Mimic Protocol Privacy Policy

Effective date: November 3, 2026. This policy explains what data the Android game Mimic Protocol, made by Elbow Group ("we", "us"), handles, why, and for how long.

In short: there is no registration and nothing to buy. Rewarded video ads, which you choose to watch, come from Google AdMob. Google Firebase gives us gameplay statistics and crash reports and stores player reports and feedback. Your voice reaches only the players of your match and is never stored.

1. Data kept only on your device

The game stores these in its own app storage. They are deleted when you uninstall the game or clear its data:

- your nickname, randomly generated or typed by you;
- settings: graphics, sound, language, controls, your microphone choice;
- progress and saved runs (day, money, items);
- the list of players you blocked (their player ID and nickname);
- that you accepted the community rules;
- your player ID and its sign-in token (section 4).

At first launch the game reads your graphics chip and memory size to pick a graphics quality. It sends on only the resulting performance class (section 6), and the chip name only if you send feedback (section 4).

2. Online play

Multiplayer runs on Photon Fusion by Exit Games GmbH (Germany). Through Photon's servers, the other players in your room receive:

- your nickname and your player ID (section 4);
- game data: your character's position and actions, inventory and match events;
- a random session token, made anew at each launch, that lets you rejoin a match after a dropped connection.

Photon also sees your IP address, which a connection needs, and measures ping to pick the nearest server region. Solo matches run on your device; the menu still connects to Photon to show the online status and ping.

3. Microphone and voice

The microphone is optional. The game first explains in its own window what the microphone is for, and Android asks for the permission only after you press Allow there. You can withdraw it at any time in Android settings. The microphone is used for two things:

- Voice chat. In online matches your voice goes live to players whose characters are near yours; after your character dies, only to other players who are out.
- Voice imitation, the core of the game. During a match the game cuts short phrases of up to 8 seconds from your speech and sends them to the other devices in your match. Mimics, the hostile creatures, may play them back in your voice to fool the other players. In solo matches the phrases stay on your device.

Recorded phrases live only in the memory of the devices in your match and are deleted when it ends; they are never written to disk or sent to our servers. We do not convert speech to text and do not create voiceprints or other biometric data.

During a match, the device that runs the creatures also studies how players move (speed, strafing, pauses) so that mimics can copy it. This too exists only in memory until the match ends.

4. Player ID, reports, bans and feedback

At first launch the game creates an anonymous account in Firebase Authentication (Google): a random ID with no name, email or password. It is shared with the players of your online matches, so a report or block sticks to a player even after a nickname change. It changes if you reinstall the game or clear its data.

- Reports. When you report a player, we receive both players' IDs and nicknames, the reason you chose, the room code, region and map, the game version, the platform and the time. No voice recording is attached. Only we can read reports.
- Bans. If a player breaks the community rules, we may put their ID on a list of restricted accounts; the game checks that list before online play.
- Blocking is kept only on your device (section 1).
- Feedback. When you send feedback from the menu or pause screen, we receive your text (up to 1,000 characters) with your player ID and nickname, where you sent it from, the game version, language, device model, Android version, graphics chip and graphics setting, and the time.

Reports, bans and feedback are stored in Firebase Realtime Database (Google), in its europe-west1 region (Belgium).

5. Ads

The game shows only video ads that you choose to watch for an in-game reward. They are served by Google AdMob; if a rewarded video is not available, AdMob's rewarded interstitial format may be shown instead, after the same tap.

- Consent. Where the law requires it (for example in the EEA, the UK and Switzerland), the game shows Google's consent form before any ad is requested. You can change your answer later in Settings → Controls → Ad Privacy.
- What AdMob collects. According to Google's disclosure for its ads SDK: your IP address, which can estimate your general location; interactions such as app launches, taps and video views; performance and diagnostic data; and the app set ID. Google uses them for advertising, analytics and fraud prevention.
- No advertising ID. The game removes the Android advertising ID permission, so Google Play services do not give your advertising ID to the game or to AdMob.
- Privacy Sandbox. On devices that support it, AdMob may use Android's privacy-preserving ad APIs (Topics and Attribution Reporting). You can turn them off in your device's ad privacy settings.

We do not choose the ads and receive no personal data from AdMob, only totals such as how many ads were shown.

6. Statistics and crash reports

We use Google Analytics for Firebase to understand how the game is played, and Firebase Crashlytics to find and fix crashes. Both are run by Google.

- Game events: tutorial progress; solo and online starts, rooms created or joined (region, by invite link or by code); match, day and run results (mode, map, length, quota, money); deaths and their causes; connection problems and reconnects; purchases with in-game money; rewarded ads watched, skipped or unavailable, and ad loading errors; microphone permission state and answers in the game's microphone window; community rules accepted, reports (reason only), unblocks and ban checks; invites shared and opened, feedback sent (its length, not its text), review prompts, bestiary entries and automatic graphics changes.
- Settings and device: performance class, graphics quality, interface language, whether the tutorial is done, microphone state, device model, Android version, game version, approximate country, and the time and length of sessions.
- Identifier: a random app-instance ID created by Firebase, reset when you reinstall. Advertising ID collection and ad personalisation signals are switched off in Firebase.
- Crash reports: where in the code the crash happened, the device state (such as free memory), the game's last error messages, the current mode and map, and a Crashlytics installation ID.

We never send your voice, what is said in matches, or the text of your feedback to analytics or crash reports.

7. Invite links, review prompt and the Unity engine

- Invite links contain a room code and a server region and open a page on Firebase Hosting (Google), which starts the game or leads to Google Play. Opening the page sends the usual web request data, such as your IP address and browser type, to Google. Anyone who gets the link can see the room code.
- Rating prompt. The game may show Google Play's own review dialog. Google Play handles it; we do not learn whether you rated the game or what you wrote.
- Unity. The game is built with the Unity engine. Unity Technologies may collect anonymous technical data, such as device model, Android version and hardware details, to diagnose the engine.

8. What we do not do

- We do not require registration, an email address, a phone number or a social login.
- We do not collect your precise location, contacts, photos or files.
- We do not collect your advertising ID.
- We do not sell your data or share it with anyone for their own marketing.
- The game has no purchases with real money.

9. Third parties

Company	Service	What it does for the game	Its policy
Exit Games GmbH	Photon Fusion	Online matches, game data and voice	photonengine.com/privacy
Google LLC	AdMob, User Messaging Platform	Rewarded ads and the consent form	How Google uses data from apps
Google LLC	Firebase Analytics, Crashlytics	Gameplay statistics and crash reports	firebase.google.com/support/privacy
Google LLC	Firebase Authentication, Realtime Database, Hosting	Player ID, reports, bans, feedback, invite page	firebase.google.com/support/privacy
Google LLC	Google Play	Download, updates, review dialog	policies.google.com/privacy
Unity Technologies	Unity engine	Runs the game, engine diagnostics	unity.com/legal/privacy-policy

These companies process data under their own policies. Photon's servers are in several countries, and the region is picked by lowest ping.

10. How long data is kept

Data	Kept for
Voice phrases, movement study, session token	Until the match or session ends
Nickname, settings, progress, block list	On your device while the game is installed
Gameplay statistics (Firebase Analytics)	Up to 14 months

Crash reports (Crashlytics)	90 days
Reports	As long as needed to review them and act, at most 2 months
Bans	While the ban is in force
Feedback	At most 2 months
Ad data (AdMob), Photon and Unity logs, invite page requests	Under those companies' own rules

11. Children

The game has voice chat with strangers and is not meant for children under 13, or the higher age your country sets. We do not knowingly collect children's data. If you believe a child has used the game, contact us and we will delete what we hold about them.

12. Your rights

Depending on where you live (for example under the GDPR, the CCPA or Russia's Federal Law No. 152-FZ), you may ask what data we hold about you, and have it corrected or deleted. You may also withdraw a consent you gave.

- Data on your device: uninstall the game or clear its data.
- Microphone: withdraw the permission in Android settings.
- Ads: change your answer in Settings → Controls → Ad Privacy, or in your device's ad privacy settings.
- Data we hold (reports, bans, feedback, statistics): write to us. The game does not show your player ID, so tell us your nickname and roughly when you played; we will find the records and reply within 30 days.

You can also contact Photon, Google or Unity directly about the data they process, or complain to your data protection authority.

13. Where data is processed and how it is protected

Google processes statistics, crash reports and ad data on servers in many countries, including the United States; reports, bans and feedback sit in Belgium (europe-west1). Photon picks the server region nearest to you. These providers protect international transfers with their own safeguards, such as the EU Standard Contractual Clauses.

All of this data travels encrypted. We keep only what the game needs, and only we can read reports, bans and feedback. No transfer over the internet is completely secure, though.

14. Changes and contact

We may update this policy when the game changes. The new version is published at this address with a new effective date, and we tell you in the game about important changes.

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