

Privacy Policy

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The following Privacy Policy details the data - handling practices of Happy Merge Balls. Throughout this document, the terms "Happy Merge Balls", "we", "us", "our", and "Game" all refer to Happy Merge Balls. At Happy Merge Balls, safeguarding user privacy is our top priority. We've created this Privacy Policy so that you can comprehensively understand the processes by which we collect, store, and make use of your personal information while you interact with our Game. Familiarizing yourself with our privacy regulations is crucial. When you install the App or use any of our services, you are indicating your agreement to the terms and conditions specified in this Privacy Policy.

Methods of Information Collection and Utilization

1.Game Data Information

We gather diverse types of game data. This includes the number of clicks you make, details about the initial pages you land on, the quantity of pages you view, the apps that have been launched, the status of permissions, whether the functions are operating properly, the number of apps installed by you as a user, the package name, the app brand, the network condition of the app, the firebase_device_id, the app model, the country of origin of the SIM card, the system language, and the cookies that advertisers can store or access. This data is solely sent to authorized third-party statistical platforms, specifically Firebase, Facebook Analytics, and our in-house developed data statistics system (ECS).

2.Device-related Information

To improve your experience when using our apps, we collect information about your device and network connection. The specific information collected depends on how you interact with us, the choices you make (including your privacy preferences), and the products and features you use. It might include the SDK/API code version, the platform you're using, the timestamp, the application identifier, the application version, the unique device identifier, the terminal manufacturer, the operating system version of the terminal device, the language and location details, the time zone, and the network status (such as Wi-Fi). Moreover, it covers the publication status of the application on Google Play, the way ads are loaded, the advertising platform, and the ad delivery ID. We store the information obtained through the Android ID associated with the device you use. This allows us to track your advertising activities while you're using the app, and we regard this information as personal data.

3.Advertising-related Data

We utilize your Android advertising identifier to provide you with a personalized advertising experience. This identifier is used exclusively for advertising and analytical purposes. It's crucial to stress that the advertising identifier doesn't contain any user-sensitive information that could be used to identify you as a specific individual or a particular device. It has no relation to personal identification details and is not associated with any permanent device identifiers like SSAID, MAC address, or IMEI.

4. Network Connection Data

When you access the Internet and play this game, we collect your network connection type (such as Wi-Fi or mobile data) and your IP address. This information is used to maintain the stability of the game's network connection.

5. Monetization and Analytics Data from External Entities

Our apps integrate third-party Software Development Kits (SDKs), which may access certain information from your end. Here's a breakdown of the data they might collect:

5.1 Device Information

These SDKs gather details about the device you use. This encompasses the device type, its technical specifications, and the country where the device is located. Such information helps in tailoring experiences based on device capabilities and regional contexts.

5.2 Fraud Prevention Data

They also collect data aimed at detecting and preventing fraud, especially focusing on click fraud within the advertising domain. By monitoring suspicious click patterns, these SDKs help maintain the integrity of advertising ecosystems and safeguard both advertisers and users.

5.3 Demographic Data

SDKs may identify your IP address to glean demographic insights. This includes understanding your general location and other associated characteristics, which can be useful for targeted marketing and analytics.

5.4 Google AD ID

The Google AD ID is another piece of data that comes into play. It serves purposes related to advertising and tracking, enabling more personalized ad experiences and campaign performance monitoring.

5.5 Cookie - related Data

Advertisers, through these SDKs, have the capability to store or access cookies. These cookies track your online behavior and ad - related preferences over time, allowing advertisers to display more relevant ads.

5.6 Advertising, Marketing, and Analytics Data

Data collected is also utilized for advertising, marketing, and analytics activities. It helps in optimizing ad campaigns, understanding user engagement levels, and improving overall marketing strategies.

It's important to note that the information collected by these third-party SDKs is managed solely by the respective SDK providers. As we have no direct control over these external entities, we encourage you to stay informed. Our third-party partners include monetization platforms like Google Admob, Facebook Audience Network, IronSource, AppLovin, Vungle, Unity, Fyber, Amazon, Pangle, among others. For analytics, we work with partners such as Firebase and Facebook Analytics, along with our internal data sources. For a more in-depth understanding of how these partners handle your data, please refer to the "Privacy Policies of Third Party Partners" section, where you can find links to their individual privacy policies.

Legal Basis for Processing Personal Data

As stated, we process personal data according to this Privacy Policy's objectives. Our legal grounds are as follows:

1.Contractual Obligations

Essential for fulfilling service agreements and verifying identities to ensure smooth service.

2.Legal Compliance

Required to adhere to laws, like accounting regulations or disclose to law enforcement when needed.

3.Legitimate Interests

Such as maintaining user relationships, service integrity, and keeping users informed.

4.User Consent

Given for actions like cookie settings or third-party data sharing for advertising. Sometimes, providing personal data is needed to access all services and app features.

Methods of Information Collection

1.In-Game Automatic Collection

Upon launching the game, its internal system will automatically collect the information described earlier. This collection process strictly adheres to this privacy policy and all relevant laws and regulations. We guarantee that the data collection is lawful and respects your privacy rights at all times.

2.Third-Party Platform Collection

If you download and install the game from a third-party platform, such as the Google Play Store, we may obtain certain information about you from that platform. This could include details like your app download history on that platform and your device identifier. The collection of this information complies with the privacy policies and legal requirements of the specific third-party platform. We ensure proper handling of any data acquired in this manner, in line with the platform's established rules.

Duration of Information Retention

Generally, we will keep your information for the entire lifespan of the application. Once the application stops operating, we will delete your data. This practice ensures that we don't retain your information any longer than needed, providing long - term protection for your privacy.

Our Personal Information Protection Strategy

We prioritize your privacy security. We use reasonable measures and encryption to protect your data from risks like loss, theft, and unauthorized access. Encryption safeguards data during storage and transmission.We enforce strict access controls, allowing only authorized employees to handle your information, with all access logged and audited.Regular security inspections and vulnerability fixes on our game systems and servers prevent threats such as hacking and malware, ensuring a secure environment for your personal data.

Regarding Your Rights

1.Access Right

You can ask us for a copy of your personal information we hold. We'll provide it for free, unless the law allows a fee. But if it impacts others' rights, we may limit access.

2.Correction Right

You can request us to fix or update your personal info when you can't do it through our service.

3.Deletion Right

You can ask us to delete your personal data when it's no longer needed, or when you object to its processing and we have no valid legal reason to keep it.

4.Restriction Rights

You can limit our processing in these cases: when you question data accuracy during verification, when processing is illegal, or when we lack a valid reason to process but you need

the data for legal purposes. We'll only process restricted data with your consent or for legal claims, etc., and notify you when the restriction ends.

5.Consent Withdrawal Right

If we process your data based on your consent, you can revoke it anytime. But past processing remains legal, and so does third - party processing.

6.Third - Party Notification

When sharing your data with third parties, we must tell them about your requests for correction, deletion, or restriction, unless it's too difficult. We'll disclose third - party identities upon your request.

7.Objection Right

You can object to our processing if it's based on consent, contract, or legitimate interests. We may continue for legal claims or other exempted reasons.

8.Data Portability Right

When processing is based on contract, consent, or automated means, you can request your data in a standard, machine - readable format and ask for direct transfer to another controller, subject to limitations.

9.Rights on Automatic Decision - Making

You generally have the right to avoid decisions based solely on automated processing that have significant legal impacts, except when legally exempted.

10.The Right to Lodge a Complaint

If you suspect that we have violated your privacy rights, you can reach out to us via the email address: webpack12@gmail.com. We will make every effort to address and resolve your concerns. Moreover, you have the right to file a complaint with the relevant regulatory authority in your usual place of residence, workplace, or the member state where the alleged privacy violation occurred.

Regarding the Privacy Rights of California Residents

The California Consumer Privacy Act (CCPA) grants California residents additional privacy rights, which are elaborated below. If you're a California resident, you can exercise these rights. Please refer to the section "Privacy Rights of California Residents" for details. If you're not from California, this particular policy doesn't apply; instead, refer to our main privacy statement.

1.Right to Information and Inspection of Collected Data

You have the legal right to know and review the information we've collected about you in the past 12 months. This includes: The different categories of information we've gathered regarding you.

- The various sources from which we obtained information about you.
- The exact details of the information we've amassed related to you.
- Whether we collected your information for commercial or business purposes.

2.Right to Request Information Deletion

You can ask us to delete the information we've collected from you. However, there are exceptions. These include but aren't limited to situations where we need the information: To provide the services you've requested.

- To correct errors in our system.
- To comply with the California Electronic Communications Privacy Act (specifically Section 1546 and following sections of the California Penal Code).
- For public or peer-reviewed scientific, historical, or statistical research that serves the public interest and adheres to ethical and privacy laws.
- To fulfill legal obligations and similar circumstances.

3.Data Retention Provisions

- The company may keep personal data for a longer time if the user consents to such processing. Also, to meet legal requirements or follow authorities' directives, companies might have to retain personal data longer.
- Once the game stops operating, personal data will be removed from our systems.

4.Our Response to Your Requests

We're dedicated to responding to verified consumer requests within 45 days of receipt. If we need more time (up to 90 days), we'll notify you via email, phone, or other electronic means of the delay reason. We won't charge for processing or responding to verified requests, unless the request is excessive, repetitive, or clearly baseless. If we decide a request requires payment, we'll tell you why and give a cost estimate before fulfilling it.

5.Non-Discrimination Policy

We won't treat you unfairly or differently just because you've exercised your CCPA rights. This means we won't deny you service, charge different prices, or offer different service levels or qualities. In short, you shouldn't face different service prices, rates, or qualities due to exercising your CCPA rights.

6.Collection of Minors' Data

Our services aren't for those under 13. We highly value children's privacy and don't intentionally collect personally identifiable information from kids under 13. We encourage parents and guardians to monitor their children's online activities. If you're a parent or guardian and find your

child gave us personal info, contact us right away so we can correct it. If we learn a child under 13 provided personal info, we'll promptly delete it from our servers. For users aged 13 to 16, they can consent (opt in) to have their information processed.

Regarding EU and UK Residents

If you are a resident of the United Kingdom or any member state of the European Union, as per EU data protection regulations, you are entitled to the following rights:

1.Right to Confirm and Inquire about Data Processing

You have the legal right to determine whether we are processing your personal data. You can also ask for specific details about the personal information we hold concerning you. This right enables you to keep track of how your data is being managed.

2.Right to Correct or Verify Your Data

You are able to make adjustments to or verify the details of your personal data. This ensures that the information we have about you is accurate and reflects your current situation. By using this right, you can uphold the accuracy of your personal data.

3.Right to Request Data Deletion

You have the right to ask us to delete your personal data. Whether you no longer want us to store it or there are other valid grounds, you can exercise this right. We will honor your request and take the necessary steps to remove the data from our systems.

4.Right to Stop Unauthorized Data Use

When we do not have the legal basis to continue using either part or all of your personal data, you can demand that we stop using it. This protection ensures that your data is used only in a way that complies with the law, safeguarding your privacy rights.

5.Right to Receive Data in a Machine-Readable Format

We are required to provide you with a copy of the personal data you have provided to us, presented in a format that can be read by machines. This makes it easier for you to use and manage the data according to your needs, giving you more control over your information.

If you want to exercise any of these rights, you can send an email to webpack12@gmail.com. We will try our best to reply to your message within one month. Moreover, if you think we have not complied with data protection laws, you also have the right to lodge a complaint with the local data protection agency.

Regarding Children's Privacy

We deeply recognize that protecting children's privacy is of vital importance. Thus, we do not deliberately seek to collect any personal information from children. We actively urge parents and guardians to frequently monitor and supervise their children's online activities. In the event that parents or guardians find out that their children have provided us with personal information without their permission, we sincerely ask them to reach out to us immediately. Once we are informed, we will take all reasonable steps to promptly delete such information from our systems and records.

Regarding the Update of the Privacy Policy

Occasionally, we may make changes and updates to this privacy policy. Such alterations may be prompted by the needs of business growth or in response to changes in laws and regulations. The updated policy will be made accessible to the public on the application or application form, and where suitable, we will notify you in a reasonable manner. We suggest that you carefully read and get familiar with the revised privacy policy. If you continue to use this game after the policy has been updated, it will be considered that you have consented to and accepted the modified privacy policy. On the other hand, if you do not agree with the revised policy, you have the option to stop using this game.

Third-Party Links

We have provided links to the privacy policies of our various third-party partners. These privacy policies are solely under the control of the respective third parties, and we have no control or influence over their management. The links we offer contain comprehensive information about how these third parties collect, use, and disclose users' data. We strongly recommend that you take the time to thoroughly read and understand the privacy policies of these external entities. By doing so, you can make more informed choices when it comes to sharing your information with them. The specific details of these third-party privacy policies are as follows:

1. Adjust

<https://www.adjust.com/terms/privacy-policy/>

2. Unity

<https://unity3d.com/legal/privacy-policy>

3. Max/Applovin

<https://www.applovin.com/privacy/>

4. Mintegral

<https://www.mintegral.com/en/privacy>

5. Vungle

<https://vungle.com/privacy/>

6. ironSource

<https://www.is.com/privacy-policy/>

7. Pangle

<https://www.pangleglobal.com/privacy>

Contact us

If you have any questions, opinions, or suggestions regarding this privacy agreement or our handling of your personal information, you can contact us through the following methods:

Email: webpack12@gmail.com