

We have worked hard to make our Privacy Policy easier to read and understand, The update is aimed to simplify our policies, and your data will not be processed in new ways. Please take some time to read the new Privacy Policy.

Effective Date: 24th April 2019

Thank you for playing our game! This Privacy Policy describes:

The ways we collect personal data about you and why we do so

How we use your personal data, and

The choices you have about your personal data.

This Privacy Policy applies to Shooting Craze related services, which we here collectively call the Service. If we make any material changes, we will notify you by posting a notice in the Service prior to the change becoming effective. Your continued use of the Service after the effective date will be subject to the new Privacy Policy.

CONTACT US

If you have questions about data protection, or if you have any requests for resolving issues with your personal data, we encourage you to primarily contact us through the game so we can reply to you more quickly.

Name of the controller: Shooting Craze

THE DATA WE COLLECT

Data you provide us.

Your messages to the Service (such as player support tickets)

Other data you choose to give us (such as data to identify your account)

Data we collect automatically.

Data about your account and game progress

Your IP address and mobile device identifiers (such as your device ID, advertising ID, MAC address, IMEI)

Data about your device, such as device name and operating system, browser type and language

Data we collect with cookies and similar technologies (see more below)

Data about your use of the Service, such as gameplay data and your interactions with other players inside the Service

In most cases, we also create a Service-specific ID for you when you use the Service.

Data we collect from our partners.

Data we receive if you link a third party tool with the Service (such as Facebook or Google)

Demographic data (such as to determine the coarse location of your IP address)

Data from platforms that the games run on (such as to verify payment)

Data for advertising and analytics purposes, so we can provide you a better Service

WHY DO WE COLLECT YOUR DATA

To make the Service work.

To perform the contract, we process data necessary to

Create accounts and allow you to play our games and use our Service

Operate the Service

Verify and confirm payments

Provide and deliver products and services you request

Send you Service-related communications

To make the Service more suitable for our players.

To provide a great Service to our players, we have a legitimate interest to collect and process necessary data to

Update and develop player profiles

Develop and improve the Service and player experience

Manage our relationship with you

Provide social features as part of the Service

Customize your Service experience

Respond to your comments and questions and provide player support

Provide you Shooting Craze offers in the Service as well as in other websites and services, and by email

Send you related information, such as updates, security alerts, and support messages

To show personalized advertisements.

To show you personalized advertisements in the Service as well as in other websites and services (including email) we have a legitimate interest to process necessary data to

Track the content you access in connection with the Service and your online behavior

Deliver, target and improve our advertising and the Service

For information on how to opt-out from personalized advertisements, see section 'Your rights and options' below.

To analyze, profile, and segment.

In all of the above cases and purposes, we may analyze, profile and segment all collected data.

With your consent.

With your consent, we may process your data for additional purposes.

WHO CAN SEE YOUR DATA

Apart from our company Shooting Craze your data can be accessed by others in the following situations:

OTHER PLAYERS AND USERS.

Social features are a core component of our games. Other players and users may, for example, see your profile data and in-game activities.

PARTNERS WORKING FOR Shooting Craze.

Shooting Craze has partners to perform services for us. These partners process your data only at and according to Shooting Craze instructions to provide the Service, such as hosting, player support, advertising, analytics and fraud prevention.

Other companies and public authorities.

In order to combat fraud and illegal activity, we may exchange data with other companies and organizations and provide it to public authorities in response to lawful requests.

We may also disclose your data based on your consent, to comply with the law or to protect the rights, property or safety of us, our players or others.

Advertising and Social Media partners.

The Service includes features from our partners, such as social media interaction tools and in-game advertising.

INTERNATIONAL DATA TRANSFERS

Our Service is global by nature and your data can therefore be transferred to anywhere in the world. Because different countries may have different data protection laws than your own country, we take steps to ensure adequate safeguards are in place to protect your data as explained in this Policy. Adequate safeguards that our partners may use include standard contractual clauses approved by EU Commission and the Privacy Shield certification in case of transfers to the USA.

YOUR RIGHTS AND OPTIONS

Opt-out of marketing emails and other direct marketing.

You may opt-out of receiving promotional communications, such as marketing emails from us by following the instructions in such communications.

Opt-out of targeted advertising.

You can opt-out of interest-based advertising on mobile applications by checking the privacy settings of your Android or iOS device and selecting "limit ad tracking" (Apple iOS) or "opt-out of interest based ads" (Android).

If you request, we will provide you a copy of your personal data in an electronic format.

Your other rights.

You also have the right to correct your data, have your data deleted, object how we use or share your data, and restrict how we use or share your data. You can always withdraw your consent.

We will respond to all requests within a reasonable timeframe. You may also contact your local data protection authority within the European Economic Area for unresolved complaints.

COOKIES AND SIMILAR TECHNOLOGIES

Like most online services, we and our partners use cookies and similar technologies to provide and personalize the Service, analyse use, target advertisements and prevent fraud. You can disable cookies in your browser settings, but some parts of the Service may then not function properly.

HOW DO WE PROTECT YOUR DATA

Security Safeguards.

In order to help ensure a secure and safe player experience, we are continuously developing and implementing administrative, technical and physical security measures to protect your data from unauthorized access or against loss, misuse or alteration.

Data retention.

We retain your data for as long as your account is active or as needed to provide you the Service. We will for example periodically de-identify unused game accounts and we regularly review and de-identify unnecessary data.

Note that if you ask us to remove your personal data, we will retain your data as necessary for our legitimate business interests, such as to comply with our legal obligations, resolve disputes, and enforce our agreements.

AGE LIMITS

We do not knowingly collect or solicit personal data about or direct or target interest based advertising to anyone under the age of 13 or knowingly allow such persons to use our Services.

If you are under 13, please do not send any data about yourself to us, including your name, address, telephone number, or email address. No one under the age of 13 may provide any

personal data. If we learn that we have collected personal data about a child under age 13, we will delete that data as quickly as possible. If you believe that we might have any data from or about a child under the age of 13, please contact us.

OPTING OUT OF BEHAVIOURALLY TARGETED ADVERTISING AND ANALYTICS

If you wish to limit behaviourally targeted advertising, you can do so by limiting ad tracking in your device settings. Please note that opt-outs are specific to each browser and device and it may take a little bit of time before your opt-out will take effect.

For mobile advertising in apps, you can reset your Advertising Identifier and depending on your device, select to opt out of interest-based ads (Android) or turn on the Limit Ad Tracking setting (iOS).

For display advertising on the Web, you can also adjust your browser settings to limit certain tracking by means of cookies, and by visiting the following sites:

<http://www.aboutads.info/choices> and <http://www.youronlinechoices.eu/>.

We also use partners to perform services for us as processors, such as Adjust for attribution. These partners do not use your data for additional purposes and your opt-outs can also affect these partners.

Shooting Craze also works with a number of other analytics and ad serving partners within our mobile apps and websites. These partners can use cookies, web beacons, and other tracking technologies to collect or receive data about you and might claim controller rights over your personal data. For more information about their privacy practices and opt-out possibilities, please visit the links below.

Google

Privacy Policy: <https://policies.google.com/privacy>

Unity Technologies

Privacy Policy: <https://unity3d.com/legal/privacy-policy>

Last updated: 01 December 2020