



SECRET GAMES CO

The Secret Games Company – Privacy Policy

Last updated: 4th May 2026

The Secret Games Company Limited (“we”, “our”, or “us”) is an independent game development studio based in the United Kingdom, company number 08073100. We are the data controller for the purposes of UK GDPR.

This Privacy Policy explains how we collect, use, and protect information when you use our games and website (collectively, “our Services”). By using our Services, information may be processed as described in this Privacy Policy.

1. Information we collect

Our games are designed to collect minimal personal data. Depending on the features used, we may process:

- Gameplay statistics, e.g. progress, scores, session length, chosen characters
- Crash reports and technical logs
- Device type, operating system, and other technical information
- Information you voluntarily provide when contacting us, e.g. your name and email address
- Website usage data, e.g. pages visited, referral source, and browser information

We do not intentionally collect personally identifiable information beyond the above.

2. Cookies and tracking

Our website may use cookies and similar tracking technologies to understand how visitors use the site and to improve your experience. These may include:

- Essential cookies necessary for the website to function
- Analytics cookies to understand site usage

You can control or disable cookies through your browser settings. Disabling certain cookies may affect website functionality. Where required by law, we will seek your consent before placing non-essential cookies.

3. Third-party services

We may use third-party analytics services such as Unity Gaming Services Analytics and GameAnalytics to collect technical and gameplay data. These services act as data processors on our behalf and are contractually required to handle data in accordance with applicable law.

Some features may interact with third-party platforms, including:

- Discord (for Rich Presence)
- Steam, GOG, App Store, Play Store, or other distribution platforms

These platforms may process personal data independently as data controllers in their own right. We do not control these services; please refer to their own privacy policies.

4. How we use information

Any data we collect is used solely to:

- Improve game stability and performance
- Fix technical issues
- Enhance gameplay experience
- Support development decisions
- Respond to enquiries and support requests
- Understand and improve our website

We do not and will never sell personal data.

5. Legal basis (UK GDPR)

Where personal or technical data is processed, we rely on the following legal bases:

- Legitimate interests – improving and maintaining our Services, and responding to support enquiries
- Consent – where explicitly requested, including for non-essential cookies

Where we rely on legitimate interests, you have the right to object to that processing (see section 9).

6. International data transfers

Some of our third-party service providers may process data outside the United Kingdom or European Economic Area. Where this occurs, we take steps to ensure appropriate safeguards are in place, such as standard contractual clauses approved by the relevant authority. You can request further information about these safeguards by contacting us.

7. Data retention

We retain analytics and technical data only for as long as reasonably necessary for development, security, support, and legal obligations. Data provided via email contact is retained only for as long as needed to resolve your enquiry, unless a longer period is required by law.

8. Data security

We take reasonable technical and organisational measures appropriate for a small independent studio to protect any information collected. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

9. Your rights

Under UK GDPR, you have the right to:

- Request access to your personal data

- Request correction of inaccurate data
- Request deletion of your data
- Object to processing based on legitimate interests
- Withdraw consent at any time, where processing is based on consent
- Lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk

To exercise any of these rights, please contact us using the details below. We will respond within one month in accordance with UK GDPR.

10. Children's privacy

Our Services are not directed at children under 13, and we do not knowingly collect personal data from children under that age. If you believe a child under 13 has provided us with personal data without appropriate consent, please contact us and we will take steps to delete it.

11. Changes to this policy

We may update this Privacy Policy periodically. Updates will be reflected by the last updated date above. Continued use of our Services after updates constitutes acceptance.

12. Contact

For privacy questions or data requests, please email hello@secretgamescompany.com.