

Last updated: 06/22/2018

Additional Terms for the VR Ad Service Program

By opting-in, Your title is eligible and may be selected by Platform Provider to participate in the VR Ad Service Program. The VR Ad Service Program may incorporate ads in connection with Your free title that You distribute on the Viveport Platform or on other third-party platforms. Ads may include images, video, text, urls, and/or other information. Ad content and placement is determined by Platform Provider or its authorized subcontractors. For ads to be placed, Your title must be properly integrated with an SDK provided by Platform Provider.

If ads are placed in Your title in a given month as part of the VR Ad Service Program, the advertising compensation Platform Provider collects in that month from placing ads in Your title after netting out applicable VAT, sales taxes, and refunds will determine the amount of payment You will receive. A Platform Fee will be charged and subtracted from that advertising compensation and the remainder will be remitted to You, less any applicable withholding taxes, charge back fees, currency conversion charges, third-party platform charges (if applicable), or other reasonable related transaction fees and expenses. The Platform Fee for the VR Ad Service Program is 40% of the monthly advertising compensation collected by Platform Provider from placing ads in Your title after netting out applicable VAT, sales taxes, and refunds.

Enrollment in the VR Ad Service Program does not guarantee that ads will be placed in Your title. Platform Provider may terminate Your participation in the VR Ad Service Program, in whole or in part, at any time in its sole discretion.

If You participate in the VR AD Service Program, Platform Provider may collect certain end user data as end users use Your title. Examples of such end user data include hashed device ID and city level location data. This data is collected via Platform Provider's SDK to help serve better ads to the end user. You must clearly disclose to end users that this data collection, sharing, and usage may take place. You must carefully review Your privacy policy and may need to update it to reflect this data collection, sharing and usage by Platform Provider. You must obtain the end users' consent for such data collection, sharing, and usage when such consent is required by applicable laws.

By opting-in, You agree to these Additional Terms and agree to comply with all applicable program requirements and other terms and conditions set forth in the Viveport Platform Agreement.