

Game Metrix Privacy Policy

1. Introduction

Welcome to **Game Metrix** ("we," "our," or "us"). We are dedicated to protecting your personal data and ensuring transparency in how we handle it. This Privacy Policy explains how we collect, use, store, and share your data when you play our mobile games ("Games" or "Services"). By continuing to use our Games, you confirm your acceptance of this policy. This policy complies with:

- **General Data Protection Regulation (GDPR)** – For users in the European Economic Area (EEA) and the UK
- **California Consumer Privacy Act (CCPA)** – For California residents

2. Information We Collect

We collect information to operate, improve, and secure our Games. The data we collect falls into three categories:

2.1 Personal Data (Collected When Provided by You)

- Name and contact information (if provided during account creation or support inquiries)
- Payment information (processed securely via payment providers, e.g., Google Play, Apple Pay)—we do not store payment details)
- User-generated content (such as text, chat messages, or profile data, if applicable)

Opt-Out: Users can choose not to provide personal data, but some features may not work.

2.2 Non-Personal Data (Collected Automatically)

- **Device information:** We also receive information from third parties to allow us to track performance of our marketing campaigns and to detect fraud in such campaigns. This includes advertising ID, location, transaction information, Model, OS, and IP address (stored temporarily for security purposes)
- **Usage and gameplay data:** Session times, in-game actions, interactions with features.

2.3 Third-Party Data Sources

- Social logins: If you log in to a game with your social media account, we may receive information about you including your name, profile picture and email address. We may also receive information from third parties such as social media platforms
- Ad and analytics providers: We receive data on ad interactions and game performance

2.4 Device Permissions

We may request access to features like camera, microphone and storage for certain in game functionalities. **Opt-Out:** Users can choose not to provide permissions, but some features may not work. **User Control:** You can disable permissions via:

- **Android:** Settings → Apps → [Game] → Permissions
- **iOS:** Settings → Privacy → [Permission Type] → [Game]

If permissions are denied, certain game features may not function properly.

3. How We Use Your Information

For a better experience, we may use your data to:

- Improve the game experience
- Deliver relevant advertisements

Consent Notice: In some regions (e.g., the EU), we will ask for your explicit consent before collecting data for advertising.

4. Third-Party Services & SDKs We Use

We integrate third-party services and software development kits (SDKs) for analytics, advertising, and monetization. These third parties may collect user data under their privacy policies.

4.1 Advertising and Monetization SDKs

User Acquisition

- TikTok: <https://ads.tiktok.com/i18n/official/policy/privacy>
- Mintegral: <https://www.mintegral.com/en/privacy>
- Applovin: <https://www.applovin.com/privacy/>
- Ironsource:
<https://developers.ironsrc.com/ironsource-mobile/air/ironsource-mobile-privacy-policy/>
- Unity: <https://unity3d.com/legal/privacy-policy>
- Google : <https://policies.google.com/privacy?hl=en-US>
- Facebook(Meta): <https://www.facebook.com/privacy/policy/>
- NativeEx: <https://www.nativex.com/en/privacy/>
- Moloco: <https://www.moloco.com/privacy-policy>
- Liftoff (Vungle): <https://vungle.com/privacy/>
- Snapchat: <https://snap.com/en-US/privacy/privacy-policy>
- Apple <https://searchads.apple.com/privacy>
- Inmobi <https://www.inmobi.com/privacy-policy>

Monetization

- Applovin <https://www.applovin.com/privacy/>
- BidMachine <https://bidmachine.io/privacy-policy/>
- Bigo Ads
<https://forbusiness.bigo.sg/privacy.html#:~:text=BIGO%20Ads%20respects%20your%20privacy,how%20the%20law%20protects%20you.>
- DT Exchange <https://www.digitalturbine.com/privacy-policy/>
- Admob (Google) <https://policies.google.com/privacy?hl=en-US>
- Inmobi <https://www.inmobi.com/privacy-policy>
- Ironsource
<https://developers.ironsrc.com/ironsource-mobile/air/ironsource-mobile-privacy-policy/>
- Liftoff (Vungle): <https://vungle.com/privacy/>
- Facebook (Meta): <https://www.facebook.com/privacy/policy/>
- Mintegral <https://www.mintegral.com/en/privacy>
- Mobilefuse <https://mobilefuse.com/privacy-policy>
- Moloco <https://www.moloco.com/privacy-policy>
- Ogury <https://ogury.com/ogury-advertising-privacy-policy/>
- Pubmatic: <https://pubmatic.com/legal/privacy-policy/>
- Pangle <https://www.pangleglobal.com/privacy/enduser-en>
- Smaato <https://www.smaato.com/privacy/>
- Unity <https://unity3d.com/legal/privacy-policy>

- Yandex <https://yandex.com/legal/confidential/08122017/>
- YSO Network <https://www.ysonetwork.com/privacy>
- Chartboost <https://www.chartboost.com/legal/privacy-policy/>
- Google Ad Manager
<https://support.google.com/admanager/answer/10075997?hl=en>
- HyprMX <https://www.hyprmx.com/privacy-policy.html>
- Reklamup <https://reklamup.com/privacy.php>
- A4G <https://a4g.com/privacy>
- Premium Ads <https://premiumads.net/privacy/>
- Gadsme: <https://www.gadsme.com/privacy-policy>
- Advertly: <https://advertly.com/privacy-policy-2021>
- Audiomob: <https://audiomob.com/privacy-policy>
- TopOn: <https://www.toonad.com/en/privacy-policy>
- Playgap: <https://playgap.io/policies/privacy>

4.2 Analytics and Performance Monitoring

- GameAnalytics: <https://gameanalytics.com/trust/privacy/privacy-notice>
- AppMetrica: <https://appmetrica.yandex.com/docs/en/data-security/gdpr>
- Adjust: <https://www.adjust.com/terms/privacy-policy>
- Bytebrew: <https://docs.bytebrew.io/BBSettings/privacypolicy>
- Firebase: <https://firebase.google.com/support/privacy>
- Google Analytics:
<https://support.google.com/analytics/answer/9019185?hl=en#zippy=%2Cin-this-article>
- AppsFlyer: <https://www.appsflyer.com/legal/services-privacy-policy/>

4.3 Social Media and Authentication SDKs

- Facebook SDK – <https://www.facebook.com/privacy/policy/>
- Google Play Games SDK – <https://play.google/developer-content-policy/>
- Apple Game Center SDK –
<https://www.apple.com/legal/privacy/data/en/game-center/>

Disclaimer: Third-party services have their own privacy policies, which we do not control.

5. Data Sharing and Disclosure

We do not sell your personal data. However, we may disclose data in the following situations:

- To comply with legal obligations or law enforcement requests

- To protect our rights, prevent fraud, and enhance security
- As part of a business transfer, merger, or acquisition

We may share aggregated and anonymized data for analytics and industry research.

6. Data Retention and Deletion

We retain personal data (such as device information, gameplay and analytics data) only as long as necessary for the purposes stated in this policy. We delete data automatically after a certain period of time.

7. Changes to This Privacy Policy

We may update this Privacy Policy periodically. Any changes will be posted on this page with an updated "Last Updated" date. If significant changes occur, we may notify users through:

- In-game notifications
- Email (if applicable)

Users should review this Privacy Policy regularly.

8. Children

Our services are not intended for children under 13. We do not knowingly collect personal data from anyone under this age. If we discover that a child under 13 has provided personal information, you may contact us. If you are a parent or guardian and believe your child has shared personal information with us, please contact us so we can take the necessary steps.

9. Security

We prioritize protecting your personal information and use commercially accepted security measures. However, no method of internet transmission or electronic storage is 100% secure, and we cannot guarantee absolute security.

10. Push Notifications

We may send push notifications to your device for game updates, promotions, and other relevant messages only if you have agreed to receive them. You can turn off push notifications anytime by adjusting your device's notification settings.

11. Contact Us

For any questions or concerns about this Privacy Policy, please contact:

contact@gamematrix.space