

Privacy Policy for Drink Flow Sort: Color Puzzle

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1. Scope

This Privacy Policy applies to the mobile game Drink Flow Sort: Color Puzzle, published on Google Play by Apex Digital Labs00. In this Privacy Policy, the game and related services are referred to as "the Game", "we", "us", or "our".

This Privacy Policy covers the operation of the Game, in-game advertising, analytics, crash diagnostics, Google Play review and compliance, and related services.

If the Game is provided through Google Play or another third-party app store, the relevant app store, payment platform, advertising platform, attribution provider, analytics provider, device system, or other third-party service may process your data under its own privacy policy. Please review those policies as well.

This Privacy Policy is intended to be consistent with the Google Play Data safety form. If our data collection, sharing, SDKs, permissions, or features change in a future version, we will update this Privacy Policy and the Google Play Data safety disclosures accordingly.

2. Information We May Collect

We collect and use information based on the principles of legality, fairness, necessity, and data minimization. The actual data collected may vary depending on the app version, SDK configuration, region, device settings, and Google Play disclosures.

2.1 Device and Technical Information

To operate the Game, adapt it to different devices, identify crashes, and diagnose errors, we or our SDK providers may process:

- Device model, operating system version, screen resolution, language, time zone, and network status
- App version, install channel, package name, Bundle ID, and SDK version
- IP address, device identifiers, and Android Advertising ID, subject to user authorization, system settings, and Google Play policies
- Crash logs, performance data, error logs, and diagnostic information

2.2 Gameplay Behavior and Progress Information

To save progress, improve level experience, and analyze game performance, we may collect:

- Level progress, completion results, failed attempts, and item usage
- Play duration, launch count, retention, clicks, and feature usage records
- Coins, water drops, flower collection album progress, props, rewards, tasks, and other in-game status
- Ad impressions, ad clicks, and ad reward delivery results

2.3 Advertising and Attribution Information

If the Game uses advertising, attribution, or user acquisition analytics services, we and our third-party service providers may process:

- Advertising identifiers, ad impressions, ad clicks, ad closes, and ad reward status
- Install source, channel, campaign, creative version, and conversion events
- Approximate region, device information, and in-app events

We do not knowingly use false or misleading advertising tracking methods. Personalized ads, cross-app tracking, or similar activities are subject to user authorization, device settings, Google Play policies, and applicable laws. You may reset or delete your Android Advertising ID, or limit personalized advertising, through Android system settings.

2.4 Purchase and Transaction Information

The first release of the Game is designed as a free casual game with advertising monetization. If future versions provide in-app purchases, subscriptions, ad removal, bundles, or other paid items, we may receive limited transaction-related information from Google Play Billing or other app store payment platforms, such as:

- Order ID, purchased item, purchase time, and transaction status
- Refund, chargeback, restored purchase, and subscription status
- Information necessary for delivery, support, accounting, or dispute handling

Sensitive payment information such as full payment account details or bank card numbers is generally processed by Google Play or other payment platforms. We do not directly store full payment credentials.

2.5 Contact and Communication Information

When you contact us, we may collect:

- Your email address, contact details, issue description, or other information you voluntarily provide
- Device, version, level, order, ad reward issue screenshots, or logs
- Communication records, handling results, and follow-up content

Please do not provide sensitive personal information that is unrelated to your request.

2.6 Children and Minors

The Game is currently planned to have an All ages rating, but it is not directed solely or primarily to children. We do not knowingly collect personal information from children.

If the target country or region, Google Play rating, Families policy, or actual marketing strategy causes the Game to be considered directed to children or families, we will adjust data collection, ads, SDKs, age gates, parental consent, and privacy disclosures as required before release.

If a parent or guardian believes that a child has provided personal information to us without appropriate consent, please contact us using the contact details in this Privacy Policy. We will review and handle the request within a reasonable period.

3. How We Use Information

We may use the information we collect to:

- Provide, maintain, and improve the basic functions of the Game
- Save level progress, rewards, props, and game status
- Analyze level difficulty, crashes, performance, retention, and ad performance
- Display ads, deliver rewarded video rewards, and measure advertising revenue
- Detect abnormal behavior, prevent cheating, prevent reward abuse, and prevent fraud
- Handle user feedback, order issues, ad reward issues, and refund disputes

- Complete app store review, privacy disclosures, Data safety forms, and compliance requirements
- Keep records and respond as required by laws, regulators, courts, app store rules, or dispute resolution needs

4. Third-Party SDKs and Data Sharing

The Game may use third-party SDKs or services for advertising, analytics, crash diagnostics, attribution, cloud services, or payments. These third parties may process data according to their functions. We will use reasonable efforts to ensure that third-party SDK data processing is consistent with this Privacy Policy, Google Play User Data policy, Google Play Data safety disclosures, and in-app disclosures.

The following list should be kept consistent with the SDKs actually integrated in the released version:

Third Party	Service	Data That May Be Processed	Purpose	Privacy Policy
Google AdMob / Google Mobile Ads	Advertising and monetization	Device information, advertising identifiers, ad interaction data, approximate location or IP-derived information	Show ads, measure ad revenue, prevent fraud	https://policies.google.com/privacy
AppLovin / MAX	Ad mediation and monetization	Device information, advertising identifiers, ad interaction data, ad request and impression results	Show ads, optimize ad fill, measure ad revenue	https://www.applovin.com/privacy/
BIGO Ads	Advertising and monetization	Device information, advertising identifiers, ad interaction data, ad request and impression results	Show ads, optimize ad fill, measure ad revenue, prevent fraud	https://bigoads.com/privacy
Mintegral	Advertising and monetization	Device information, advertising identifiers, ad interaction data, ad request and impression results	Show ads, optimize ad fill, measure ad revenue, prevent fraud	https://www.mintegral.com/en/privacy

Third Party	Service	Data That May Be Processed	Purpose	Privacy Policy
Pangle	Advertising and monetization	Device information, advertising identifiers, ad interaction data, ad request and impression results	Show ads, optimize ad fill, measure ad revenue, prevent fraud	https://www.pangleglobal.com/en/privacy/enduser-en
Unity Ads	Advertising and monetization	Device information, advertising identifiers, ad interaction data, ad request and impression results	Show ads, optimize ad fill, measure ad revenue, prevent fraud	https://unity.com/legal/game-player-and-app-user-privacy-policy
ironSource / LevelPlay	Ad mediation, advertising, and monetization	Device information, advertising identifiers, ad interaction data, ad request and impression results	Mediate ads, show ads, optimize ad fill, measure ad revenue, prevent fraud	https://cdn.iads.unity3d.com/privacy-policy/privacy-policy.html
Fyber / Digital Turbine	Advertising and monetization	Device information, advertising identifiers, ad interaction data, ad request and impression results	Show ads, optimize ad fill, measure ad revenue, prevent fraud	https://www.digitalturbine.com/legal/notice-at-collection-and-privacy-policy-cm
Moloco	Advertising and monetization	Device information, advertising identifiers, ad interaction data, ad request and impression results	Show ads, optimize ad delivery, measure ad revenue, prevent fraud	https://www.moloco.com/privacy-policy
Firebase / Google Analytics for Firebase	Analytics and crash diagnostics	Device information, app events, crash logs,	Analyze performance, identify issues,	https://firebase.google.com/support/privacy

Third Party	Service	Data That May Be Processed	Purpose	Privacy Policy
		performance data	improve stability	
AppsFlyer / Adjust	Attribution	Device information, advertising identifiers, install source, conversion events	Attribution analytics, marketing optimization, anti-fraud	https://www.appsflyer.com/legal/privacy-policy/ / https://www.adjust.com/terms/privacy-policy/
Google Play Billing	App store payments	Order ID, purchased item, transaction status	In-app purchases, subscriptions, purchase restoration, refund verification	https://policies.google.com/privacy

Notes:

- The table is for release compliance and must match the SDKs actually used by the Game.
- If an SDK is not used in the released version, it should be removed from this policy and the Google Play Data safety form.
- Third-party services are also governed by their own privacy policies.

5. Google Play Data Safety Alignment

To meet Google Play requirements, we disclose data collection, sharing, and processing in the Google Play Data safety form. The current release should be checked against the following categories:

Data Category	Current Status	Main Purpose	Notes
Device or other IDs	May be involved	Advertising, analytics, attribution, anti-fraud, crash diagnostics	Depends on actual SDKs and Android Advertising ID usage
App activity	May be involved	Level analysis, ad rewards, feature optimization	Includes level progress, clicks, ad events, and other aggregated behavior
Diagnostics	May be involved	Crash diagnostics and performance optimization	Depends on actual crash and analytics SDKs
Approximate location	May be involved	Advertising, regional statistics, compliance adaptation	Usually inferred from IP or SDK processing; no precise location permission is requested
Financial information	Only if future in-app purchases are enabled	Order verification, delivery, refund handling	If the first release has no IAP, the Data safety form should reflect the actual release

If the Game does not collect a certain category of data in the released version, that category should be removed or adjusted in this Privacy Policy, the SDK list, and the Google Play Data safety form.

6. Data Storage, International Transfers, and Retention

Depending on operational, cloud, advertising, analytics, support, and compliance needs, data may be processed on servers or systems located outside your country or region. We will take reasonable protective measures as required by applicable laws.

We retain personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required for legal, app store, dispute resolution, accounting, anti-cheat, security, compliance, or regulatory reasons. After the necessary period, we will delete, anonymize, or otherwise process the information as required by law.

7. Your Rights and Deletion Requests

Depending on the laws applicable in your country or region, you may have the right to:

- Access the personal information we process
- Correct inaccurate information
- Request deletion of personal information
- Withdraw consent or restrict processing
- Object to certain processing activities
- Receive a copy of your personal information
- Lodge a complaint with a regulator

You may submit requests, including access, correction, or deletion requests, by contacting us using the contact details in this Privacy Policy. To protect account and data security, we may need to verify your identity or your relationship with the request. Some requests may not be completed immediately due to legal, accounting, anti-cheat, security, dispute resolution, or technical reasons. Where applicable, we will explain the reason within a reasonable scope.

You can also use device system settings to limit advertising identifiers, personalized ads, app tracking permissions, notifications, or other permissions. Disabling certain permissions may affect personalized ads, analytics, or some features, but generally should not prevent basic gameplay.

8. Data Security

We use reasonable technical and organizational measures to protect information, including access control, permission management, encrypted transmission, log auditing, data minimization, and security assessments. Personal and sensitive user data should be transmitted using modern encryption methods. However, the internet is not completely secure, and we cannot guarantee absolute security of transmission or storage.

If a data security incident may affect your lawful rights and interests, we will take remedial measures and notify users, app stores, or regulators where required by applicable laws or platform rules.

9. Third-Party Links and Services

The Game may contain ads, app store links, support links, social media links, or other third-party links. When you access third-party websites, apps, or services, those third parties may process your information under their own rules. We recommend that you read their privacy policies before using third-party services.

10. Updates to This Privacy Policy

We may update this Privacy Policy based on product features, SDK integrations, laws, platform rules, or operational arrangements. After an update, we may notify you through the Game, store page, website, or

other reasonable methods. If a material change requires additional notice or consent under applicable laws, we will take the required measures.

11. Contact Us

If you have any questions about this Privacy Policy, our processing of personal information, or your rights, please contact us:

- Google Play Developer: Apex Digital Labs00
- Operator: Apex Digital Labs00
- Privacy Contact Email: buaichicu8@gmail.com
- Contact Address: Please contact us by email first if written communication is required.

We will handle requests in accordance with applicable laws and reasonable business practices.