

Enigma Technolab is an entertainment company specialized in the publishing of mobile games and applications.

The purpose of this policy is to provide you with all the important information and explanations about how and why some of your data may be collected and processed by Enigma Technolab when you use one of our applications . This privacy policy governs and details the main principles that Enigma Technolab applies to the data we collect and process to:

(i) develop, publish and monetize mobile games and applications (“Enigma Technolab Apps and Games”), and

This policy also aims to remind you about your rights and to provide you with all the elements you need to exercise them.

Should you have any questions related to this policy or our practices around privacy and data protection in general, please don't hesitate to contact Enigma Technolab Data.

Enigma Technolab apps and games

Why does Enigma Technolab collect data from its apps and games?

When you install and use Enigma Technolab mobile applications, we can collect and process some of your data for different legitimate purposes.

You will find below explanations regarding the reasons why Enigma Technolab may collect data and the legal bases Enigma Technolab relies on in each case.

Enigma Technolab collects data:

To provide you with the services you asked for

(e.g., knowing that you completed the first level to allow access to the second one)

Legal basis – such data processing is strictly necessary for the service(s) asked

To run analytics and understand how users interact with our product and services in order to continuously improve it either directly or through third party partners

(e.g. identifying that a feature is annoying for users or that a level is too difficult for most gamers)

Legal basis for third party analytics - Express consent. In the countries where collecting users' consent may be required by applicable laws and regulations, Enigma Technolab only shares personal data collected through Enigma Technolab apps with third party partners that provide Enigma Technolab with analytics services once you express your consent through the pop-up notice included in our apps.

Legal basis for first party analytics – Legitimate interest. Enigma Technolab collects user data for the purpose of its own internal analytics tools. Data is used for the sole purpose of Enigma Technolab analytics tool and is not shared with any third parties. This data processing is based on the legitimate interest of Enigma Technolab.

To serve advertising tailored to the preference and interests of our users

and allow Enigma Technolab to continue to provide free services and products

Legal basis – Express consent. In the countries where collecting users' consent may be required by applicable laws and regulations, Enigma Technolab only processes or shares personal data collected through Enigma Technolab apps for personalized advertising purposes once you express your consent through the pop-up notice included in one of our apps.

Please only note that in the case where you withdraw your consent or where you refuse to consent in the first place, you will still be served with advertising but that may be less relevant to you as it will not be tailored to your interests.

What data does Enigma Technolab collect from its apps and games?

For all the purposes listed above the data that Enigma Technolab collect is limited to:

The apps you are using

Your Mobile Advertising ID (Apple IDFA or Google AAID - which are technical identifiers developed by mobile operating systems for advertising purposes which remain under your control and can be reset or erased at any time in through your device settings)

Technical information about the device you use and your connection (type of connection, timestamp)

Data pertaining to your activities on our applications and notably the way in which you interact with our applications (for instance, how and when you use our applications) and with the advertising served in our applications (for instance, number of ads served, potential clicks)

With who may your data be shared & why?

Enigma Technolab does not share your personal data with third parties without your prior consent in the countries where collecting users' consent may be required by applicable laws and regulations.

When you consent to the collection of data for advertising and analytics purpose, we may share the data listed above with the following categories of recipients:

Ad Partners: that allow us to monetize the ad inventory of our apps and provide users with free products and services.

Those partners usually collect data via their own tools (Software Development Kits or “SDK”). You will find a list of our partners implementing advertising SDKs through our applications and the privacy policies of their services that describe their practices and allow you to exercise your rights directly toward them hereafter:

Google AdMob -

<https://policies.google.com/privacy?hl=en>

Analytic companies: that provide us with tools and technologies that allow us to better understand how users interact with our services and will help us improve it. Those partners also usually collect data via their own SDKs. You will find a list of our partners implementing analytical SDKs through our applications hereafter:

Google Analytics -

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

Security and other important information

How long does Enigma Technolab keep your data?

Personal data collected, received and processed for the purposes described in this policy is not kept longer than necessary by Enigma Technolab.

Enigma Technolab does not retain user level data for more than 13 months except for the data collected for the purpose of its first-party analytics tool which can be stored up to 25 months based on the guidelines of our Supervisory Data Protection Authority.

Please note that if Enigma Technolab does not sell the personal information of its users, we may share it with third parties such as analytics and advertising companies in order to improve and personalize your experience and adapt the content and ads of our services.

reset your mobile advertising identifier (IDFA on iOS, GAAID on Android) or activate “Limit Ad Tracking” in your device’ settings in order to make previously collected data non linkable to you or your device anymore and limit further data collection if you choose to enable the “Limit Ad Tracking” option

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