

Response from Velan Studios

The Business & Human Rights Resource Centre invited Velan Studios 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: Velan Studios’ commitment to privacy on AR developments”](#), 16 October 2020, *Access Now*

On 16 November 2020, Velan Studios sent the Business & Human Rights Resource Centre the following response:

“We want to direct you to Nintendo’s statement on this topic as Velan Studios is not responsible for any data processing or collection relating to Mario Kart Live: Home Circuit.

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.”