

Privacy Policy

Effective Date: June 20th, 2017

Last Updated: July 3rd, 2024

Leet Entertainment Sdn. Bhd. (“Leet Entertainment,” “we,” “our,” “us”), a company registered in Malaysia, is committed to protecting the privacy of users who access and use our application, services, websites, and platforms under the brand *MyArena*.

This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information. By using *MyArena*, you agree to the terms of this policy. Please review it carefully and check back periodically, as it may be updated to reflect new features, regulations, or practices.

1. Information We Collect

Personally Identifiable Information (PII)

We may collect information that identifies you directly, such as:

- Full name
- Date of birth
- Email address
- Phone number
- Address
- Payment details (e.g., credit/debit card number)
- Account username and password

This information may be collected during account creation, purchases, or while using certain features of *MyArena*.

Non-Personal / Anonymous Data

We also collect data that does not identify you personally, such as:

- Device information
- Browser type
- Usage patterns and preferences
- Aggregated statistics for analysis

This data is used to improve user experience and system performance.

2. How We Use Your Information

Your information may be used for the following purposes:

- To create and manage your *MyArena* account
- To process payments and fulfill purchases
- To provide, maintain, and improve our services
- To personalize content and user experience
- To notify you of updates, promotions, events, or contests (if you opt-in)
- To comply with legal obligations or enforce our terms of service

We will never sell your personal information to third parties.

3. Sharing of Information

We may share your data in limited circumstances:

- **Service Providers:** With trusted third parties (e.g., payment processors, fulfillment partners) to provide necessary services.
 - **Legal Requirements:** If required by law, regulation, or court order.
 - **Business Transfers:** In case of mergers, acquisitions, or reorganizations, with appropriate safeguards.
 - **User-Directed Sharing:** If you make your information public (e.g., in chat, forums, or multiplayer features).
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4. Children's Privacy

We do not knowingly collect personal data from children under the age of 13. Parents and guardians are encouraged to monitor children's online activity. If you believe your child has provided us personal information, please contact us for removal.

5. Cookies & Tracking Technologies

MyArena uses cookies, web beacons, and similar technologies to:

- Maintain login sessions
- Store preferences
- Analyze site usage and performance
- Enable certain features

You may disable cookies through your browser settings, but this may affect functionality.

6. Data Security & Storage

We implement appropriate technical and organizational measures to safeguard personal information from unauthorized access, disclosure, alteration, or destruction.

Payment information is processed securely through approved payment gateways.

7. User Rights

You have the right to:

- Access and review your personal data
- Request corrections or updates
- Request deletion or deactivation of your account
- Opt-out of promotional communications

Requests can be submitted by contacting us (see Section 10).

8. Forums, Chat & Public Features

Information shared in public features (chat rooms, forums, multiplayer lobbies) is considered public. Exercise caution when sharing personal details, as we cannot guarantee the privacy of information voluntarily disclosed.

9. Updates to Policy

We may revise this Privacy Policy from time to time. Significant changes will be communicated through the application or email notifications. Continued use of our services after updates indicates acceptance of the revised terms.
