

Privacy Policy

Last Updated and Effective: April 1, 2025

[Click here for a printer-friendly version of the privacy policy.](#)

Konami Digital Entertainment, Inc. ("Konami", "we" or "our") has adopted this Privacy Policy to describe how we collect, use, safeguard and disclose the information we receive from and about you. This Privacy Policy may be revised from time to time, so please revisit this page often to remain fully informed of our policies.

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1. The websites and information covered by this Privacy Policy

This Privacy Policy applies to information we collect through (a) the website located at www.konami.com/games/us/en/; (b) all related Konami-controlled websites (example: <https://us-support.konami.com/>); (c) our pages on social media websites such as Facebook and Twitter (the "Konami Social Media Pages"); and (d) our other online products or offerings. Collectively, the foregoing items (a) through (d) shall be referred to as the "Online Services". Please note that through our Konami Social Media Pages, we may collect personal information from you in accordance with this Privacy Policy; however, this Privacy Policy does not govern the collection, use or disclosure of your information by any third party, when the collection, use or disclosure takes place directly through that third party's platform (e.g., web pages or apps hosted by Facebook and Twitter. We recommend that you review the privacy policies of these third parties. WE ARE NOT RESPONSIBLE FOR THE INFORMATION COLLECTION,

USAGE, DISCLOSURE, OR SECURITY POLICIES OR PRACTICES OF SOCIAL MEDIA PLATFORMS OR ANY OTHER THIRD PARTY.

Some jurisdictions may require notice concerning personal information collected offline; for those jurisdictions, this Privacy Policy also explains our practices regarding personal information that we obtain from offline sources, or information you provide to participate in an offline promotion or to attend or participate in Konami Tournaments (as defined below).

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2. What types of personal information does Konami collect and how will it be used?

Konami may collect personal information about you when you use the Online Services or our products or services, or when you otherwise provide personal information to us. For example, we may obtain personal information through: (1) product registration; (2) purchases; (3) email correspondence with customer service; (4) the Konami Social Media Pages; (5) the Konami Judge Portal; (6) information submitted in an employment capacity (e.g., resumes); (7) information submitted as part of a promotion (e.g., through your participation in online contests or sweepstakes); (8) your opting-in to receive our e-mail newsletters; and/or (9) community registration and tournaments. The types of information that may be requested for each activity and the way the information may be used are detailed below.

No matter what method we use to collect information and no matter how we use that information, we seek only to collect the information that we believe is reasonably necessary to fulfill your requests and our legitimate business objectives.

§ Product Registration

To register a Konami product online, you will be required to submit your first and last name, city, state/province, zip/postal code, country of residence, email address, date of birth, age. You may also be asked to provide your phone number and answer questions relating to information about the product you purchased, the type of console you own, and the types of games you enjoy playing. The information that you submit during product registration will entitle you to limited warranty protection and technical support.

§ Purchases

If you purchase from us, we will collect your name, email address, phone number, shipping & billing address, and payment card information. We will use such information to complete your transaction and process returns and exchanges, as well as for related customer service.

§ Customer Support

Konami may collect, use and store personal information that you voluntarily submit to us via email or other means when interacting with Konami customer service. For example, we may provide on the Online Services a link through which a visitor can email to customer service addressing any issue a user encounters with a Konami product. Your email address and any personal information you choose to

provide in the body of such email is used by Konami for purposes of addressing and responding to your question.

§ Konami Social Media Pages

You do not have to provide personal information to use the Konami Social Media Pages. However, in order for you to take advantage of particular opportunities provided through the Konami Social Media Pages (for example, promotions, events, or games), we may require that you furnish personal information. This information may include your name, postal address, telephone number, email address, Facebook and other social media IDs and the names of your friends, but only when you voluntarily provide it to us (either directly or indirectly, such as a result of your authorizing Facebook or another social media platform to send it to us). Konami also collects other information from the Konami Social Media Pages (such as your gender, social media networks, workplace, geographic location, application settings and statistics, status updates, user and interactions) when you voluntarily provide such information to us (either directly or indirectly, such as a result of your authorizing Facebook or another social media platform to submit such information to us).

§ Konami Judge Portal

Konami may collect, use and store personal information that you choose to provide when you use our Judge Portal for training, support and guidance, or to become certified and register as a judge. This information may include your name, contact information, username/password, Card Game ID, birthdate and languages spoken. We may use this information to fulfil your requests, communicate with you, and to certify, register and support you on your journey to becoming a judge.

§ Candidates for Employment

Konami may provide on the Online Services an email address that visitors can use to send us their resumes. We also may collect personal information offline about candidates for employment. Personal information about candidates will be used for the purpose of accepting and evaluating candidate submissions for job postings and may therefore be shared within our company. If the candidate becomes an employee, this information also may be used and retained for employment purposes.

Other than as explained in this paragraph, this Privacy Policy does not apply to personal information gathered concerning job applicants or candidates for employment.

§ Promotions

From time to time, we may offer you the opportunity to enter into Konami-sponsored promotions, such as contests or sweepstakes. We may offer these promotions online or offline. To participate in a promotion, you may be required to submit information, such as your first and last name, city, state/province, zip/postal code, country of residence, email address, and date of birth, so that we (or our partners) can administer the promotion. For example, we (or our partners) may use this information to determine whether you are eligible to participate in the promotion and/or to notify you in the event you are selected as a winner.

§ E-Mail Newsletters

Konami may provide on the Online Services the opportunity to sign up for e-mail newsletters regarding specific Konami services and products. If you decide to sign up for a Konami e-mail newsletter, we will collect your first name and e-mail address and country of residence, as permitted by law. We will use your first name and e-mail address to provide to your chosen e-mail address the Konami e-mail newsletter(s) you have opted into. We will use your country of residence information to provide you with product and service information, including information relating to any marketing promotions or campaigns, that is appropriate for your country of residence. If at any time you would like to unsubscribe from receiving future e-mails from our e-mail newsletter(s), we include detailed unsubscribe instructions at the bottom of each e-mail or you can contact Konami Customer Support to place an unsubscribe request.

§ Community Registration and Tournaments

If you choose to participate in Konami tournaments, including, but not limited to, tournaments for Yu-Gi-Oh! TRADING CARD GAME or eFootball (collectively, "Konami Tournaments"), you may be required to provide us with certain information, including, but not limited to, your first and last name, street address, city, state/province, zip/postal code, country of residence, phone number, email address, date of birth, age, Card Game ID (for Yu-Gi-Oh! tournaments), a user name, user ID, password, and/or passport number (if required for travel arrangements), depending upon the Konami Tournaments which you participate in. The information that you submit during registration will: (a) make up your profile; and (b) allow you to participate in Konami Tournaments, player ranking systems, and otherwise track your participation in the Online Services. If the Konami Tournament has a monetary prize, winners may be required to provide their bank account information for the purpose of receiving the monetary prize only.

For the Yu-Gi-Oh! TRADING CARD GAME, please note that Konami's invite list or TRADING CARD GAME suspended player list that shows invited players' or suspended players' first name and last initial may be publicly displayed online.

When attending or participating in Konami Tournaments, your photographic likeness, name, country of residence, age, or other information may be used in print, photo, livestream, and digital media as part of event coverage. We cannot and do not guarantee that this information will be kept confidential or private.

§ Passive Collection

As noted below, (see "Does Konami use cookies, track IP addresses or use other passive means to collect information?"), we use certain passive means to collect information regarding visitors' use of the Online Services. We may use and disclose such information, as well as aggregated information or other non-personal information, for any purpose.

§ Other Uses of Personal Information

We may also use your personal information for our internal marketing and analytics purposes, so we can constantly improve our products and services and better meet your needs.

Cross-Border Transfer

Your personal information may be stored and processed in any country in which we engage service providers, and by using the Online Services, you understand that your information will be transferred to countries outside your country of residence, including the United States, which may have different data protection rules than in your country.

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3. What happens if I refuse to provide my personal information to Konami?

If you choose not to submit personal information when requested, you may not be able to participate in certain activities, which may considerably limit the services we can provide you.

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4. Does Konami use cookies, track IP addresses or use other passive means to collect information?

Cookies

Konami may collect information through cookies to improve your use of the Online Services. A "cookie" is a small string of text sent by the Online Services to your browser and then stored by your browser on your computer's hard drive. Storage of cookies on your system provides an easy and convenient method for us to personalize and enhance your experience on the Online Services, and to help us diagnose problems with our servers and to administer the Online Services. For example, cookies allow us to remember your screen name and date of birth, tell us that you have visited the Online Services before, track your usage of the Online Services, and make your next visit to the Online Services more enjoyable. Most web browsers automatically accept cookies, but you can always disable cookies or set your browser to alert you when cookies are being sent to your computer. However, rejecting cookies may prevent you from taking advantage of certain portions of the Online Services.

Third Party Cookies

We and our third-party service providers may use cookies and similar technologies to manage and optimize our Internet business and communications, such as for marketing purposes, to help us deliver advertisements, to measure the effectiveness of our advertising, and to understand how visitors use the Online Services. These technologies may collect users' browsing and other traffic activity; the date and time of visit; and product codes and pricing information for purchased merchandise. This information helps us learn things like what pages are most attractive to our visitors, which of our products or Online Services most interest our customers, and what kinds of offers our customers like to see. Although our third-party service providers log the information coming from the Online Services on our behalf, we control how that information may be used. You may be able to "opt-out" of our ability to analyze such data. For more information about our third-party service providers, please see the information here.

We use Google Analytics, which uses cookies and similar technologies to collect and analyze information about use of our websites and report on activities and trends. This service may also collect information regarding the use of other websites, apps, and online resources. You can learn about Google's practices by going to <https://policies.google.com/technologies/partner-sites>, and exercise the opt-out provided by Google by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

IP Addresses

While you are browsing the Online Services, Konami automatically collects your IP address, a number that is used to identify your computer when you log on to the Internet.

Log Files

Konami collects information in the form of log files that record activity on the Online Services, including how many "hits" a particular web page is getting (also known as "click data"). For example, log file entries are generated every time a visitor clicks an image on the Online Services. These entries enable Konami to assess overall site activity, track interest in particular portions of the Online Services, troubleshoot technical concerns, and identify the type of browser you are using. We may also use the log file entries for our internal marketing and demographic studies, so we can constantly improve the products and services we provide you.

Do-Not-Track / Global Privacy Control

Users can set privacy preferences through the Do Not Track ("DNT") mechanism in certain web browsers. In addition, some browsers or plug-ins use a "Global Privacy Control" ("GPC"), which allows you to opt out of certain data processing. (You can learn more about the GPC at <https://globalprivacycontrol.org/>.) Please note that we, like many websites and online services, do not respond to or honor DNT signals or similar mechanisms transmitted by web browsers. If our site detects a GPC signal from your device, however, we will interpret it as either a Do Not Sell request or a request to limit the sale or sharing of personal information for targeted advertising depending on the law applicable to your jurisdiction.

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5. With whom does Konami share my personal information?

Except as expressly provided in this Privacy Policy, Konami's policy is to not sell or rent your personal information to third parties.

Konami may share your personal information with its parent, subsidiary, and/or affiliate companies (<https://www.konami.com/corporate/en/subsidiaries/>) for the purposes described in this Privacy Policy, including to allow them to send you information about their own products and services. Konami Digital Entertainment, Inc. is the party responsible for the management of this jointly-used information.

From time to time, Konami may share your personal information with its third-party service providers and/or licensors, to enable them to provide services in connection with the operation, maintenance and/or support of the Online Services. Such services may include, without limitation, message board operation, email delivery, product registration, storage, website hosting, data analysis, payment processing, order fulfillment, infrastructure provision, IT support, customer support, credit card processing and web site auditing.

By using our Online Services, you may elect to disclose personal information, such as on message boards, chats, profile pages, blogs, and other services to which you are able to post information and content (including, without limitation, our Konami Social Media Pages). Please note that any information you post or disclose through these services will become public and may be available to other users and the general public.

We may use and disclose the information we maintain, including personal information, (a) when required to do so by law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from a law enforcement agency or public or government authority, including outside your country of residence; (d) to enforce our terms and conditions; (e) to protect the rights, property, or safety of Konami, our customers, users of the Online Services or others; and (f) to allow us to pursue available remedies or limit the damages that we may sustain.

In addition, Konami may disclose personal information and other information we obtain from you to a third party in the event and/or consideration of a reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock.

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6. What is Konami's policy regarding Children?

Konami does not permit users under 13 years of age (“Children”) to become registered users of the Online Services. We do not knowingly collect personal information from Children through the Online Services if such collection would require parental consent under applicable law. As explained above, we and our service providers automatically collect IP address and certain information through the use of cookies, solely to support our internal operations, such as to analyze how the Online Services are used. If parents believe that we have unintentionally collected their Children’s personal information, they should contact us at <https://us-support.konami.com/>.

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7. What is Konami's policy regarding links to third-party sites?

You should be aware that while you are on the Online Services, Konami may reference or provide links to third-party sites. Konami does not control, nor are we responsible for, the privacy policies or information practices of such third parties. We recommend that you read the privacy policies posted on these sites before you use them.

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8. Can I choose how my personal information is used?

If you do not want Konami to send you marketing communications and/or if you prefer not to have Konami share your personal information with its affiliates for their direct marketing purposes, please contact us, at any time, at <https://us-support.konami.com/>.

We will try to comply with your request(s) as soon as reasonably practicable. Please note that if you do opt out of receiving marketing-related messages from us, we may still send you administrative messages as permitted by applicable law.

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9. How can I access my personal information?

It is important to maintain the accuracy of your personal information in our records. We will seek to respond promptly to update our records when you tell us the information we have is not accurate. It is your responsibility to ensure that such information is accurate, complete and up-to-date.

If you wish to request to review, update, or delete any other personal information that we may have collected about you, please contact us at <https://us-support.konami.com/>.

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10. Your Privacy Rights for Residents of California, Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, Utah, and Virginia

If you are a resident of California, Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, Utah or Virginia, applicable State law may provide you with additional rights regarding our use of your personal information. To learn more about your privacy rights, visit Privacy Policy Insert for Residents of California, Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, Utah, and Virginia.

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11. Nevada Residents as Covered by Nevada Privacy Law

Konami does not sell Covered Information as defined under Nevada law. If you would like to inquire regarding the sale of your Covered Information, as defined under Nevada law, please go to <https://us-support.konami.com/>.

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12. Brazilian General Data Protection Law

This section is applicable to the processing of personal information subject to the Brazilian General Data Protection Law (Law No. 13,709/2018, the “LGPD”, as amended), that is, whenever: **(i)** data processing takes place in Brazil; **(ii)** the processing activity is intended to offer or supply goods or services or to process data of individuals located in Brazil; or **(iii)** personal data being processed was collected in Brazil (including data collected of data subjects that were in Brazil at the time of collection). Any terms defined in the LGPD have the same meaning when used in this section.

12.1. Your Rights

The LGPD gives you specific rights to your personal information, as described in Article 18 et. seq. of the LGPD. This section describes your rights and explains how to exercise them.

- Right to confirmation and access: right to obtain confirmation that your personal information is being processed, and the right to access such data.
- Right to correction: right to request correction of incomplete, inaccurate, or outdated personal information.
- Right to anonymization and deletion: right to request the transformation of personal information into anonymized data and to delete unnecessary or excessive personal information, or of personal information processed in noncompliance with the provisions of the LGPD.
- Right to portability: right to request that your personal information be transferred to another service or product supplier, according to Brazilian Data Protection Authority’s (“ANPD”) regulation, provided that the trade and industrial secrets are respected.
- Right to obtain information about the entities with whom the personal information is shared.
- Right to withdrawal consent: if the processing requires the granting of consent, you may withdrawal such consent at any moment and, subsequently, request the deletion of such data.
- Right to obtain information about the possibility of not providing consent and the consequences of denial.
- Right to deny: right to deny data processing of personal information, in case the processing is not in compliance with the LGPD.
- Right to request the review of decisions taken solely by automated processing (without human intervention) of personal information, and such processing could affect your interests.

12.2. How to exercise your rights

If you have any questions or comments about the processing of your personal information subject to the LGPD, including the ways in which Konami collects and uses your information and your rights regarding such use, please do not hesitate to contact us at:

Data Protection Officer

Name: Masahiko Kimura

E-mail: dpo@konami.info

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13. What safeguards does Konami use to protect my personal information?

Konami seeks to use appropriate safeguards designed to ensure the security, integrity and privacy of personal information within our organization. Personal information is maintained on our servers or those of our service providers and is accessible by authorized employees, representatives and agents who require access for the purposes described in this Privacy Policy.

Nonetheless, please be aware that no information transmission or storage system can be guaranteed to be perfect or impenetrable. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the section below (“How do I ask a question or submit a complaint?”).

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14. ESRB Privacy Certified

Konami is a valid licensee, and participating member, of the [Entertainment Software Rating Board's Privacy Certified Program](#) (“ESRB Privacy Certified”). To protect your privacy, we have voluntarily undertaken this privacy initiative. All the Online Services displaying an ESRB Privacy Certified seal have been reviewed and certified by ESRB Privacy Certified to meet established online information collection, use and disclosure practices. As a licensee of this privacy program, we are subject to audits of the Online Services and other enforcement and accountability mechanisms administered independently by ESRB Privacy Certified. ESRB Privacy Certified does not review or certify any information collected offline by Konami or on social media platforms.

ESRB Privacy Certified is a third-party seal provider whose mission is to protect consumers' online privacy and make the Internet a secure, reliable, and private place to share information and conduct business. ESRB Privacy Certified promotes and enforces established principles and guidelines for fair information practices that include requirements of full disclosure, notice, and informed consent.

DISCLAIMER: Although ESRB Privacy Certified does not monitor our non-English websites, Konami makes all best efforts to ensure that non-English websites adhere to applicable data collection guidance and principles set forth by ESRB Privacy Certified, including adherence to the EU and other jurisdictions' applicable regulations.

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15. How do I ask a question or submit a complaint?

If you have any questions, complaints or comments regarding our Privacy Policy or practices, please contact us at <https://us-support.konami.com/>.

As previously mentioned, we are a licensee of ESRB's Privacy Certified Program. If you believe that we have not responded to your inquiry or your inquiry has not been satisfactorily addressed, you can also contact ESRB Privacy Certified directly at <https://www.esrb.org/privacy/contact/> or privacy@esrb.org.

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16. Revisions to this Privacy Policy

This Privacy Policy is effective as of the date posted at the top of this Privacy Policy. We reserve the right, at any time, to update or make changes to this Privacy Policy, and any such updates or changes will be effective upon posting. Please check back from time to time to ensure you are aware of these changes. If we make a material change to this Privacy Policy, we will make reasonable endeavors to notify you by email and/or other legally permissible communication as required by applicable laws.

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