

# PRIVACY POLICY

## Privacy Policy Template for a Basic Website with User-Generated Content

### Backyard Games PRIVACY POLICY

Backyard Games (the “Company”) is committed to maintaining robust privacy protections for its users. Our Privacy Policy (“Privacy Policy”) is designed to help you understand how we collect, use and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

The terms “we,” “us,” and “our” refer to the Company.  
“You” refers to you, as a user of our Site or our Service.

### I. INFORMATION WE COLLECT

Dear Player,

Briefly, we only collect the data from your game experience which statistically shows “How much you liked our game” nothing more and nothing personal.

We collect **Non-Personal Information** includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks.

#### *Children’s Privacy*

The app is not directed to anyone under the age of 13. The app does not knowingly collect or solicit information from anyone under the age of 13, or allow anyone under the age of 13 to sign up for the Service. In the event that we learn that we have gathered personal information from anyone under the age of 13 without the consent of a parent or guardian, we will delete that information as soon as possible. If you believe we have collected such information, please contact us at [admin@ramjohnbo.com](mailto:admin@ramjohnbo.com)

### II. HOW WE USE AND SHARE INFORMATION

#### *Non-Personal Information:*

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyze use patterns on the Site. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion.

In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of our assets may continue to process your Personal Information as set forth in this Privacy Policy. If our information practices change at any time in the future, we will post the policy changes to the Site so that you may opt out of the new information practices. We suggest that you check the Site periodically if you are concerned about how your information is used.

### III. HOW WE PROTECT INFORMATION

We implement security measures designed to protect your information from unauthorized access. Your account is protected by your account password and we urge you to take steps to keep your personal information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by implementing certain technological security measures including encryption, firewalls and secure socket layer technology. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. By using our Service, you acknowledge that you understand and agree to assume these risks.

### VI. CHANGES TO OUR PRIVACY POLICY

The Company reserves the right to change this policy and our Terms of Service at any time. We will notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

### VII. CONTACT US

If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to [admin@ramjohnbo.com](mailto:admin@ramjohnbo.com).

Last Updated: This Privacy Policy was last updated on [21 March 2022].

### REQUEST USER DATA DELETION

When you install and use “**Backyard Games**” mobile applications, we can collect and process some of your data for different legitimate purposes.

You will find below explanations regarding the reasons why we may collect data.

## Why is data collected?

“Backyard Games” and its third-party partners collect data:

- To provide you with the services you asked for
- To run analytics and understand how users interact with our product and services to improve them continuously

The third-party partners that “Backyard Games” will share the data with are:

- GameAnalytics
- Facebook Analytics
- Adjust
- Voodoo

## Data deletion requests

To delete user data collected by “Backyard Games”, please reach out to “**provided contact email**”.

If you also want to request the deletion of the data that may have been collected about you or your device by our third-party partners that are acting as independent data controllers, you will find below the contact for each partner and the link to the relevant section of their privacy policies:

- GameAnalytics:
  - email: [privacy@gameanalytics.com](mailto:privacy@gameanalytics.com)

- privacy policy:  
<https://gameanalytics.com/privacy/#6-changing-or-deleting-your-information>
- Facebook Analytics:
  - email: none, please refer to the privacy policy
  - privacy policy: <https://www.facebook.com/policy.php>
- Adjust:
  - email: [privacy@adjust.com](mailto:privacy@adjust.com)
  - privacy policy: <https://www.adjust.com/terms/privacy-policy/>
- Voodoo:
  - *Voodoo does not collect any of your personal data and only provides an SDK package to retrieve the data collected by the above-mentioned partners. You can still contact them to request the deletion of their access to the partners' interfaces.*
  - email: [dpo@voodoo.io](mailto:dpo@voodoo.io)