

Everyday Privacy Policy

Effective date: October 15th, 2026 · Version 2.0

Summary

Who we are. Everyday SAS, a French company, publishes Puzly and is responsible for your data (section 1).

What we collect. Game progress, device data and purchase records. Advertising IDs only if you allow it. No account or name needed (section 2).

Why. To run and improve the game, prevent cheating, and fund it with ads (section 3).

Ads and tracking. Personalised ads only with your consent: Apple's tracking prompt on iOS, a consent window in the EU and UK. You can change your mind at any time (section 4).

Who sees it. Only the app stores and the ad and analytics partners listed in section 5. We never sell your data for money.

Your rights. Access, delete (Settings > Delete my data), object, or complain to the CNIL (section 8). US residents: see section 9.

Contact. privacy@joineveryday.com

1. Who we are and what this policy covers

Puzly is published by **Everyday SAS**, a French société par actions simplifiée registered with the Nanterre Trade and Companies Register under number 987 953 544, at 14 rue Beffroy, 92200 Neuilly-sur-Seine, France ("Everyday", "we", "us"). Everyday SAS is the data controller for the personal data described in this policy.

This policy applies to the Puzly mobile game on the **Apple App Store** and **Google Play**, our website joineveryday.com, and our advertising and customer-support channels (together, the "Services"). Everyday Entertainment SL, our subsidiary in Barcelona, Spain, helps us operate the Services and processes personal data on our behalf.

This policy does not cover data about job applicants, employees or contractors. Those people receive a separate notice.

Questions? Contact our privacy team at privacy@joineveryday.com.

2. Data we collect

We collect only what we need to run the game, keep it fair and fund it through ads and in-app purchases. Puzly can be played without an account and without giving us your name.

Category	What it includes	Where it comes from
Game and progress data	Player ID, levels, scores, stars, games unlocked, boosters, settings	You, through play
Device and technical data	Device model, OS version, language, time zone, app version, crash logs, performance data (framerate, battery, latency), IDFV (iOS) or App Set ID (Android)	Collected automatically
Advertising identifiers	IDFA on iOS, only if you allow tracking in Apple's ATT prompt; Google Advertising ID on Android, unless you deleted or reset it	Your device
Approximate location	Country and region, derived from your IP address. We do not collect precise GPS location.	Collected automatically
Purchase data	Items bought, price, currency, date, store transaction ID. We never receive your card or payment details.	Apple or Google
Ad interaction data	Ads shown, clicks, rewarded-ad completions, the campaign that brought you to Puzly	Our ad and measurement partners
Support data	Your email address and messages, if you contact us	You
Account login data	Name, email and user ID from Apple, Google or Facebook, if you choose to sign in	The login provider

We do not knowingly collect special categories of data (such as health or religion), and we do not collect contacts, photos or microphone data.

3. Why we use your data, and on what legal basis

Each use of your data rests on a legal basis under the EU and UK General Data Protection Regulation (GDPR).

Purpose	Data used	Legal basis
Run the game, save your progress, deliver purchases	Game, device and purchase data	Performance of our contract with you (the Terms of Service)
Fix crashes and keep the game working on your device	Device and technical data	Legitimate interest in providing a working service

Purpose	Data used	Legal basis
Understand how the game is played and improve it, including A/B tests of features and difficulty	Game, device and technical data, using a pseudonymous player ID	Legitimate interest in improving our games
Show non-personalised ads, including rewarded ads	Device data, approximate location	Legitimate interest in funding a free game
Show personalised ads, and measure which ads brought you to Puzly	Advertising identifiers, ad interaction data, game events	Your consent, which you can withdraw at any time (section 4)
Prevent fraud, cheating and purchase abuse	Game, device and purchase data	Legitimate interest in protecting the game and our players
Answer support requests	Support data	Contract or legitimate interest
Keep accounting records and answer legal requests	Purchase data	Legal obligation

Where we rely on legitimate interest, you can object at any time (section 8). We do not make decisions that have legal or similarly significant effects on you based solely on automated processing. We do adjust in-game content, such as level difficulty and offers, based on how you play.

4. Advertising, tracking and your choices

Puzly is free to play and is funded partly by ads. You decide whether those ads are personalised.

On iPhone and iPad (iOS). We access your device's advertising identifier (IDFA) only if you tap "Allow" in Apple's App Tracking Transparency prompt. If you choose "Ask App Not to Track", we and our partners do not track you across other companies' apps and websites. Ads are then measured in aggregate through Apple's privacy-preserving attribution (SKAdNetwork / AdAttributionKit). You can change your choice at any time in **Settings > Privacy & Security > Tracking**.

On Android. Puzly uses the Google Advertising ID. You can reset or delete it in **Settings > Google > Ads** (or **Settings > Privacy > Ads**, depending on your device). Once it is deleted, apps can no longer use it for personalised ads.

In the EEA, UK and Switzerland. Before any personalised advertising, we ask for your consent in a consent window shown at first launch. You can withdraw or change it at any time in **Puzly > Settings > Privacy**. Withdrawing consent does not affect processing that happened before.

If you refuse or withdraw consent, you will still see ads, but they will not be based on your activity in other apps.

We do not sell your personal data for money. In some US states, sharing advertising identifiers with ad partners counts as "sharing" or a "sale", so section 9 explains how to opt out.

5. Who we share data with

We share personal data only with the partners below, and only for the purposes in section 3. Each partner is bound by a data processing agreement or its own published privacy terms.

Partner	What they do for Puzly	Their privacy policy
Apple, Google	App distribution, payments, crash reporting	https://www.apple.com/legal/privacy/ · https://policies.google.com/privacy
AppLovin (MAX, Axon)	Ad mediation, ad serving, user acquisition	https://www.applovin.com/privacy/
Google AdMob	Ad serving	https://policies.google.com/privacy
Unity Ads	Ad serving	https://unity.com/legal/privacy-policy
Meta Audience Network	Ad serving, ad measurement	https://www.facebook.com/privacy/policy/
Adjust	Install attribution and campaign measurement	https://www.adjust.com/terms/privacy-policy/
Google Firebase	Game analytics and crash reporting	https://firebase.google.com/support/privacy
Google Cloud	Server hosting and storage, including our in-house game analytics	https://cloud.google.com/terms/cloud-privacy-notice
Heroic Labs (Nakama)	Game backend: player IDs, progress and live game features	https://heroiclabs.com/privacy-policy/

We may also share data:

- with authorities, when the law requires it or to protect our rights, our players or the public;
- with a buyer or successor if Everyday is involved in a merger, acquisition or asset sale. You will be told if this happens;
- with anyone else, but only with your consent.

Ad partners that receive data with your consent may also use it under their own privacy policies, which we encourage you to read.

6. International transfers

Some of our partners (section 5) and some team members who support the game are located outside the European Economic Area, including in the United States, Türkiye and Ukraine.

When personal data leaves the EEA, we protect it with one of these safeguards:

- an adequacy decision of the European Commission, including the EU-US Data Privacy Framework for certified US companies;
- the European Commission's Standard Contractual Clauses, plus additional measures where needed.

You can ask for a copy of these safeguards at privacy@joineveryday.com.

7. How long we keep your data

Data	How long
Game and progress data	While you play, then 24 months after your last session, after which it is deleted or anonymised
Advertising identifiers and ad interaction data	Up to 13 months from collection
Purchase records	10 years, to meet French accounting obligations
Support messages	3 years after the last exchange
Consent records	For as long as the consent is valid, plus 5 years as proof

Anonymised and aggregated statistics, which no longer identify you, may be kept longer.

8. Your rights and choices

Depending on where you live, you have the right to:

- access your personal data and get a copy of it;
- correct inaccurate data;
- have your data deleted;
- restrict or object to processing, including processing based on legitimate interest;
- receive your data in a portable format;
- withdraw consent at any time;
- give instructions on what happens to your data after your death (France).

Delete your data. In the game, go to **Puzly > Settings > Delete my data**. This permanently erases your progress and in-game items. You can also email privacy@joineveryday.com with your Player ID, shown in **Settings**.

Exercise your other rights. Email privacy@joineveryday.com with your Player ID. We answer within one month. We may ask for information to confirm the request comes from you.

Other controls. You can turn off push notifications in your device settings. Uninstalling Puzly stops all further collection from that device.

Complain to a regulator. You can lodge a complaint with the French data protection authority, the CNIL (www.cnil.fr), or with the authority of the country where you live or work.

9. Additional information for US residents

This section applies to residents of California and of other US states with consumer privacy laws (including Colorado, Connecticut, Virginia, Texas and Oregon).

Categories collected in the last 12 months. Identifiers (player ID, advertising IDs, IP address), commercial information (in-app purchases), internet and device activity (game events, ad interactions), approximate geolocation, and inferences about game preferences. Sources and purposes are described in sections 2 and 3.

Selling and sharing. We do not sell personal data for money. We do share identifiers and device activity with advertising partners for targeted advertising. California law calls this "sharing", and some other states call it a "sale" or "targeted advertising". We do not knowingly sell or share data of people under 16.

Your rights. You can ask to know, access, correct or delete your data, and opt out of sharing and targeted advertising. We will not treat you differently for using these rights.

How to opt out. On iOS, choose "Ask App Not to Track". On Android, delete your advertising ID. You can also email privacy@joineveryday.com with the subject line "Do Not Sell or Share". We honour Global Privacy Control signals where we can detect them.

Authorised agents and appeals. An authorised agent can make a request for you with written proof of authorisation. If we decline your request, you can appeal by replying to our answer. If your appeal is denied, you can contact your state attorney general.

Sensitive personal information. We do not collect sensitive personal information as defined by California law.

10. Children

Puzly is a general-audience game and is not directed at children under 13. We do not knowingly collect personal data from children under 13.

In the EEA and UK, players below their country's age of digital consent (between 13 and 16, for example 15 in France) may play only with a parent's or guardian's permission. We do not show them personalised ads.

If you believe a child under 13 has given us personal data, contact privacy@joineveryday.com and we will delete it.

11. Security

We protect personal data with technical and organisational measures, including encryption in transit, access controls limited to staff who need the data, and pseudonymous player IDs for analytics. No system is perfectly secure. If a breach is likely to put you at high risk, we will tell you without undue delay.

12. Third-party links

The Services may link to third-party websites or services, such as app stores and ad landing pages. Their own privacy policies apply, not this one.

13. Changes to this policy

We update this policy when our practices or the law change. We will change the effective date at the top. For material changes, we will tell you in the game before they take effect.

14. Contact

Everyday SAS, privacy team
14 rue Beffroy, 92200 Neuilly-sur-Seine, France
privacy@joineveryday.com