

PRIVACY POLICY — Tap Away Block

Last Updated: April 6, 2026

1. INTRODUCTION

Welcome to Tap Away Block ("the Game", "we", "our", or "us"). We are committed to protecting your privacy. This Privacy Policy explains what information is collected when you play our game, how it is used, and your choices regarding that information.

By downloading or playing Tap Away Block, you agree to the practices described in this Privacy Policy. If you do not agree, please do not use the Game.

2. INFORMATION WE COLLECT

Tap Away Block is a free-to-play puzzle game. We do not require you to create an account and we do not collect your name, email address, phone number, or any other personally identifying information directly.

The following types of data may be collected automatically:

- Device Information — device model, operating system version, and unique device identifiers such as the Android Advertising ID
 - Game Progress — level number, score, and settings stored locally on your device only and never sent to any server
 - Ad Interaction Data — whether an ad was viewed or clicked, collected by Google AdMob
 - Approximate Location — country or region level only, used for ad targeting. Not precise GPS location
 - App Usage Data — session duration and crash reports used to improve game stability
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3. HOW WE USE INFORMATION

The data collected is used solely for the following purposes:

- Displaying advertisements to keep the game free
- Improving game performance and fixing crashes
- Saving your game progress locally on your device
- Anonymous aggregate analytics to understand how the game is used

We do not sell your data to any third party.

4. THIRD-PARTY SERVICES

Tap Away Block uses the following third-party SDKs which may collect data as described in their respective privacy policies:

Google AdMob — We use Google AdMob to display banner and interstitial advertisements. AdMob may collect device identifiers and usage data to serve personalised or contextual ads. You can review Google's privacy practices at policies.google.com/privacy and opt out of personalised advertising at google.com/settings/ads.

Google Play Services — The game runs on Android devices using Google Play Services, which may collect certain device and usage data in accordance with Google's Privacy Policy at policies.google.com/privacy.

5. ADVERTISING ID

On Android devices, the Google Advertising ID (GAID) may be used by AdMob to serve relevant advertisements. You can reset or opt out of ad personalisation at any time by opening your device Settings, going to Google then Ads, and tapping Reset Advertising ID or enabling Opt out of Ads Personalisation. When you opt out, ads will still appear in the game but they will be contextual rather than personalised.

6. DATA STORAGE AND RETENTION

All game progress including level, score, and settings is stored locally on your device only using Android's storage system. This data is not transmitted to any server and is deleted when you uninstall the game.

Data collected by third-party SDKs such as AdMob is retained according to each service's own data retention policy. We do not operate our own servers and do not store any user data remotely.

7. CHILDREN'S PRIVACY

Tap Away Block is a general-audience puzzle game and is not directed at children under the age of 13. We do not knowingly collect personal information from children under 13. If you are a parent or guardian and believe your child has provided personal information through the game, please contact us at the email address below and we will take steps to delete such information promptly. If you are located in the European Economic Area, our age threshold is 16 years old in accordance with GDPR requirements.

8. YOUR RIGHTS

Depending on your location, you may have the following rights:

- Right to Access — request a copy of data collected about you
- Right to Deletion — request deletion of your data. For locally stored data, simply uninstall the game
- Right to Opt Out — opt out of personalised advertising via your device settings
- Right to Object — object to processing of your data for advertising purposes

GDPR (EU/EEA users): You have the right to access, rectify, and erase your data and to lodge a complaint with your local data protection authority.

CCPA (California residents): You have the right to know what personal information is collected and to opt out of the sale of personal information. We do not sell personal information.

9. SECURITY

We take reasonable precautions to protect against unauthorised access to information. Since all game data is stored locally on your device and we do not operate any backend servers, the primary security responsibility lies with your device's operating system. We recommend keeping your device's operating system up to date to benefit from the latest security patches.

10. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. Any changes will be reflected on this page with an updated Last Updated date. Continued use of the game after any changes constitutes your acceptance of the updated Privacy Policy.

11. CONTACT US

If you have any questions, concerns, or requests regarding this Privacy Policy or the data practices of Tap Away Block, please contact us at:

Email: ananyathakgeek@email.com

We will respond to all inquiries within 30 days.