

Data Protection, Security and Intellectual Property

Statement

For the EU Value Game

Prepared by GAMEMKRS BV (Exp Inc / Helden Inc) for Epos vzw

1. Purpose and scope

This document describes the data protection, intellectual property, and security frameworks applicable to the online game developed by GAMEMKRS BV, located at Tappersweg 14-027, 2031ET Haarlem ('the Developer') for Epos vzw, located at Hendrik Consciencegebouw 3A, Koning Albert II-laan 15, bus 151, 1210 Brussels ('the Customer').

The game is designed to educate players and raise awareness about the values of the European Union and the importance of democratic participation in line with the objectives and priorities of the Erasmus+ programme and is produced exclusively for Epos vzw under this agreement.

2. Data Protection and GDPR Compliance

2.1 Data collection

The game collects only minimal, non-sensitive personal data necessary for gameplay. More specifically:

- Player/team names and answers given in the game, and
- Scoreboards and leaderboards based on gameplay performance.

No device data, tracking cookies, or geolocation data are collected. No personally identifiable information (such as names, email addresses, or IP addresses) is stored beyond what is necessary for the game's functionality.

2.2 Legal basis and purpose

All data processing activities are carried out in accordance with the General Data Protection Regulation (EU) 2016/679 (GDPR).

The legal basis for processing is Article 6(1)(f) — legitimate interest in maintaining gameplay functionality and fair leaderboard ranking.

2.3 Data storage and retention

All gameplay data is stored securely on servers operated or contracted by the Developer, in accordance with industry standard encryption and access control measures.

Data is only stored for the operational period of the game and is deleted or anonymized once the game is no longer active.

2.4 Data access and security

Access to stored data is strictly limited to authorized personnel subject to a duty of confidentiality.

The Developer takes technical and organizational measures to ensure the security of all data, including encryption during transmission (TLS) and storage, secure authentication and regular system monitoring.

2.5 Reference to the privacy policy

All data processing follows the principles and guarantees set forth in GAMEMKRS BV's privacy policy, which can be accessed via the official website (helden-inc.com). The policy describes in detail the rights of users and the processing of data, including the right of access, rectification, and erasure.

3. Intellectual property and usage rights

3.1 Ownership of intellectual property

All intellectual property rights (IP) in the game, including but not limited to the source code, game logic, artwork, concept, design and audiovisual elements, remain the exclusive property of GAMEMKRS BV.

All intellectual property rights (IP) to the content and texts concerning the values of the European Union and the importance of democratic participation within the context of the game remain the exclusive property of Epos vzw.

3.2 User Agreement

GAMEMKRS BV grants Epos vzw an exclusive, non-transferable, and non-sublicensable license to use, distribute, and publicly display the game for educational and promotional purposes.

Epos vzw may freely use and share the game within this framework, but does not acquire any ownership rights or derivative rights to the underlying intellectual property of GAMEMKRS BV mentioned in article 3.1.

3.3 Limitations

Without prior written permission from GAMEMKRS BV, Epos vzw or any third party may not:

- Copy, reproduce or reuse any part of the game (including design, structure or code);
- Modify, adapt, or create derivative works of the Game;
- Do not distribute modified versions of the game.

Without prior written permission from Epos vzw, GAMEMKRS BV or any third party may not:

- Use the content texts, referred to as IP under Article 3.1, for other purposes and/or other clients;
- Modify or change the game;

- Distribute modified versions of the game.

Any unauthorized use or reproduction of the game or any part thereof constitutes an infringement of intellectual property rights and entitles both parties to the contractual sanctions set out in Article 4.

4. Enforcement and sanctions

4.1 Exclusive Version

The version of the game publicly available and live on the launch date in 2025 is the only authorized and legitimate version. All other versions, modifications, or copies not explicitly approved by GAMEMKRS BV and Epos vzw are considered unauthorized.

4.2 Copying and reusing

Copying, redistributing, or reproducing any part of the game designated as IP under Article 3.1 without the express written permission of GAMEMKRS BV or Epos vzw is strictly prohibited.

Any such violation will result in a fine of €25,000 (twenty-five thousand euros) per violation, without prejudice to the right of GAMEMKRS BV and Epos vzw to claim additional damages equal to the damages suffered under applicable Dutch law.

5. Applicable law and jurisdiction


This agreement and its interpretation are governed by Dutch law.

Any disputes arising out of or in connection with this document or the use of the game shall be submitted to the competent court in the Netherlands, unless otherwise agreed upon by mutual agreement.

6. Signatures

For GAMEMKRS BV (developer):

Name: Taam Maas

Signature:  _____

Datum: 19-11-2025



For Epos vzw (customer):

Name:

Signature: _____

Datum: