

Privacy Policy for 2048 Blitz

Effective Date: October 2, 2025

1. Introduction This Privacy Policy explains how we handle information in connection with your use of the "2048 Blitz" application (the "App"). Your privacy is important to us, and we are committed to being transparent about how we and our partners handle data.

2. Information We Do Not Collect Directly We do not require you to create an account or provide any personally identifiable information to use our App. We do not collect information such as your name, email address, or phone number.

3. Information Collected Automatically by Our Service Partners To provide core game features and to support our App financially, we partner with Google (AdMob and Firebase). These services automatically collect certain information as described below.

- **Google AdMob (Advertising Partner):** To show advertisements in the App, AdMob may collect and use information such as:
 - **Device or other IDs:** Your device's unique Advertising ID (AD_ID).
 - **Approximate Location:** Derived from your IP address to serve region-specific ads.
 - **App Activity:** Your interactions with ads (e.g., views, clicks).
 - **App Info and Performance:** Crash logs and diagnostics for performance analysis.
- **Google Firebase (Backend Service Partner):** To save your game progress and provide rankings, Firebase may collect and use:
 - **Firebase Anonymous User ID (UID):** A unique identifier created to save your game state and distinguish you from other users without revealing your real-world identity.
 - **Game Records:** Your scores, level progress, and other gameplay data necessary for calculating and displaying your rank.

For more detailed information on how Google handles your data, please review [Google's Privacy & Terms](#).

4. How We Use Your Information The information collected by our partners is used for the following purposes:

- To serve and personalize advertisements.
- To save and maintain your game progress.
- To create and display leaderboards and rankings.
- To analyze service performance, diagnose problems, and improve the App.

5. Your Privacy Rights and Choices

- **Opting Out of Personalized Ads:** You can control personalized advertising by adjusting the settings on your Android device. To do this, please navigate to your device's [Settings > Privacy > Ads](#) menu to reset your Advertising ID or opt out of ad personalization.
- **Requesting Data Deletion:** If you would like to request the deletion of your game data (associated with your Anonymous UID), please contact us at the email address provided below.

6. Data Storage and Retention Your Anonymous User ID and game records are stored on secure Google Firebase servers. We retain this data as long as you continue to use the App to ensure your progress is saved.

7. Children's Privacy Our App is not intended for use by children under the age of 13. We do not knowingly collect any personal information from children under 13. If you believe we have inadvertently collected such information, please contact us so we can promptly investigate and remove it.

8. Changes to This Privacy Policy We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. We encourage you to review this page periodically for any changes.

9. Contact Us If you have any questions about this Privacy Policy, please contact us at: lunarcampzero@gmail.com