

Privacy Policy

Effective Date: August 17, 2025

Last Updated: August 17, 2025

Introduction

Laius Entertainment ("we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website at laiusentertainment.com, use our services, or interact with our ROBLOX experiences.

Information We Collect

Information You Provide Directly

- **Contact Information:** Name, email address when you contact us or subscribe to our newsletter
- **Feedback and Communications:** Messages, feedback, and other communications you send to us
- **Support Requests:** Information provided when you use our Channel Talk live chat support

Information Collected Automatically

- **Website Usage Data:** Pages visited, time spent on pages, click patterns, and navigation paths
- **Device Information:** IP address, browser type, operating system, device identifiers
- **Location Data:** General geographic location based on IP address
- **Cookies and Tracking Data:** As detailed in our Cookie Policy

ROBLOX-Related Information

- **ROBLOX Username:** When you join our experiences on the ROBLOX platform
- **In-Game Activity:** Actions and interactions within our ROBLOX experiences
- **Chat and Communications:** Messages sent within our ROBLOX experiences (subject to ROBLOX's moderation)

Note: We do not have direct access to your ROBLOX account information. All interactions are governed by ROBLOX's Terms of Service and Privacy Policy.

How We Use Your Information

We use collected information for the following purposes:

Service Provision

- Operating and maintaining our website and ROBLOX experiences
- Providing customer support through Channel Talk
- Responding to your inquiries and communications
- Processing newsletter subscriptions

Analytics and Improvement

- Understanding how users interact with our website and experiences
- Analyzing website performance and user behavior through Google Analytics
- Improving our services, website functionality, and user experience
- Conducting research and development for new features

Marketing and Communication

- Sending newsletters and updates (with your consent)
- Collecting feedback through surveys and forms
- Promoting our ROBLOX experiences and services

Legal and Safety

- Complying with legal obligations and regulations
- Protecting our rights and preventing fraud or abuse
- Ensuring the safety and security of our services

Legal Basis for Processing (GDPR)

We process your personal data based on the following legal grounds:

- **Consent:** When you provide explicit consent (e.g., newsletter signup, optional cookies)
- **Legitimate Interest:** For analytics, website functionality, and service improvement
- **Contract:** When necessary to provide services you've requested
- **Legal Obligation:** When required by applicable laws

Data Sharing and Disclosure

We may share your information with:

Service Providers

- **Google Analytics:** For website analytics and performance monitoring
- **Mailgun:** For newsletter and email marketing services
- **Channel Talk:** For live customer support functionality
- **Tally:** For feedback collection and surveys
- **CloudFront:** For content delivery

ROBLOX Corporation

- Information related to your activities in our ROBLOX experiences is subject to ROBLOX's Privacy Policy
- We do not share additional personal information with ROBLOX beyond what's inherent in the platform

Legal Requirements

We may disclose information when required by law, court order, or government regulation, or to protect our rights, safety, or the safety of others.

Data Storage and Security

Storage Locations

- **CDN Content:** Distributed globally through the CloudFront network
- **Third-Party Services:** Stored according to each service provider's data location policies

Security Measures

We implement appropriate technical and organizational measures to protect your personal information, including:

- Encryption of data in transit and at rest
- Access controls and authentication systems
- Regular security assessments and updates
- Secure hosting and infrastructure

Data Retention

We retain personal information for as long as necessary to:

- Provide our services and fulfill the purposes outlined in this policy
- Comply with legal obligations and resolve disputes
- Maintain records for legitimate business purposes

Specific Retention Periods:

- **Website Analytics:** Up to 2 years
- **Newsletter Subscriptions:** Until you unsubscribe

Your Rights and Choices

Depending on your location, you may have the following rights:

Access and Portability

- Request access to your personal information
- Receive a copy of your data in a portable format

Correction and Updates

- Correct or update inaccurate personal information
- Complete incomplete personal information

Deletion and Erasure

- Request deletion of your personal information
- Request erasure when data is no longer necessary

Restriction and Objection

- Restrict processing of your personal information
- Object to processing based on legitimate interest

Consent Withdrawal

- Withdraw consent for marketing communications
- Modify cookie preferences at any time

Age Requirements and Children's Privacy

- **Website Use:** Our website and services are intended for users aged 13 and older
- **ROBLOX Experiences:** Designed for all ages but subject to ROBLOX's age requirements and parental controls

- **Data Collection:** We do not knowingly collect personal information from children under 13 without parental consent

If you believe we have inadvertently collected information from a child under 13, please contact us immediately.

International Data Transfers

Your information may be transferred to and processed in countries other than your own, including locations where CloudFront operates. We ensure appropriate safeguards are in place for international transfers.

Changes to This Privacy Policy

We may update this policy from time to time to reflect changes in our practices or applicable laws. We will notify users of any material changes by posting the updated policy on our website and updating the "Last Updated" date.

Third-Party Links and Services

Our website may contain links to third-party websites and services, including:

- ROBLOX platform and experiences
- Social media platforms
- Partner websites

We are not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies.

Contact Information

For questions about this Privacy Policy or to exercise your rights, please contact us:

Company: Laius Entertainment

Email: legal@laiusentertainment.com

Website: <https://laiusentertainment.com>

Additional Resources

- [Documents](#)
- [Contact Form](#)