

# Privacy Policy:

Welcome to the privacy of Asad Masood Khan app store “Your Privacy is the most important thing for us”. This document is designed to tell our user what kind of information our games collect when you interact with our apps. This Privacy Policy is to provide information on the collection, utilization, processing and use of the data provided by you in interaction with the use of App Store Games and Google Play Store (considered as consoles) as well as the grade, purpose and scope of transfer thereof. When you play the Games; or somehow communicate with games, our game collects information about you in accordance with the nature of the information and transaction within the current technical possibilities. The scope of this document tells you about different things as given below

## WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR INFORMATION?

The General Data Protection Regulation (GDPR) and UK GDPR and the California Consumer Privacy Act (“CCPA”) as applicable and require us to explain the valid legal bases we rely on in order to process your personal information. As such, we may rely on the following legal bases to process your personal information:

**Consent:** We may process your information if you have given us permission (i.e., consent) to use your personal information for a specific purpose. You can withdraw your consent at any time.

**Legal Obligations:** We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or regulatory agency, exercise or defend our legal rights, or disclose your information as evidence in litigation in which we are involved.

**Vital Interests:** We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party, such as situations involving potential threats to the safety of any person.

### The Purpose of collection of data

1. Personal data that is collected while you are playing Games
  2. Personal data that is collected when you contact with games
  3. Data that is collected by third parties
  4. Children data
- The legal grounds of processing your personal data
  - The transfer of your personal data

1. Analytics services.
  2. Advertisement business partners.
- Protection of Your Personal Data
  - Modification in Policy
  - Contact us Information

## Purpose of Collection of Data:

Whenever users play our games, we may collect data about all of your interactions with the game and with the other players inside the game via server log files. As an indie developer we collect your personal data automatically whenever you **download** our Game for app store to your device or play the Games, whenever you send us your **feedback or reviews**, convey your information or requests for support on our email ID directly. Some data is being collected when you interact with third party **advertisements presented** in our Games. In general, the information we collect about you relates to your device and helps us to identify your device Operating systems. We also collect data from the Apple App platforms and the business partners. We might collect the your personal information (user name, name if provided, IP address, the date and time of access, the pages accessed while being on Game)

We as an indie game developer clearly **do not collect** any type of personal information which includes any kind of **billing information, card details**, or any other information related to you.

We have a clear policy that indicates that we **do not collect** any data from **children who** play over games. We never knowingly or willingly collect any personal data concerning children less than **13 years of age**.

The data we get through our games is

- Your username that you have entered through the game
- Your email address that you have registered for playing the game
- Your smartphone OS details so we can get details about crashes and bugs.

## Utilization or Processing of your Data:

We are very concerned about your information. That's the reason we do not collect any personal information. We use the **OS information just** to provide you suitable services. In case of error and bugs or suggestions we learn from your reviews we try to solve it. Here are some things where we can use your information.

1. Operate and improve our Service and give some new **fun updates to** our game users

2. Understand you and your wishes and preferences to enhance your experience and enjoyment while playing our gameplays
3. **Reply** to your comments and questions and provide customer service in term of **reviews** and ratings
4. Send you related information, including confirmations, important notices, newer updates, security alerts, support/administrative messages
5. **Communicate** with you about promotions, rewards, upcoming events and other news about products and **services** offered by our Games and our selected **advertisement or business partners**
6. Link or combine it with other information we get from third parties, to help understand your preferences and provide you with better services.
  - In some regions (like the EEA, UK, and Canada), you have certain rights under applicable data protection laws. These may include the right; (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; and (iv) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. You can make such a request by contacting us [asadmasoodkhan95@gmail.com](mailto:asadmasoodkhan95@gmail.com)

## Transfer of Your Personal Data with your Consent:

Your personal data may be **transferred** to our **third party business partners** and service providers with your consent which are located abroad. Data is being transferred for the purposes of improving our gameplays and providing our Games to you, providing personalized advertisements according to your interests, third parties business advertisement effectiveness and carrying out measurements and analysis regarding your use of towards our games. In case a **public institution** is authorized to request personal data by the **law**, your personal data can be transferred to such authorized public institutions in accordance with the applicable **personal data protection legislations**. Requests from **judicial authorities will** also be fulfilled in accordance with the applicable legislation. But all this will only happens when you **accept our policy while** downloading our games and we have mentioned our privacy policy in our every game.

You can find the list of our Third Party service providers and business partners and their privacy policies given below

## **Analytics Services:**

We use **Google analytics and Firebase For** visualization of different aspects including Crashes, Session times and other minor activities. Here is the **Privacy Policy** given by Google LLC Firebase (<https://firebase.google.com/support/privacy/>)

**Apple Analytics** are also used for looking at reviews, installs and many other things. Here is the **Privacy Policy** given by **Apple** (<https://www.apple.com/privacy/>)

### Advertisement Business Partners:

Here are some Ad Parties used by our Games and their policies. Feel free to read any of them anytime.

- Facebook Inc. (FB Ads, FB Audience Network) (<https://www.facebook.com/about/privacy>)
- AppLovin Corporation (<https://www.applovin.com/privacy/>)
- Google LLC (Google Ads) (<https://policies.google.com/privacy>)
- Unity Technologies (Unity Ads) (<https://unity3d.com/legal/privacy-policy>)

### Protection of Your Personal Data:

We here try our best to protect your personal information in every means. Our games meet development contains all the latest and secured algorithms that are way more than enough to secure every part of your information. Our company does not collect any personal or sensitive information. WE are not guaranteed about all the aspects given by third party resources so there is not 100 percent of guarantee about security of data. But all the way still our apps and games are designed to secure your personal information and provide you a good quality of experience.

### Modification or changes in policy:

We may **update our Privacy Policy From** time to time. We will notify you of any changes by posting the new Privacy Policy on this page. We will notify you via **email or** prominent notice on our policies, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy. There are still chances you won't receive any email so it is **highly recommended and advised** to **review this** Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### Contact Information:

Any kind of queries will be entertained well, if you feel any kind of ***confusion*** or doubt about anything written in this ***Privacy Policy*** you can ***contact us*** on given Email ID.

**Email: asadmasoodkhan95@gmail.com**

## **Policy Deployment Date:**

This policy is deployed on ***7<sup>th</sup> of August 2022*** and it is implemented on every game on store.