

MARlality Augmented Reality app – Privacy Statement

MARlality does not require that you set up an account to explore these Augmented Reality (AR) activations. Personal details will only be requested if you choose to enter our Santa and Sirens competition at the end of the AR colouring experience.

MARlality does not use cookies to collect personally identifiable information about you. When you scan a QR code or target image however, the app will collect and store information about how you have interacted with the service. Information such as the time and frequency of the interactions, dwell time and the devices and operating systems used to experience augmented reality. Applications like Google Firebase collect the following information about you when you access and use the MARlality app: age category, your gender, the store from which you downloaded and installed the app, your mobile or tablet operating system (Android or iOS), the app version being used, the country in which you live, the time at which you first opened the app, and your interaction with the app and its content. These applications share this information with us as part of an analytics console so we can better understand your experience.

For the full privacy terms please also visit [Google Privacy and Terms](#) and [Apple Privacy Policy](#).