MARIM DEVELOPERS Privacy Policy

Effective Date: July 21, 2025

At MARIM DEVELOPERS ("we," "us," or "our"), we specialize in crafting mobile applications and games—and protecting the privacy of everyone who uses them ("you" or "users"). This Privacy Policy is your guide to understanding exactly how we handle your personal information: from what we collect, to how we store, use, share, and safeguard it, all in relation to your interaction with our mobile apps, games, and related services (collectively called the "Services"). By using our Services, you're letting us know that you've read through this policy, understand it, and agree to its terms.

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1. The Information We Gather

We get information from you in two distinct ways: what you choose to share directly, and what we collect automatically as you use our Services.

1.1 Information You Share On Purpose

When you interact with our Services, there are times you might give us personal details, such as:

- Account Information: If you decide to create an account, we'll collect your username, email address, and password—with the password stored in encrypted form to keep it secure.
- Profile Data: If you connect your account to third-party platforms (like social media sites), we may receive your name, profile picture, or other public info from those platforms—but only if you give us permission to do so.
- Support Communications: When you get in touch with our customer support team, we'll keep track of your messages, contact details, and any other info you share to help solve the issues you're facing.

1.2 Information Collected Automatically

As you use our Services, we automatically gather certain data to make sure everything works smoothly, enhance your experience, and make our products better:

- Device & Technical Details:
  - Unique identifiers for your device (like Android ID, iOS IDFA, or AAID), the model of your hardware, the version of your operating system, and the type of network you're using (whether Wi-Fi or mobile data).
  - Your IP address, which we use to figure out your approximate location (like your city or country) so we can tailor content to your region.
  - Your device settings (such as language and time zone) and battery status, which help us optimize how the app performs.
- Usage Data:
  - Details about your gameplay: your progress, scores, levels you've finished, in-app purchases you've made, and how you interact with in-game features (like which buttons you click or which ads you view or tap on).
  - Data about your sessions: how long you use the app, how often you open it, and the order in which you use different features.
  - Information about how you interact with ads: the types of ads you see, how much time you spend on them, and whether you click on them—all to make ads more useful to you.
- Automatically Generated Data:

- We create a unique user ID that's linked to your activity across all our Services, so we can track things like which of our games you play and how often.

1.3 Information That Doesn't Identify You

We also collect data that can't be used to pinpoint you as an individual, including:

- Aggregated statistics about gameplay (like the average length of time all users spend in a game, or which features are most popular overall).
- Crash reports that have been anonymized (with any personal identifiers removed) and technical logs, which help us fix bugs.
- General patterns in how users behave (such as when most users tend to play, or which game genres are more popular in certain regions).

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2. How We Use the Information We Have

We use both your personal data and non-personal data for specific reasons, based on legal grounds (which we explain in Section 10).

2.1 To Keep the Services Running

- Create and manage your account, if you sign up for one.
- Provide core gameplay features (like saving your progress or syncing your data across different devices).
- Process in-app purchases and make sure you get what you've paid for.
- Send you important updates, such as changes to your account or alerts about app maintenance.

2.2 To Make Your Experience Better and More Personal

- Analyze how users interact with our apps to find out which features are popular and fix any issues (for example, if lots of users are having trouble with a particular level).
- Customize the content you see (like suggesting games or levels you might enjoy based on what you've played before).
- Develop new features (such as adding a multiplayer mode if many users ask for it).

2.3 To Show You Ads and Promotions

- Display ads that are relevant to you (through partners like AdMob) using information about your gameplay and how you interact with ads.
- Figure out how well ads are working (like how many users install an app after seeing an ad).
- Send you special offers (such as discounts on in-app purchases) through messages within the app—you can turn these off by adjusting your device settings.

2.4 To Keep Things Safe and Follow the Rules

- Spot and prevent fraud (like unauthorized in-app purchases).
- Moderate any content that users generate (if the app has that feature) to keep the environment safe for everyone.
- Follow legal requirements (such as responding to court orders or keeping records for tax purposes).

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3. Working With Third-Party Services

Our Services use tools and services from other companies to add features, show ads, and understand how well our Services are performing. These third parties may collect and

process data on their own, and their practices are governed by their own privacy policies. We don't have control over how they handle data, and we aren't responsible for their actions. The third-party services we use include:
- Google Play Services: https://policies.google.com/privacy
- Firebase: https://firebase.google.com/support/privacy
- AdMob / Google Ads: https://policies.google.com/technologies/ads
- Adjust: https://www.adjust.com/terms/privacy-policy/
- Apple Search Ads: https://www.apple.com/legal/privacy/
- And many others, such as AppLovin, BidMachine, BIGO, Facebook Ads Manager, Google Analytics, InMobi, ironSource, Liftoff Monetize, Meta, Mintegral, Moloco, Pangle, Tapjoy, TikTok Ads, UnityAds, Vungle, and Yandex—you can check their privacy policies on their websites for more details.

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4. Sharing and Disclosing Your Information
There are situations where we may share your information, including:
- With Service Providers: Companies that help us with things like analytics, running ads, or providing technical support.
- With Legal Authorities: When we're required to by law (for example, to comply with a court order) or to protect our legal rights.
- During Business Transfers: If we go through a merger, sell our assets, or have a similar change in ownership, your data may be transferred as part of that transaction.
We might also share data that's been aggregated or anonymized for market research—like telling other companies how many people use our games, without identifying any individual users.

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5. Your Rights & Options

Depending on your jurisdiction, you have the following rights regarding your Personal Data. To exercise these rights, contact us at maramidevlopers@gmail.com with your request and proof of identity.
5.1 Access and Correction
You may request a copy of the Personal Data we hold about you. If you find inaccuracies (e.g., a misspelled email), we will correct it promptly.
5.2 Deletion
You may ask us to delete your Personal Data, except when we need to retain it for legal reasons (e.g., tax records) or to provide the Services (e.g., saving game progress). We will confirm deletion within 15 business days of verification.
5.3 Restriction of Processing
You may request that we limit how we use your data (e.g., if you dispute its accuracy). We will comply unless processing is necessary for legal or service-related reasons.
5.4 Data Portability
You may request a copy of your Personal Data in a structured, machine-readable format (e.g., CSV) to transfer to another service provider (where technically feasible).
5.5 Withdraw Consent

If we process your data based on your consent (e.g., personalized ads), you may withdraw it at any time. This will not affect past processing done with your consent.
5.6 Complaints
If you believe we mishandled your data, you may lodge a complaint with a data protection authority in your jurisdiction.

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6. How Long We Keep Your Information
We keep personal data only for as long as we need to:
- Provide the Services.
- Follow legal obligations (like keeping tax records).
- Resolve disputes or enforce our agreements.
Non-personal data may be stored forever for analytics purposes.

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7. Keeping Your Information Secure
We use industry-standard security measures to protect your data. However, no method of sending data over the internet or storing it electronically is 100% secure. While we can't guarantee absolute security, we take all reasonable steps to reduce the risk of your information being accessed improperly.7

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8. International Data Transfers
We operate around the world, so your data might be transferred to or processed in countries other than your own (like Morocco, where our servers are located, or countries where our third-party providers operate).
We make sure these transfers comply with applicable laws by:
- Using standard contractual clauses approved by data protection authorities.
- Making sure third parties follow the same data protection standards outlined in this policy.
If you want more details about the safeguards we use for international data transfers, email us at maramidevlopers@gmail.com.

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9. Children's Privacy
Our Services aren't intended for children under the age of 13. We don't knowingly collect personal data from children under this age.
If we find out that we've collected data from a child below the legal age, we'll delete that data right away. Parents or guardians who think their child has shared data with us can contact us at maramidevlopers@gmail.com to request deletion.

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10. The Legal Basis for Processing Your Data
We process your data based on the following legal grounds:
- Your Consent: When you agree to specific uses (like allowing personalized ads).
- Contractual Needs: To fulfill our agreement with you (like processing in-app purchases so you can access premium features).

- Legal Obligations: To comply with laws (like reporting taxes or responding to legal requests).
- Legitimate Interests: To improve our Services, prevent fraud, and show you relevant ads—while making sure these interests are balanced against your privacy rights.

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11. Policy Updates

We might update this privacy policy from time to time. If we make significant changes, we'll let you know through in-app notices. We recommend checking this policy every so often to stay up to date.

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12. Contact Us

For questions, requests, or concerns about this Privacy Policy, contact us at:

MARIM DEVELOPERS
Hay Lekouacem, Rue Le Prince Heritier NR 01
Fquih Ben Salah, 23200, Morocco
Email: maramidevlopers@gmail.com

Effective as of the date stated above.