

action360 is the "data controller" of your personal information. The apps, in most cases, are a free to play games. and in order to maintain the high quality and great user experience we process information from and about you in particular to improve the entire experience in the apps and to support our internal operations.

Information about You That You Share with Us Directly

When you use our Services, through a social network or through action360, you can provide us information directly. We will store the information you provide us directly on our systems and use it for the purposes described in this Privacy Policy.

- Account and Profile Information**
- Information about your contacts**
- Payment Information**
- Information while getting Customer Support**

Information We Collect Automatically

- Information From Social Networks (like Facebook)**
- Tracking Technologies**
- Information from Your Mobile Device**
- Information Across Devices and Applications**

How We Use the Information We Collect

- to operate, improve and optimize our Services and our players' experiences;**
- to create player accounts or profiles and to enable you to play our apps;**
- to provide technical support and respond to player inquiries;**
- to protect the safety and well-being of our players;**
- to prevent fraud or potentially illegal activities;**
- to enforce our Terms of Service;**
- to manage and deliver contextual and behavioral advertising;**
- to notify players of in-app updates, new products or promotional offers;**

- to administer rewards, surveys, sweepstakes, contests, or other promotional activities or events sponsored or managed by us or our business partners;
- to conduct research.

Legal Bases for Use of Your Information

- Where use of your information is necessary to perform our obligations under a contract with you (for example, to comply with: our Terms of Service and/or our contract to provide our Services to you);
- Where use of your information is necessary for our legitimate interests or the legitimate interests of others
- Where we have obtained your prior consent.
- We conduct certain marketing activities on the basis of consent, and others on the basis of our legitimate interest in informing you about our services and offers.

How We Share Your Information

- Aggregated/Anonymous Information
- Third Party Advertising and Analytics
- Safety, Security and Compliance with Law
- Third Party Service Providers

Our Policies Concerning Children

Children under 13 should not use our websites or apps at any time. If we learn that we have inadvertently gathered personal information from a child under 13, we will take reasonable measures to promptly remove that information from our records. We do not knowingly process data of EU residents under the age of 16 without parental consent.

How Long We Keep Your Information

We keep your information for no longer than necessary for the purposes for which it is processed. The length of time for which we retain information depends on the purposes for which we collected and use it and/or as required to comply with applicable laws.