



LEFT or RIGHT Privacy Policy

Effective Date: July 6, 2025

Last Updated: July 14, 2025

1. Who We Are

“LEFT or RIGHT” (“we”, “our”, “us”) is a free mobile game published on Google Play. We are committed to protecting your privacy.

2. Summary

We do not collect, store, or sell any information that directly identifies you.

However, because the game shows ads, Google AdMob (Google Mobile Ads SDK v 24.4.0 or later) automatically collects limited device and usage data for advertising, analytics, and fraud-prevention purposes.

3. Data Collected Automatically by Google AdMob

According to Google’s own disclosure for the Mobile Ads SDK (v 24.4.0), the following data are transmitted from your device to Google’s servers:

Category	Examples	Purpose
IP address / Approximate location	City-level geolocation derived from IP	Ad serving, analytics, fraud detection
Device & account identifiers	Android Advertising ID, app-set ID	Ad personalisation, frequency capping

User product interactions	App launches, taps, ad views/clicks	Ad performance, analytics
Diagnostic information	Crash logs, ANR, energy usage	SDK stability, fraud detection
Ad data	Ads shown to you	Ad reporting, analytics

All communications between your device and Google’s servers are encrypted using TLS.

4. How Google Uses & Shares The Data

Google processes the above data to:

- deliver, customise and measure ads;
- understand ad performance and detect invalid traffic;
- improve the Mobile Ads SDK.

Google may share aggregated reports with advertising partners and other Google entities. Details are in [How Google uses information from sites or apps that use our services](#).

5. Legal Bases

Google relies on your consent (where required) or its legitimate interests to process data for these purposes. For users in the EEA/UK, AdMob’s optional Consent SDK or your own CMP will present the necessary consent dialog.

6. Permissions Used by The App

Android permission	Why we request it
INTERNET	Needed to download and display ads from AdMob.
ACCESS_NETWORK_STATE (if present)	Lets the SDK know whether you are online before requesting ads.

We do not request any runtime (“dangerous”) permissions such as camera, contacts, or precise location.

7. Google Play Games Services

Our game integrates Google Play Games Services (GPGS) to provide features such as achievements, leaderboards, and cloud saves.

When you sign in with your Google account:

- Your display name, player ID, and profile image may be accessed by the app
- Game-related data such as scores or progress may be stored in Google’s cloud.
- This information is managed by Google, and we do not store or control it ourselves.

You can manage your Google Play Games profile or disconnect access at any time through your device’s settings or via the Google Play Games app.

8. User Controls

You can limit or reset the advertising identifier at any time:

Android 13+: Settings > Privacy & security > Ads > Delete advertising ID

Older Android: Settings > Google > Ads > Opt-out of Ads Personalization / Reset advertising ID

You can also visit myadcenter.google.com to manage personalised-ads settings on Google.

9. Children’s Privacy

We do not knowingly collect data from children under 13. If we ever designate ad requests as child-directed under the U.S. Children’s Online Privacy Protection Act (COPPA) or Google Play “Designed for Families,” personalised ads are disabled automatically by AdMob.

10. Data Retention & Security

Google retains ad-related logs in accordance with its corporate retention policy and deletes or anonymises them after the period stated in its Privacy Policy. Data are stored on secure servers and transferred using TLS encryption.

11. International Transfers

Google LLC complies with the EU-U.S. and Swiss-U.S. Data Privacy Framework for any transfers of personal data from the EEA, U.K. or Switzerland to the United States.

12. Changes to This Policy

We may update this policy to reflect changes in the game, the law, or AdMob's SDK. When we do, we will post the new version here and update the "last updated" date. Material changes will be highlighted inside the app or on the store listing.

13. Contact Us

If you have questions about this Privacy Policy or your data, please email:

 hiraya.manawari.one@gmail.com