

Halo Hop Privacy Policy

Last updated: 12/07/2026

This Privacy Policy explains how Aaron David Rockett ("we", "us", or "our") handles information when you use the Halo Hop mobile application (the "App").

Halo Hop is a single-player mobile game. We do not require you to create an account to use the App.

1. Information We Collect

A. Information stored locally on your device

The App stores gameplay and settings information locally on your device so the game can function properly and remember your progress. This may include:

- best score
- total score
- unlocked worlds, cosmetics, and other progression items
- shard balance and other in-game progress
- selected cosmetic and appearance settings
- certain local app preferences

This local data is stored on your device and is not uploaded to our own servers because Halo Hop does not currently use its own backend account system.

B. Analytics information

We use Google Firebase Analytics to help us understand how players use the App and to improve gameplay, balance, retention, and product quality.

Analytics information may include:

- app interaction events, such as screen views, run starts, run ends, unlocks, and reward-related events
- device and app instance information
- approximate technical information such as app version, device type, operating system, and diagnostic usage data

We do not use Firebase Analytics in Halo Hop to identify you by name.

C. Advertising information

We use Google AdMob to show optional rewarded advertisements in the App. These ads may be used for features such as a run revive or a shard boost.

When AdMob is active, Google and its partners may collect or receive information such as:

- device and app information
- identifiers used for advertising, fraud prevention, or frequency management
- IP address and approximate location derived from it
- ad request, ad response, impression, and interaction data
- consent and privacy preference information

We do not currently force ads to appear as a condition of basic gameplay. Halo Hop is playable without creating an account.

D. Consent and privacy choice information

We use Google's User Messaging Platform (UMP) to request and manage consent where required by law or platform rules. This may include storing your consent status and whether a privacy options entry point must be shown in the App.

E. App Tracking Transparency permission

On supported Apple devices, Halo Hop may ask for permission using Apple's App Tracking Transparency framework. If you allow tracking, advertising-related identifiers and related data may be used by advertising partners such as Google for ad delivery, measurement, and related purposes permitted by your choices and applicable law.

If you do not allow tracking, the App can still function, but advertising and measurement capabilities may be more limited.

2. How We Use Information

We use information to:

- provide and operate the App
- save your progress and settings
- improve gameplay, balance, stability, and user experience
- measure features and understand how the App is used
- serve and manage optional rewarded ads
- request and honor advertising and privacy permissions
- comply with legal obligations and enforce our policies

3. Legal Bases for Processing

If you are in the UK, EEA, or another region with similar privacy laws, we generally rely on one or more of the following legal bases:

- performance of a contract, where processing is necessary to provide the App
- legitimate interests, such as improving the App, preventing abuse, and understanding product performance
- consent, where required for certain advertising or privacy-related processing
- compliance with legal obligations

4. Sharing of Information

We do not sell your personal information in the ordinary sense of selling lists of users.

We may share information with service providers that help us operate the App, including:

- Google Firebase Analytics
- Google AdMob
- Google User Messaging Platform

These providers process information under their own terms and privacy policies, and in some cases may act as independent controllers for certain advertising or measurement activities.

We may also disclose information:

- if required by law, regulation, court order, or valid legal request
- to protect the rights, safety, and security of users, us, or others
- in connection with a merger, acquisition, financing, or sale of assets

5. Data Retention

Local gameplay data remains on your device until it is deleted by you, for example by deleting the App or clearing the relevant device data.

Information processed by third-party providers such as Google may be retained according to their own retention practices and settings.

6. Your Choices

Depending on your location, you may have the right to request access to, deletion of, correction of, or restriction of certain personal information.

Because Halo Hop does not currently use its own player account system, the main ways to control data in the App are:

- deleting the App to remove locally stored gameplay data from your device
- using in-app privacy choices when shown
- using your device settings to review or change tracking permissions
- adjusting device-level privacy or advertising settings

If a privacy options button is shown in the App, you can use it to review or update eligible advertising privacy choices.

On Apple devices, you can also review tracking permission choices in iOS Settings for the App.

7. Third-Party Services

Halo Hop uses third-party services operated by Google. Their privacy information is available here:

- Google / Firebase Privacy and Security: <https://firebase.google.com/support/privacy>
- Google AdMob Privacy and Messaging: <https://developers.google.com/admob/ios/privacy>
- Google Privacy Policy: <https://policies.google.com/privacy>

8. Children's Privacy

Halo Hop is not intended to knowingly collect personal information directly from children under the age at which parental consent is required in the relevant jurisdiction.

If you believe a child has provided personal information in connection with the App in a way that requires action, please contact us and we will review the request.

If you intend to market Halo Hop specifically to children or classify it as child-directed, this policy and the App's ad/privacy configuration should be reviewed again before release.

9. International Data Transfers

Third-party providers we use, including Google, may process information in countries other than your own. Where applicable, those providers are responsible for implementing appropriate safeguards for international transfers under their own compliance programs.

10. Security

We take reasonable steps to reduce privacy and security risks, but no method of electronic storage or transmission is completely secure. We cannot guarantee absolute security.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes, we may update the "Last updated" date above and, where appropriate, provide additional notice in the App or on our website.

12. Contact Us

If you have questions about this Privacy Policy or privacy-related requests, contact:

Aaron David Rockett
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