also choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings on each browser and device that you use. Each browser is a little different, so look at your browser Help menu to learn the correct way to modify your cookies. If you turn cookies off, you may not have access to many features that make our Sites and Apps more efficient and some of our services will not function properly.

Changes to Our Privacy Policy

Applicable law and our practices change over time. If we decide to update our privacy policy, we will post the changes on our Sites and Apps. If we materially change the way in which we process your personal data, we will provide you with prior notice, or where legally required, request your consent prior to implementing such changes. We strongly encourage you to read our privacy policy and keep yourself informed of our practices. This privacy policy was last modified in May 2020.

Questions and Feedback

We welcome questions, comments, and concerns about our privacy policy and privacy practices.

If you wish to provide feedback or if you have questions or concerns or wish to exercise your rights related to your personal data, please use our Contact option.

If you contact us with a privacy complaint it will be assessed with the aim of resolving the issue in a timely and effective manner. You also have the right to lodge a complaint with the relevant supervisory authority in the country in which you reside.