

PRIVACY NOTICE — VAMOS ARGENTINA FAN EXPERIENCES

Last updated: 15 January 2026

1. Introduction

The Vamos Argentina fan engagement platform (the “Platform”) is operated by Verofax and its affiliates (“Organizer”) for and with AFA and official brand sponsors (“Sponsors”).

This Privacy Notice explains how we collect, use, store, and share your personal information when you use the Platform, play Experiences, submit UGC, use AI features, or claim prizes. It applies globally, with additional disclosures for specific regions where required.

2. Personal Data We Collect

We may collect:

- **Account data:** Name, username, email, country, password/OTP, optional phone.
- **Profile & settings:** Communication preferences, language, notifications, consent records.
- **Gameplay data:** Scores, attempts, timestamps, leaderboard positions, phase participation.
- **UGC and AI inputs/outputs:** Photos, videos, audio, captions, handles, prompts you submit; and outputs you generate (e.g., fan posters).
- **Device & technical data:** Browser, OS, IP, device identifiers, time zone, log data.
- **Permissions:** Camera, microphone, storage/photo library access (for relevant Experiences).
- **Social engagement data:** Counts of likes, comments, reshares, and views from shared outputs (via APIs or verified reporting). We do not access private messages.
- **Prize & KYC data (where applicable):** Shipping address, ID verification documents, age/eligibility confirmations.
- **Cookies & tracking data:** Session identifiers, analytics, fraud prevention identifiers, consent signals.

3. How We Use Your Data

We use personal data:

- to create and manage your account;

- to operate Experiences, scoring, leaderboards, and prize allocation (phase-based);
- to verify eligibility (age, country, KYC) before prize distribution;
- to enable social sharing and measure engagement for scoring;
- to communicate with you (service announcements, prize notifications, and marketing only where permitted/consented);
- to detect and prevent fraud, abuse, and cheating;
- to improve the Platform, run analytics, ensure reliability and security;
- to protect AFA IP, enforce platform rules, and comply with legal obligations.

4. Lawful Bases (GDPR & global equivalents)

- **Contract:** providing the Platform, scoring, leaderboards, and prizes.
- **Legitimate Interests:** fraud prevention, platform security, service improvement, analytics, IP protection, dispute resolution.
- **Consent:** marketing opt-in; optional notifications; non-essential cookies; and optional sharing of your contact details with Sponsors/clubs/AFA for their direct marketing (see Section 6).
- **Legal Obligation:** compliance with applicable laws (including tax/accounting for prizes and responding to lawful requests).

5. Data Sharing

We may share data with:

- **AFA:** for official operations, campaign governance, auditability, prize events, and protection of AFA IP.
- **Sponsors and clubs:**
 - **By default:** aggregated/de-identified reporting about campaign performance and Sponsor Experience outcomes.
 - **Personal data:** only where needed for fulfilment (e.g., coupon delivery) and/or where you **explicitly opt in** for personalized marketing data sharing (Section 6).
- **Service providers (processors):** hosting, authentication, analytics, content moderation, AI services, KYC verification, communications, and shipping/fulfilment providers under contractual confidentiality and data protection obligations.

- **Authorities / legal:** where required by law or to protect rights, safety, and enforce Terms.

We do not sell personal data.

6. Optional Personalized Marketing & Data Sharing (New – Explicit Opt-In)

If you are shown an optional checkbox and you **affirmatively opt in**, you consent to the Organizer sharing limited personal data with AFA, participating clubs, and the Sponsor(s) of the Sponsor Experience(s) you engaged with, so they may send you personalized marketing communications.

What may be shared (limited): email address, country/region, language preference, campaign/experience identifier(s), and high-level engagement category (e.g., participated/shared/redeemed).

What is not shared: sensitive personal data.

How to withdraw: unsubscribe links, in-Platform settings (if available), or email info@verofax.com. Withdrawal does not affect your ability to use the Platform.

If you do not opt in, Sponsors/clubs/AFA may still receive aggregated reporting, but **not** your contact details for their marketing.

7. Use of AI Services and Third-Party Technology Providers (Expanded)

As part of providing the Platform, certain UGC (such as photos, videos, audio, or text submitted by fans) may be processed by carefully selected third-party technology providers, including AI services (e.g., language generation, image processing/generation, moderation, analytics).

These providers may process content **only for defined purposes**, including:

- content generation and rendering of fan outputs;
- content recognition, moderation, and safety filtering;
- caption generation, translation, and personalization;
- audience measurement, fraud prevention, and analytics;
- security monitoring and service reliability.

Safeguards: We apply data minimization, access controls, encryption in transit (and where supported, at rest), vendor due diligence, and contractual restrictions requiring providers to act as processors and follow applicable privacy laws.

Model training: We do not allow third-party providers to use your private UGC to train unrelated models without separate explicit consent.

8. International Transfers

Data may be processed worldwide. When transferred outside your region (e.g., EU/UK), we use safeguards such as Standard Contractual Clauses or equivalent mechanisms and additional technical/organizational controls where appropriate.

9. Data Retention (Structured GDPR-Style Table)

We retain personal data only for as long as necessary for the purposes described and then delete or anonymize it, unless a longer period is required by law or for legal claims.

Data Type	Examples	Purpose	Retention Period
Account data	email, username, name, country	account management	Campaign duration + 24 months
Gameplay & leaderboard records	scores, attempts, timestamps, ranking	scoring, audits, disputes	Campaign duration + 24 months
Anti-fraud & security logs	IP logs, device signals, abuse markers	security and integrity	Up to 36 months
UGC (stored content)	uploaded photos/videos/audio; prompts	operating Experiences; user access	If stored: up to 180 days from creation or until user deletion (whichever earlier), unless needed for disputes/legal
Generated outputs	fan images, overlays, share assets	enable download/sharing	Up to 180 days or until user deletion (whichever earlier)
Social engagement metrics	likes/views counts	scoring	Up to 24 months
Prize fulfilment	shipping address, phone	deliver prizes	Up to 12 months after fulfilment
KYC/ID documents	ID, verification files	winner verification	Up to 90 days after verification, unless law requires longer
Consent records	marketing opt-in timestamp, scope	compliance evidence	While active + up to 6 years after withdrawal
Support communications	emails, tickets	resolve requests	Up to 24 months after closure
Aggregated analytics	de-identified stats	reporting	May be retained longer (non-identifying)

10. Your Rights

Depending on your location, you may have rights to access, correct, delete, restrict, object, portability, withdraw consent, and lodge a complaint with a Data Protection Authority. Contact [**info@verofax.com**](mailto:info@verofax.com).

11. Children

The Platform is 18+ only. We do not knowingly collect data from minors. If discovered, such data will be deleted.

12. Changes

We may update this Privacy Notice for operational, legal, or regulatory reasons. Updates will be posted with a new “last updated” date.

13. Contact

For privacy questions or rights requests, email [**info@verofax.com**](mailto:info@verofax.com).