

PRIVACY POLICY

Ibtisam Ali Cheema (“we”, “our” or “us”) respect your privacy. Please read the following to learn more about this Privacy Policy (“this Policy”). This Policy applies to Dress up Crush (“App”).

This Policy describes how we process your personal data, but it may not address all possible data processing scenarios. We may inform you of data collection in connection with the App through supplemental policies or notices prior to data collection.

Part 1. **Changes**

We reserve the right to amend this Privacy Policy at any time to reflect changes to our practices or the law. Any changes to this Privacy Policy will become effective when the revised Privacy Policy is posted. The revised Privacy Policy will be posted on this page.

Part 2. **Collection of personal data**

We collect your data in three ways: information you provide, automatically collected information, and Information from other sources. More detail is provided below.

1. Information you provide.

When you contact us, we collect the information you send us, such as proof of identity or age, contact details, feedback or inquiries about your use of the App.

2. Automatically collected information.

We collect certain device and network connection information when you access the App. This information includes your device model, device resolution, operating system, IP address (Mac address), advertising identifiers (IDFA, IDFV, GAID) and system language. We also collect service-related, diagnostic, and performance information, including crash reports and performance logs.

We collect information regarding your use of the App, such as the features you use and the actions you take.

Part 3. Purposes of collecting personal data

We may use the information we collect for a variety of business and commercial purposes, including:

1. To perform internal operations necessary to develop, provide, maintain, and improve the App, including troubleshooting, providing customer and technical support, and conducting data analysis, testing, and research.
2. To support our business model, this requires us to track installs of third-party apps.
3. To perform our core in-app services, including awarding points and rewards to users based on their active use of our third-party partner apps.
4. To understand how you interact with our apps and personalize product experiences and content.
5. To maintain the security, reliability, and integrity of the App (and monitor your compliance with our Terms of Use), such as providing account security and fraud detection.
6. To comply with legal requirements and/or investigate or address claims or disputes related to your use of the App.
7. To promote the App (including any new features, promotions, or offers, and any existing, new, or related apps) to potential and existing users, including through in-app messages and push notifications.

Part 4. Disclosure of personal data

We do not transfer your personal data to third parties in exchange for payment, but we may provide your data to third party partners, such as advertising partners, analytics providers, and social networks, who assist us in advertising the App to you.

Part 5. Data retention

We do not keep your data for longer than is necessary unless we are required to do so under law. We will retain your data as follows:

1. We will retain your data for as long as is needed to provide you the App.

2. If we are required to retain your data beyond the retention periods set out above, for example to comply with applicable laws, we will store it separately from other types of personal information.

Part 6. Data security

We take precautions to protect the security of your data. We have physical, electronic, and managerial procedures to help safeguard, prevent unauthorized access, maintain data security, and correctly use your data. However, neither people nor security systems are foolproof, including encryption systems. Therefore, while we use reasonable efforts to protect your personal information, we cannot guarantee its absolute security. If applicable law imposes any non-disclaimable duty to protect your data, you agree that intentional misconduct will be the standards used to measure our compliance with that duty.

Part 7. Age limitation

We do not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your child has provided us with personal data, please contact us. If we become aware that we have collected personal data from anyone under the age of 13 without verification of parental consent, we take steps to remove that data from our servers.

Part 8. Links to other websites

Certain third-party monetization SDKs integrated into our apps may access your data for advertising optimization purposes, enabling us to provide you with more targeted and personalized services. The information collected by third-party SDKs is managed by the SDK providers, and we have no control over these third parties.

We have provided links to the privacy policies of our third-party partners here. Please note that these policies are managed by the third parties and we have no control over them. Please review the following links for detailed information on how user data is collected, used, and shared.

1. Google AdMob & Firebase: <https://policies.google.com/privacy>
2. TopOn: <https://www.toponad.com/en/privacy-policy>

3. Appsflyer: <https://www.appsflyer.com/legal/privacy-policy/>
4. Applovin Max: <https://www.applovin.com/privacy/>
5. Pangle: <https://www.pangleglobal.com/zh/privacy/partner-en>
6. Facebook: https://www.facebook.com/privacy/policy/?entry_point=comet_dropdown
7. Mintegral: <https://www.mintegral.com/en/privacy>

Part 9. **Your rights**

When you use the App, we provide you with the rights described below. If you want to exercise your rights in accordance with applicable laws, please contact us by email. When we receive your personal rights request, please make sure you are ready to verify your identity. Please note that your personal rights are limited. We may limit your personal rights in the following ways:

1. When the law requires or authorizes the denial of access;
2. When granting access will negatively affect the privacy of others;
3. To protect our rights and property; and
4. If the request is unduly burdensome..

Specifically, you have the following rights:

1. Right to withdraw consent. If we are relying on consent to process your personal information, you have the right to withdraw your consent at any time. Withdrawing consent will not affect the lawfulness of our processing, or the lawfulness of any third party processing based on consent before your withdrawal.
2. Right of rectification. You may request to correct or update any Personal Information we hold about you
3. Right to erasure. You can ask us to erase any personal information we hold about you where it is no longer necessary in relation to the purposes for which it was collected or otherwise processed, or where it relates to processing activities to which you have objected and there are no overriding legitimate grounds for us to process it.

4. Right to object to processing. If we process your personal information on the lawful basis of consent, contract or legitimate interests, you can object to our processing at any time as permitted by applicable law. We may continue to process your personal information if it is necessary for the defense of legal claims or any other exception permitted by applicable law.

Part 10. **Enquires**

Should you have any queries about our personal data privacy policies and practices, please email to us.

Email address: cibtisamali@outlook.com.