

Privacy Policy for Secret Pages: Tile Match

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Operator: Apex Digital Labs00

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Application: Secret Pages: Tile Match

Android Package Name: com.secretpages.tilematch

1. Scope

This Privacy Policy explains how Apex Digital Labs00 ("we", "us", or "our") handles information in Secret Pages: Tile Match (the "Game"). It applies to the Game, its in-game advertising and support services, and our communications with you about the Game.

The Game may be distributed through Google Play. Google Play, advertisers, analytics providers, and other third-party services may handle information under their own privacy policies. This Privacy Policy does not replace those third-party policies.

2. Information We Process

We aim to collect only information needed to operate, support, protect, and improve the Game. The categories below must be limited to the features and SDKs actually included in the released version.

2.1 Game Progress and Gameplay Information

The Game may process in-game information such as level progress, level completion or failure, boosters or rewards used, magazine-page unlock status, settings, and play-session events. We use this information to provide gameplay, save or restore progress where that feature is available, balance levels, and investigate technical issues.

2.2 Device and Diagnostic Information

The Game or its service providers may process technical information such as device model, operating system version, app version, language, time zone, network status, IP address, crash logs, performance data, and error reports. We use it to run the Game, diagnose crashes, maintain compatibility, and improve stability.

2.3 Advertising Information

If the released version displays ads or offers rewarded ads, our advertising partners may process advertising identifiers, IP address, approximate location derived from IP address, device information, ad impressions, ad interactions, and rewarded-ad completion status. This information is used to display, measure, limit, secure, and deliver advertising and rewards, subject to applicable law and device settings.

You can manage or reset your advertising identifier, and manage personalised advertising preferences, through the controls provided by your device and Google services. The available controls may vary by device and region.

2.4 Information You Provide to Support

If you contact us, we may process the information you include in your message, such as your email address, issue description, screenshots, device details, and correspondence history. We use it to respond to and resolve your request.

2.5 Purchase and Transaction Information

The Game may offer in-app purchases, including diamonds and an ad-removal service. If you make a purchase through Google Play, Google Play Billing processes the payment. We may receive limited purchase-related information needed to deliver, validate, restore where applicable, support, prevent fraud, and account for the purchase, such as an order identifier, purchased item, purchase time, purchase status, and refund or cancellation status.

We do not receive or store full payment-card numbers or other complete payment credentials from Google Play Billing.

2.6 Information We Do Not Intend to Collect

The Game is not designed for users to upload public posts, private photos, contacts, precise location, payment-card details, or government identifiers. Please do not send unnecessary sensitive personal information when contacting support.

3. How We Use Information

We may use the information described above to:

- provide, operate, and maintain the Game;
- save gameplay state and deliver in-game rewards where applicable;
- troubleshoot errors, protect the Game, and prevent fraud, cheating, or ad-reward abuse;
- measure and improve gameplay, technical performance, and advertising delivery;
- respond to support requests and comply with legal, platform, and regulatory obligations.

4. Third-Party Services and Sharing

We share information with service providers only as needed to provide the Game, including advertising, mediation, analytics, crash reporting, attribution, payment, customer-support, and security providers. We may also disclose information when required by law or to protect the rights, safety, and security of users, the Game, or others.

The Game uses Firebase Analytics and Firebase Crashlytics for analytics and crash diagnostics, and uses Adjust and AppsFlyer for attribution. The Game may make advertising services available through its advertising or mediation configuration. The advertising providers enabled in a particular released version may include the services below. Each provider processes data under its own privacy policy.

Provider / SDK	Function	Data categories processed or received	Purpose	Privacy policy
Google AdMob / Google Mobile Ads	Advertising and monetisation	Device information, advertising identifiers, ad interaction data, approximate location or	Display ads, measure ad revenue, prevent fraud	https://policies.google.com/privacy

		IP-derived information		
AppLovin / MAX	Ad mediation and monetisation	Device information, advertising identifiers, ad interaction data, ad request and impression results	Mediate ads, optimise fill, measure ad revenue	https://www.applovin.com/privacy/
BIGO Ads	Advertising and monetisation	Device information, advertising identifiers, ad interaction data, ad request and impression results	Display ads, optimise delivery, measure ad revenue, prevent fraud	https://bigoads.com/privacy
Mintegral	Advertising and monetisation	Device information, advertising identifiers, ad interaction data, ad request and impression results	Display ads, optimise delivery, measure ad revenue, prevent fraud	https://www.mintegral.com/en/privacy
Pangle	Advertising and monetisation	Device information, advertising identifiers, ad interaction data, ad request and impression results	Display ads, optimise delivery, measure ad revenue, prevent fraud	https://www.pangleglobal.com/en/privacy/enduser-en
Unity Ads	Advertising and monetisation	Device information, advertising identifiers, ad interaction data, ad request and impression results	Display ads, optimise delivery, measure ad revenue, prevent fraud	https://unity.com/legal/game-player-and-app-user-privacy-policy
ironSource / LevelPlay	Ad mediation and monetisation	Device information, advertising identifiers, ad interaction data, ad request and impression results	Mediate and display ads, optimise fill, measure ad revenue, prevent fraud	https://cdn.iads.unity3d.com/privacy-policy/privacypolicy.html
Fyber / Digital Turbine	Advertising and monetisation	Device information, advertising identifiers, ad interaction data, ad request and impression results	Display ads, optimise delivery, measure ad revenue, prevent fraud	https://www.digitalturbine.com/legal/notice-at-collection-and-privacy-policy-cm
Moloco	Advertising and monetisation	Device information, advertising identifiers, ad interaction data, ad request and impression results	Display ads, optimise delivery, measure ad revenue, prevent fraud	https://www.moloco.com/privacy-policy
Firebase Analytics	Analytics	Device information, app events, gameplay events, and performance data	Analyse Game use and improve the Game	https://firebase.google.com/support/privacy
Firebase Crashlytics	Crash diagnostics	Device information, crash logs, error logs,	Identify and fix stability issues	https://firebase.google.com/support/privacy

		and diagnostic information		
Adjust	Attribution	Device information, advertising identifiers, install source, and conversion events	Attribution analytics, marketing optimisation, and anti-fraud	https://www.adjust.com/terms/privacy-policy/
AppsFlyer	Attribution	Device information, advertising identifiers, install source, and conversion events	Attribution analytics, marketing optimisation, and anti-fraud	https://www.appsflyer.com/legal/privacy-policy/
Google Play Billing	App-store payments	Order identifier, purchased item, purchase status, and refund or cancellation status	In-app purchases, purchase validation, and support	https://policies.google.com/privacy

The third-party service table must be checked against the actual release APK. If a provider is not enabled in the released version, it must be removed from this policy and from the Google Play Data safety form.

We do not sell personal information for money. Where applicable law defines "sale", "sharing", targeted advertising, or similar terms differently, advertising-related processing will be handled as required by that law.

5. Data Retention and Deletion

We retain information only for as long as reasonably necessary for the purposes described in this Privacy Policy, including operating the Game, resolving disputes, maintaining security, meeting legal obligations, and enforcing our agreements. Retention periods may vary by data type and service provider.

If you want to request access to, correction of, or deletion of personal information that we control, contact us at buaichicu8@gmail.com. We may ask for information needed to verify the request and may retain limited information where permitted or required by law.

The first-release Game does not provide a user-account registration feature. If an account feature is added later, we will provide the account-deletion mechanisms required by applicable law and Google Play policy before release.

6. Security

We use reasonable administrative, technical, and organisational measures intended to protect information. No internet transmission or storage system is completely secure, and we cannot guarantee absolute security.

7. International Processing

Our service providers may process information in countries other than the country where you live. When required, we will use appropriate safeguards for international transfers.

8. Children and Teens

The Game is intended for a Teen / 13+ audience and is not directed to children under 13. We do not knowingly collect personal information from children under 13. If you believe a child has provided personal information to us, please contact us at buaichicu8@gmail.com so that we can review the request.

Parents, guardians, and users should review device, platform, and regional controls that may apply to minors.

9. Your Choices and Rights

Depending on where you live, you may have rights to request access to, deletion of, correction of, restriction of, or objection to certain processing of your personal information. You may also have the right to complain to a relevant data-protection authority. To make a request, contact buaichicu8@gmail.com.

10. Changes to This Privacy Policy

We may update this Privacy Policy when the Game, its data practices, or applicable requirements change. We will post the updated version with a revised "Last Updated" date. Where required, we will provide additional notice or obtain consent.

11. Contact Us

For privacy questions or requests, contact:

Apex Digital Labs00

Email: buaichicu8@gmail.com