

WallRush Privacy Policy

Effective date: October 5, 2026 **Last updated:** October 5, 2026

This Privacy Policy explains how **Novicbase** ("we", "us") collects, uses and protects information when you use the **WallRush** mobile game (the "App") on iOS and Android.

If you have questions, contact us at business@novicbase.com.

1. Summary

- You can play **without creating an account**. We create an anonymous guest account automatically so online play, ratings and your items work.
 - We collect only what the game needs: a random player ID, the username and avatar you choose, your game results and ratings, your online match moves, your coins and cosmetic items, and basic connection status during online matches.
 - If you choose to link a Google or Apple account, we receive an account identifier and, if you allow it, your email address.
 - **We do not collect** your name, phone number, contacts, photos, precise location or microphone/camera data.
 - The App shows **ads** (Google AdMob), which may use device identifiers; see section 4.
 - **We do not sell your personal information**.
 - You can delete your account and data at any time in the App (Profile → Delete account) or by email (see section 8).
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2. Information we collect

2.1 Information you provide

- **Username and avatar**. The name you choose (or the "Player 1234"-style name we generate) and the avatar you pick. Other players can see them in online matches and on leaderboards.

2.2 Information created when you play

- **Player ID**. A random identifier for your anonymous account (created by Firebase Authentication). It isn't linked to your real identity.
- **Game data**. For online matches: the moves played, game clocks, results, room codes, and rematch requests. For rated games: your rating, wins, losses and leaderboard rank.

- **Matchmaking data.** While you wait for a Quick Match, a temporary queue entry with your player ID, username and avatar.
- **Connection status.** During online matches the App sends a "last seen" timestamp about every 15 seconds, so your opponent can see if you disconnect.
- **Game economy.** Your coins, gems, owned and equipped cosmetic items, and daily-reward progress.
- **Technical data** processed by our service providers to run the service, such as IP address and basic device/app information sent with network requests (see section 4).

2.3 Information stored only on your device

- Settings (sound, vibration, look, background), tutorial progress, your local guest ID, offline profile and adaptive AI difficulty. These stay on your device unless you play online.

2.4 Information we do not collect

We do not collect your real name, phone number, contacts, photos, files, precise or approximate location, or audio/video. We only receive an email address if you link a Google or Apple account (section 2.5). The App has no chat; online players can only send preset reactions.

2.5 Sign in with Google or Apple (optional)

If you choose to link your account, we receive a unique account identifier and, if you allow it, your email address from Google or Apple. We use it only to sign you in and keep your progress across devices. We never get your password.

3. How we use information

We use the information above to:

- run the game, including online matches, matchmaking, rematches and reconnecting after a dropped connection;
- validate moves on our servers and prevent cheating;
- calculate ratings, rankings and leaderboards;
- keep your coins, items and daily rewards;
- show your username, avatar, rating and equipped items to other players;
- keep the service secure, fix problems and improve the game.

Computer opponents. When no other player is available in Quick Match, you may be matched with a computer-controlled opponent. These matches work like other online matches, including ratings and rewards.

4. Service providers

We use **Google Firebase** (Google LLC) to run the game:

- **Firebase Authentication:** anonymous guest accounts.
- **Cloud Firestore:** stores game, rating, leaderboard and economy data.
- **Cloud Functions for Firebase:** server-side game logic.
- **Google Analytics for Firebase, Firebase Crashlytics, Firebase App Check:** see below.

We use **Google AdMob** (Google LLC) to show ads: ads on menu screens, occasional full-screen ads between games, and optional rewarded videos you choose to watch (for coins, a hint or an undo). AdMob may collect device identifiers (such as the advertising ID), IP address and ad interaction data to show and measure ads and to prevent fraud. Where the law requires it (for example in the EU/UK) we ask for your consent first, and you can change your choice at any time in **Settings** → **Ad privacy choices**. On iOS, ads are personalized only if you allow tracking. When you watch a rewarded video, AdMob tells our servers your player ID so we can credit the reward. See

<https://policies.google.com/technologies/ads>

Firebase processes data on our behalf on servers in the **United States**. See Google's privacy information: <https://firebase.google.com/support/privacy>

- **Google Analytics for Firebase:** usage statistics (for example which game modes are played, games started and finished, tutorial completion) with an app-instance identifier, to improve the game. It is not used for advertising.
- **Firebase Crashlytics:** crash reports (device model, OS version, app version and what the app was doing when it crashed) to fix bugs.
- **Firebase App Check:** checks that requests come from the genuine app, using Google Play Integrity (Android) or Apple App Attest / DeviceCheck (iOS).

We do not sell or rent your personal information. Apart from the ad data AdMob collects as described above, we don't share it with third parties for their own marketing.

5. What other players can see

In online matches and on leaderboards, other players can see your **username, avatar, rating, rank, wins/losses, equipped cosmetic items** and your moves in matches you play together. They cannot see your coins, gems, purchases or player ID.

6. Data retention

- Account, rating, leaderboard and economy data are kept while your account exists.

- Match records are kept to show results and prevent cheating, and may be removed after **12 months**.
 - Quick Match queue entries are temporary and removed when matchmaking ends.
 - When you delete your account in the App, your profile, rating, leaderboard entry, coins, items and account are deleted immediately. In past matches your name is replaced with "Deleted player" so your opponents' history still makes sense; the random player ID left there is no longer linked to any account.
 - Email deletion requests (section 8) are handled within **30 days**, except where the law requires us to keep data.
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7. Security

Data is sent over encrypted connections (HTTPS). Game data can only be changed by our servers, never directly by the App, and access rules limit each player to their own private data. No method of storage or transmission is 100% secure, but we work to protect your information.

8. Your choices and rights

- **Delete your account and data:** in the App, open **Profile** → **Delete account** (finish or resign any online game first). This works for guest and linked accounts. Without the App, email business@novicbase.com with the subject "Delete my WallRush data" and your username; we'll delete your account and data within 30 days. Uninstalling the App alone does not delete your online data.
- **Access or correct:** you can change your username and avatar in the App, and request a copy of your data by email.
- **Local data:** uninstalling the App removes data stored on your device.

Depending on where you live (for example the EU/UK under the GDPR, or California under the CCPA/CPRA), you may have rights to access, correct, delete or port your data, and to object to or restrict certain processing. To exercise them, contact us at business@novicbase.com. Our legal bases for processing (GDPR) are performance of our service to you (running the game) and our legitimate interests (security, anti-cheat, improving the game).

9. Children

WallRush is **not directed to children under 13**. We do not knowingly collect personal information from children under 13 (or the minimum age in your country). If you believe a child has given us personal information, contact us and we will delete it.

10. Changes to this policy

We may update this policy. We will change the "Last updated" date above and, for significant changes, notify you in the App.

11. Contact

Novibase Email: business@novibase.com