

Response from Nintendo

The Business & Human Rights Resource Centre invited Nintendo to respond to concerns about the risks to digital rights, particularly privacy, raised by the use of augmented reality in its new game, Mario Kart Live: Home Circuit.

- [“Augmented reality & augmented risks: why AR is a digital rights issue”](#), 16 October 2020, *Access Now*
- [“Open letter: Nintendo’s commitment to privacy on AR developments”](#), 16 October 2020, *Access Now*

On 13 November 2020, Nintendo sent the Business & Human Rights Resource Centre the following response:

“Nintendo knows that privacy is very important to its customers and takes its responsibility to protect customer information seriously. Mario Kart Live: Home Circuit does not create detailed maps of users’ homes, nor does it collect or process information about a user’s location, home or surroundings. Any other reports that describe the technology as collecting this or similar information are incorrect. Please refer to our privacy policy at <https://www.nintendo.com/privacy-policy/> for more information.”