

# Privacy Policy

Hello! Welcome to our Privacy Policy. This Policy explains how we collect, use, process and share your information.

When you download, access and/or play our games, or interact with our websites or other services, you acknowledge that we will collect and use your information in accordance with this Privacy Policy, including King's and its advertising partners using your data for targeted advertising purposes as described in the Marketing and Advertising sections of this Privacy Policy. These sections also explain how you can opt-in or opt-out of the use of your personal information for targeted advertising purposes. If you have any concerns about providing us with information or our use of it in accordance with this Privacy Policy, please do not use our games or other services.

This Privacy Policy was last updated on June 10, 2025.

## Playing our games

When you download, access and/or play our games, or use our other services, we collect information from you. Much of this information comes directly from you or your device, such as device information, country, region, and game information. We use this information to provide our games and services to you, including for optimization, fraud prevention, customizing in-game offers, and verifying purchases. We also use this information for other purposes set out in this Privacy Policy, including marketing and advertising.

## Learn More

### King Profiles and Social Games

You may choose to add information to your King profile or connect to your account using third-party social networks, such as Facebook. If you do so, your personal information will be visible to other players and we will use it for other purposes set out in this Privacy Policy, including marketing and advertising.

## Learn More

### Marketing

When we record your preferences and allow us to do so (see below to learn how to change your preferences), we and our third-party partners will use the information collected about you, including your precise geolocation (if enabled), to send you marketing communications about our games, offers, and other services based on your interests and location. For example, with your permission, we will send emails to your email address; serve King ads on third-party websites, apps, and connected devices; serve ads in our games; or send marketing push notifications on your device

## Children's Privacy

We do not knowingly collect personally identifiable information from children. We encourage all children to never submit any personally identifiable information through the App and/or Services. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce this Policy by instructing their children not to provide personally identifiable information through the App and/or Services without their permission. If you have reason to believe that a child has provided us with personally identifiable information through the App and/or Services, please contact us. You must also be at least 16 years of age to consent to our processing of your personally identifiable information in your country (in some countries, we may allow your parent or guardian to do so on your behalf).

#### Changes to this Privacy Policy

We may update our Privacy Policy from time to time. Therefore, you are advised to check this page regularly for any changes. We will notify you of any changes by posting the new Privacy Policy on this page.

This policy is effective from June 14, 2025.

#### Contact Us

If you have any questions or suggestions about our Privacy Policy, please feel free to contact us at games.