**Privacy Policy – End Users**

**Effective Date: 9/01/2025  
Mohx Games, DBA Mohx Technologies**

**1. Introduction**

**This Privacy Policy explains how Mohx Games, DBA Mohx Technologies (“we,” “our,” or “us”) collects, uses, shares, and protects your personal information when you use the Imirsiv online viewer (“Service”). By using the Service, you agree to the terms of this Privacy Policy.**

**2. Information We Collect**

* **Contact Information: Name, email address, and any other details you provide when opting in.**
* **Usage/Browsing Data: Pages or products viewed, buttons clicked, features used, session duration, referring URLs, and browser/device details (which may include IP-based location).**
* **AI Conversation Data: The content of your conversations with our AI (questions, responses), timestamps, and related metadata.**
* **Location Data: General location inferred from IP address, where applicable.**

**3. How We Use Your Information**

**We use your information to:**

* **Provide, operate, secure, and improve the Service.**
* **Respond to your requests and inquiries.**
* **Personalize your experience with relevant content and recommendations.**
* **Generate and deliver lead, preference, and interest summaries to dealers and other partners and facilitate their customer follow-up, marketing, and analytics activities.**

**4. Data Sharing**

**We do not sell your personal information for money. However, upon your agreement to this Privacy Policy (see Section 5), we share your information—including your email address, Usage/Browsing Data, and AI Conversation Data—with our dealers and other partners to help them contact you, provide customer support, follow up on your interests, perform marketing/analytics, and improve their offerings. Our service providers may also receive your information as needed to operate or improve the Service. We may disclose information to legal authorities when required by law.  
Note: Partner use of your information is governed by their own privacy policies and practices. Where required by applicable law, we will provide opt-out options or honor your privacy rights as described in Section 9.**

**5. Your Consent (Opt-In)**

**By opting in—such as clicking an acceptance box, signing in with a supported identity provider, or continuing to use the Service after being presented with these terms—you expressly consent to our collection, use, and sharing of your email address, Usage/Browsing Data, and AI Conversation Data with dealers and other partners as described in this Privacy Policy. You acknowledge that such sharing is integral to the Service experience and agree not to hold us liable for partner use consistent with their policies. You can withdraw consent for future sharing by contacting us; previously shared data may remain with partners subject to their policies.**

**6. Cookies and Tracking**

**We use cookies and similar technologies to analyze usage, store preferences, and improve performance. You can disable cookies, but some features may not work as intended.**

**7. Data Security**

**We implement reasonable technical and organizational measures to protect your information; however, no system is completely secure.**

**8. Data Retention**

**We retain personal information as long as necessary for the purposes described in this Policy or as required by law.**

**9. Your Rights**

**Depending on your location, you may have rights to access, correct, delete, or opt out of certain data uses or sharing. To exercise these rights or withdraw consent, contact support@mohx-games.com. Where required by law, we will honor such requests and provide opt-out mechanisms for partner marketing.**

**10. Changes to This Policy**

**We may update this Privacy Policy at any time; we will update the “Effective Date” accordingly. Your continued use of the Service signifies acceptance of the updated Policy.**

**11. Contact Us**

**Mohx Games Inc, 423 Wisconsin St., Eau Claire, WI 54701 • support@mohx-games.com**