

Comprehensive Privacy Policy for MagicForestTiles

Last Updated: August 24, 2026

Effective Date: August 24, 2026

1. Introduction

Welcome to **MagicForestTiles** (the "Game"), developed and published by **Riverstone Games** ("we", "us", or "our"). We are deeply committed to protecting the privacy, security, and personal data of our players worldwide. This Privacy Policy explains how we collect, use, process, and disclose information when you access and play our magical match-3 puzzle game built on the **Unity 6 Engine**.

By downloading, installing, or playing MagicForestTiles, you consent to the data practices described in this Privacy Policy and our Terms of Service. If you do not agree with any part of this policy, please do not use our Game.

2. Definitions and Regulatory Framework

This Privacy Policy complies with global data protection standards, including:

- **GDPR (General Data Protection Regulation):** Applicable to users within the European Union (EU) and European Economic Area (EEA).
- **CCPA / CPRA (California Consumer Privacy Act):** Applicable to residents of California, USA.
- **COPPA (Children's Online Privacy Protection Act):** Protecting the online privacy of children under 13 years of age.

3. Information We Collect

We collect minimal and necessary information strictly to maintain game functionality, cloud leaderboards, and a seamless puzzle experience.

A. Information You Provide to Us

- **Player Profile Data:** Custom nickname/display name, player-selected avatar, and profile frames chosen within the game.
- **Support Communications:** Any details you provide when contacting our support team via email.

B. Information Collected Automatically

- **Device Identifiers:** Anonymous Device Unique Identifier (Device ID), Operating System (OS) version, hardware specifications, and Internet Protocol (IP) address.
- **In-Game Gameplay Data:** Level progression (Levels 1–50), earned star ratings, booster inventory, high scores, and achievement timestamps.
- **Virtual Economy Data:** Balance of in-game virtual currency ("Rubies"), purchased power-ups (e.g., Orange Bombs, Electric Mushrooms, Magic Hammers), and daily reward streak records.

4. Third-Party Service Providers (SDK Integrations)

To provide global leaderboards, secure in-app purchases, and opt-in rewarded video ads, MagicForestTiles integrates trusted third-party SDKs:

I. Unity Ads & Monetization Services (Rewarded Advertising)

We use **Unity Ads** (provided by Unity Technologies) to deliver opt-in, rewarded video advertisements (e.g., Daily Free Gifts, Mystery Floating Balloons, and Extra Moves Boosters). We do **not** serve intrusive interstitial pop-up ads during gameplay.

- **Data Processed:** Google Advertising ID (AAID on Android), IP address, device hardware model, OS version, and ad completion/interaction telemetry.
- **Opt-Out:** Players can reset or opt-out of interest-based ads via Android Device Settings (Settings > Google > Ads > Delete/Reset Advertising ID).
- **Privacy Policy:** <https://unity.com/legal/privacy-policy>

II. Microsoft Azure PlayFab (Cloud Leaderboard & Backend)

We utilize Microsoft PlayFab for real-time global online leaderboards, secure anonymous account management, and player statistics.

- **Data Processed:** Anonymous player ID, display name, high scores, and leaderboard rankings.

- **Privacy Policy:** <https://privacy.microsoft.com/en-us/privacystatement>

III. Google Play Billing System (In-App Purchases)

All digital purchases of virtual currency ("Rubies") are processed directly through Google Play's encrypted and secure billing infrastructure.

- **Data Processed:** Purchase receipts, transaction IDs, timestamp, and purchased item SKU.
- **Note:** We **never** collect, access, or store your credit card, debit card, or bank credentials.
- **Privacy Policy:** <https://policies.google.com/privacy>

IV. Unity 6 Engine Core Telemetry

Unity Technologies collects anonymous runtime technical data (such as frame rate diagnostics, screen resolution, and unhandled crash logs) to optimize engine stability and game performance across devices.

- **Privacy Policy:** <https://unity.com/legal/privacy-policy>

5. Advertising Standards & User Consent

- **100% Opt-In Rewarded Ads:** Advertisements in MagicForestTiles are strictly user-initiated. Players explicitly choose to watch a video ad to earn bonus rewards or boosters.
- **No Unsolicited Pop-ups:** We do not trigger unexpected interstitial banner or audio ads during active gameplay or board matching.

6. Children's Privacy (COPPA Compliance)

MagicForestTiles is designed for a general audience of all ages. We do not knowingly collect, store, or solicit personally identifiable information (PII) from children under the age of 13 (or under 16 in the EU). If we become aware that personal data of a child has been collected without verifiable parental consent, we will take immediate steps to delete that data from our server databases.

7. Data Security and Retention

- **Security:** We utilize industry-standard cryptographic encryption, secure HTTPS/TLS protocols, and Microsoft/Google enterprise-grade firewalls to safeguard all stored game data.

- **Retention:** In-game progress, high scores, and virtual inventory are retained as long as you maintain your game installation or player account.

8. Your Legal Rights (GDPR & CCPA)

Depending on your geographical jurisdiction, you hold the following rights regarding your data:

- **Access & Portability:** Request a copy of the personal data we hold about you.
- **Rectification & Correction:** Request correction of inaccurate profile data.
- **Erasure ("Right to be Forgotten"):** Request complete deletion of your leaderboard records and account data.
- **Non-Discrimination:** We will never deny services, charge different prices, or alter quality of service if you exercise your privacy rights.

To exercise any of these rights, please email us at contact@riverstonegames.com.

9. Virtual Currency & Goods ("Rubies")

- "Rubies" and "Boosters" (Orange Bombs, Electric Mushrooms, Magic Hammers, Magic Wands, Extra Moves) are virtual items licensed solely for entertainment within MagicForestTiles.
- Virtual currency holds no real-world monetary value, cannot be redeemed for fiat currency, and is non-transferable.
- All purchases processed via Google Play Billing are subject to Google Play's official refund and purchase policies.

10. Policy Updates

We may occasionally update this Privacy Policy to reflect changes in our legal obligations or game features. Any changes will be indicated by the "Last Updated" date at the top of this document.

Continued play of MagicForestTiles after updates constitutes your agreement to the revised policy.

11. Contact Us

If you have any questions, feedback, or requests regarding this Privacy Policy or your data privacy, please contact our Data Protection Officer:

- **Studio Name:** Riverstone Games
 - **App Title:** MagicForestTiles
 - **Support Email:** `contact@riverstonegames.com`
 - **Official Website:** <https://riverstonegames.com>
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