Welcome to the Brigade of Honor website! We are pleased that you are visiting our website at www.brigadeofhonor.com. Data protection and data security when using our website are very important to us. We would therefore like to inform you which of your personal data we collect when you visit our website and for what purposes it is used.

**Background**

This Privacy Policy describes our privacy practices in plain language, keeping legal and technical jargon to a minimum, to make sure you understand the information provided. However, to achieve this objective we would like to explain to you the following concepts.

1. *What is Personal Data?*

Personal Data is any includes information relating to an individual who can be identified or who is identifiable, directly from the information in question; or who can be indirectly identified from that information in combination with other information.

1. *What is Processing?*

Processing means and covers virtually any handling of data.

**What law applies**

We will only use your Personal Data in accordance with the applicable data protection laws, in particular New York's statutory and common law privacy protection provision (“NYPA”), the EU's General Data Protection Regulation (“GDPR”) and of course only as described in this Privacy Policy.

**Who is responsible**

The person responsible in the sense of the NYPA and the GDPR is Brigade of Honor (“Brigade of Honor”, “we”, “us”, or “our”). Please direct any questions you may have to Paulofheaven@brigadeofhonor.com.

**Our principles of data processing**

Personal Data will only be used in the specific context of your customer relationship with us and to the extent permitted by law or on the basis of your prior express consent. In particular we are committed to the following key principles:

* We protect your privacy and aim to provide you with a service that is tailored to your needs.
* Personal Data is collected for specific and legitimate purposes.
* You have the right to information and access to your Personal Data at any time and may request its correction or deletion.
* We take all reasonable measures to ensure the security and protection of your data from misuse.
* Personal Data are processed by us only as necessary and for the purpose of providing the services offered.

**Data collection**

All Personal Data that we obtain from you will only be processed for the purposes described in more detail below. In particular, we collect Personal Data only if:

* you have given your consent;
* the data is necessary for the fulfillment of a contract / pre-contractual measures;
* the data is necessary for the fulfillment of a legal obligation; or
* the data is necessary to protect the legitimate interests of our company and business.

**Data retention**

We process and store your Personal Data only for the period of time required to achieve the respective processing purpose or for as long as a legal retention period exists (in particular commercial and tax law in accordance with New York’s Commercial Law and Fiscal Code and others for up to 6 years). Once the purpose has been achieved or the retention period has expired, the corresponding data is routinely deleted.

**Data we collect automatically**

1. *Provision and use of the website*

When you visit our website, we collect the Personal Data that your browser automatically transmits to our server. This is technically necessary for us to display our website and to ensure its stability and security. In this sense, we collect the following data: i) IP address of the requesting computer, ii) Date and time of access, iii) name and URL of the file accessed, iv) website from which the access was made (referrer URL), v) browser used and, if applicable, the operating system of your device as well as the name of your access provider. The legal basis is our legitimate interest.

1. *Hosting*

The hosting services used by us for the purpose of operating our website is [Cloudflare, Inc](https://www.cloudflare.com/en-gb/privacypolicy/). In doing so Cloudflare processes inventory data, contact data, content data, usage data, meta data and communication data of customers, interested parties and visitors of our website and services, on the basis of our legitimate interests.

1. *Content Management System*

We use the Content Management System (CMS) of WordPress by [Automattic Inc](https://automattic.com/privacy/) to publish and maintain the created and edited content and texts on our website. This means that all content and texts submitted to our website are transferred to WordPress. The legal basis for this processing is our legitimate interest*.*

1. *Fonts*

We use Google Fonts by [Google LLC](https://policies.google.com/privacy?hl=en-US) and Font Awesome of [Fonticons Inc](https://fontawesome.com/privacy) on our website to display external fonts. To enable the display of certain fonts on our website, a connection to a Google/Font Awesome server is established when our website is accessed. The connection to Google/Font Awesome established when you call up our website enables Google/Font Awesome to determine which website sent your request and to which IP address the display of the font is to be transmitted. This represents a legitimate interest.

1. *Cookies*

We use so-called cookies on our website. Cookies are pieces of information that are transmitted from our web server or third-party web servers to your web browser and stored there for later retrieval. Cookies may be small files or other types of information storage. As set out in the EU`s Privacy and Electronic Communications Directive (“PECD”), we need to obtain consent for the use of Non-essential Cookies. For further information on the cookies we use, please refer to our Cookie Policy. The legal basis for processing is our legitimate interest and your consent.

1. *Cookie consent*

Our website uses a cookie consent tool, to obtain your consent to the storage of cookies and to document this consent. When you enter our website, the following Personal Data is transferred to us via [CookieYes](https://www.cookielawinfo.com/privacy-policy/): i) Your consent(s) or revocation of your consent(s); ii) Your IP address; iii) Information about your browser; iv) Information about your device; v) Time of your visit to our website. The basis for processing is our legitimate interest and your consent.

**Data we collect directly**

1. *Contacting Us*

We offer you the opportunity to contact us using various methods. We collect the data you submit such as your name, email address, telephone number and your message in order to process your enquiry and respond to you. The legal basis is both your consent and contract.

1. *Comments on Content*

Within the Brigade of Honor website you may be able to display personal information, share certain details, engage with others, exchange knowledge and insights, post and view relevant content. However, please remember that Content and data is publicly viewable. You have choices about the information you make available. It’s your choice whether to include sensitive information and to make that sensitive information public. Please do not post or add personal data that you would not want to be available. The legal basis for the storage is our legitimate interest.

1. *Joining our Guild*

We process your Personal Data that is required for processing your membership, as well as the data that you also provide to us voluntarily, for example, we have to ask for your name, e-mail address and residence address. The processing of this Personal Data is necessary for the membership process. We process this data insofar as this is necessary for the processing of your membership application. The legal bases for processing are contract and your consent.

1. *Member communications, notifications and messaging*

By joining our guild, you are giving your consent to receiving guild internal communications, notifications and messages. Those typically include administrative information about your membership. Our internal communications, notifications and messages are designed to serve as reminders or helpful tips enhancing your experience. The legal basis is your consent.

1. *Our Community*

We process the Personal Data that arises when you use our community services. In particular, this requires you to join our server and community on [Discord](https://discord.com/privacy). If you contact or connect with us via Discord, we and Discord are jointly responsible for the processing of your data and enter into a so-called joint controller agreement. The legal basis is our legitimate interest, your consent or, in some cases, the initiation of a membership, if any.

1. *Matches, livestreams and videos*

If you are interested in or want to watch our matches, livestreams and videos, you are redirected to the relevant streaming channel such as [Kick](https://kick.com/privacy-policy), [Twitch](https://www.twitch.tv/p/en/legal/privacy-notice/) and [YouTube](https://www.youtube.com/intl/ALL_uk/howyoutubeworks/our-commitments/protecting-user-data/). Being redirected requires your i) IP address; and ii) other technical data related to your access to be disclosed. Further, all data collected through our livestreams and videos is subject to the relevant streaming channel’s Privacy Policy and we have no influence over their privacy practices.

1. *Social media*

We are present on social media (currently, [Facebook](https://www.facebook.com/privacy/policy/version/20220104/?paipv=0&eav=AfbVpwBpEPEySvmi2m1knhTvvmIfHixxJ9_8RJ5IRM1FpsIIfZAbytq1jw1bJkHjj64&wtsid=rdr_0w6luTHGqD3dOgV5k&_rdr), [Instagram](https://help.instagram.com/155833707900388), and [X](https://twitter.com/en/privacy) (formerly Twitter)) on the basis of our legitimate interest. If you contact or connect with us via social media platforms, we and the relevant social media platform are jointly responsible for the processing of your data and enter into a so-called joint controller agreement. The legal basis is our legitimate interest, your consent or, in some cases, the initiation of a contractual service, if any.

When you visit our social media profiles, we, as the operator of the profile, process your actions and interactions with our profile (e.g., the content of your messages, enquiries, posts or comments that you send to us or leave on our profile or when you like or share our posts) as well as your publicly viewable profile data (e.g., your name and profile picture). The Personal Data collected when contacting us is to handle your request and the bases are both your consent and our legitimate interest.

1. *Purchasing our jerseys and merchandise*

When you purchase our jerseys and merchandise from us, we and [Arma](https://arma.gg/) process various data within the framework of the purchase and for the initiation and processing of the existing contractual relationship between you and us. Please note that purchases are subject to Arma`s Privacy Practices and that we have no influence on Arma`s privacy practices. For more information, please refer to Arma`s privacy policy.

1. *Testimonials*

Within the Testimonial section, we may display certain personal information, share certain details, knowledge and insights. When you approve and submit your Testimonial to us your consent is obtained, and you have choices about the information in your Testimonial. The storage of Testimonials is based on your consent . You can revoke your consent at any time. For this purpose, an informal communication by e-mail to us is sufficient. The legality of the data processing operations already carried out remains unaffected by the revocation.

1. *Galleries*

We may publish the image and facial-related information from our members as part of our Galleries. Images and facial-related information are used and processed solely for the purpose explicitly consented to and we do not collect, use, or store any images and facial-related information for other purposes. The legal basis is your consent. You can revoke your consent at any time. For this purpose, an informal communication by e-mail to us is sufficient. The legality of the data processing operations already carried out remains unaffected by the revocation.

1. *Administration*

We process data in the context of administrative tasks as well as organization of our guild, and compliance with legal obligations, such as archiving. In this regard, we process the same data that we process in the course of providing our contractual services. The processing bases are our legal obligations and our legitimate interest.

**Data sharing**

In certain cases, it is necessary to transmit the processed Personal Data in the course of data processing. In this respect, there are different recipient bodies and categories of recipients.

1. *Internal*

If necessary, we transfer your Personal Data within Brigade of Honor. Of course, we comply with the NYPA and GDPR and ensure that your data is processed properly. Access to your Personal Data is only granted to authorized employees who need access to the data due to their job, e.g., to provide our services or to contact you in case of queries.

1. *External bodies*

Personal Data is transferred to our service providers in the following instances:

* in the context of fulfilling our contract with you,
* to use marketing services and to advertise our services online,
* to communicate with you,
* to provide our website, and
* to state authorities and institutions as far as this is required or necessary.

1. *International transfers*

We may transfer your Personal Data to other companies as necessary for the purposes described in this Privacy Policy. In order to provide adequate protection for your Personal Data when it is transferred, we have contractual arrangements regarding such transfers. We take all reasonable technical and organizational measures to protect the Personal Data we transfer.

**Data security**

Our website uses SSL or TLS encryption to ensure the security of data processing and to protect the transmission of confidential content, such as orders, login data or contact requests that you send to us. We have also implemented numerous security measures (“technical and organizational measures”) for example encryption or need to know access, to ensure the most complete protection of Personal Data processed through our website.

Nevertheless, internet-based data transmissions can always have security gaps, so that absolute protection cannot be guaranteed. And databases or data sets that include Personal Data may be breached inadvertently or through wrongful intrusion. Upon becoming aware of a data breach, we will notify all affected individuals whose Personal Data may have been compromised as expeditiously as possible after which the breach was discovered.

**Your rights and privileges**

1. *Privacy rights*

Under the NYPA and the GDPR, you can exercise the following rights:

* The right to access;
* The right to rectification;
* The right to erasure;
* The right to restrict processing;
* The right to object to processing;
* The right to data portability;

1. *Updating your information and withdrawing your consent*

If you believe that the information we hold about you is inaccurate or request its rectification, deletion, or object to its processing, please do so by contacting us.

1. *Access Request*

In the event you want to make a Data Subject Access Request, please contact us. We will respond to requests regarding access and correction as soon as reasonably possible. Should we not be able to respond to your request within thirty (30) days, we will tell you why and when we will be able to respond to your request. If we are unable to provide you with any Personal Data or to make a correction requested by you, we will tell you why.

1. *COPPA (Children Online Privacy Protection Act)*

When it comes to the collection of Personal Data from children under the age of 13 years old, the Children’s Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States’ consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children’s privacy and safety online. We do not specifically market to children under the age of 13 years old.

1. *CAN SPAM Act*

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations. To be in accordance with CAN SPAM, we agree to the following: If at any time you would like to unsubscribe from receiving future emails, you can email us, and we will promptly remove you from ALL correspondence.

1. *Telephone Consumer Protection Act (TCPA)*

If we process your Personal Data for the purpose of sending you SMS marketing communications, you may manage your receipt of marketing and non-transactional communications from us by replying or texting ‘STOP’ if you receive our SMS communications. In this respect, the data processing is carried out solely on the basis of our consent in personalized direct advertising per SMS.

1. *Controls For Do-Not-Track Features*

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ('DNT') feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, our website does not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this policy.

1. Right to complain to a supervisory authority

You have the right to lodge a complaint about our processing of Personal Data with a supervisory authority responsible for data protection. In New York this is the [Attorney General Office](https://ag.ny.gov/).However, we would appreciate the opportunity to address your concerns before you contact any supervisory authority.

1. *What we do not do*

* We do not request Personal Data from minors and children;
* We do not process special category data without obtaining prior specific consent;
* We do not use Automated decision-making including profiling; and
* We do not sell your Personal Data.

**Validity and questions**

This Cookie Policy was last updated on Monday, April 1st 2024, and is the current and valid version. However, we want to point out that from time to time due to actual or legal changes a revision to this policy may be necessary. If you have any questions about this policy or our data protection practices, please feel free to contact us.