Privacy Policy

Last updated: June 26, 2025

We highly value your privacy. This policy explains how we collect, use, process, and protect your personal information when you use our game app Zoo Zoo Blast (Package: com.zoo.zooblast). By using the app, you agree to this Privacy Policy.

1. Information We Collect

Device and Network Information

To improve stability and ad quality, we may collect:

- OS version, device ID, brand
- App version, API/SDK version, language and timezone
- Network status (e.g., Wi-Fi), ad loading strategies

Advertising Information

We may use your Android Advertising ID (GAID) to deliver personalized ads. It contains no personally identifiable information and is not linked to permanent IDs like IMEI.

Information from Third-Party SDKs

SDKs integrated in the app (e.g. AppLovin, Unity, Vungle) may collect:

- Google Ad ID, device model, region
- Anti-fraud data (e.g., click fraud)
- Network and performance data, ad conversion data

Their data practices follow their own privacy policies.

2. How We Use Your Information

We use your information for the following purposes:

- Providing core gameplay features
- Delivering and optimizing ads
- Monitoring performance and fixing crashes
- Analytics and product updates

We will ask for your consent before using your data for any other purposes.

3. Legal Basis

We process your information based on:

- Contract: To deliver game functionality
- Legal obligation: To comply with regulations
- Legitimate interests: To maintain secure and functional services
- Consent: For personalized ads or sharing with third parties

4. Methods of Collection

- Automatically: Collected during game use
- Via platforms: Google Play may provide install and usage info

5. Data Security & Storage

We use the following measures to protect your data:

- Encryption during storage and transfer
- Regular audits and patching

Data is retained only as long as necessary and deleted if the app ceases operation.

6. Your Rights

You have the right to:

- Withdraw consent
- Access, modify, or delete your data
- Restrict or object to processing
- Request data portability
- File a complaint

Contact us at durjoy909@gmail.com

7. California Privacy Rights (CCPA)

California residents may:

- Request categories and sources of data collected in the past 12 months
- Request deletion of personal data
- Not be discriminated against for exercising rights

We respond within 45 days (or up to 90 days with notice).

8. EU / UK Residents' Rights (GDPR)

If you are in the EU/UK, you may:

- Confirm if we process your data
- Request access, correction, or deletion
- Restrict or object to processing
- Request data portability

9. Third-Party Services & Links

Our app may link to partners' privacy policies:

- AppLovin: https://www.applovin.com/privacy/
- Adjust: https://www.adjust.com/terms/privacy-policy/
- Unity: https://unity3d.com/legal/privacy-policy
- Pangle: https://www.pangleglobal.com/privacy
- Mintegral: https://www.mintegral.com/en/privacy
- Vungle: https://vungle.com/privacy/
- Bigo: https://www.bigossp.com/agreement/privacyPolicy?v=v1.2.0
- Kwai: https://www.kwai.com/legal?id=privacy_policy

10. Children's Privacy

We do not knowingly collect data from children under 13. If you are a parent or guardian and believe we have collected such data, contact us immediately.

11. Policy Updates

We may update this policy due to legal or business changes. Continued use of the app means acceptance of the updated policy.

12. Contact Us

For any questions, please contact: durjoy909@gmail.com