

Privacy Policy for Puzzle Match Quest

URL: /puzzle-match-quest-privacy-policy.pdf

Last Updated: April 30, 2025

Welcome to WallaceAppCreation ("we," "us," or "our"). This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our mobile application (Puzzle Match Quest, referred to as "the App") available on the Google Play Store. The App is a match-3 puzzle game with themed levels, allowing users to swap gems, complete challenges, and track progress. The App includes advertisements served through Google AdMob and offers a \$4.99 one-time in-app purchase to remove ads and unlock premium content.

We are committed to protecting your privacy. Please read this Privacy Policy carefully. By using the App, you agree to the terms outlined below. If you do not agree, please do not use the App.

1. Information We Collect

We aim to minimize the collection of personal information. Below is an overview of the types of information we may collect:

a. Information You Provide

The App does not require you to create an account or provide personal information (e.g., name, email address) to use its core features.

If you make a \$4.99 one-time in-app purchase to remove ads and unlock premium content (e.g., additional levels or boosters), Google Play processes the payment. We do not collect or store payment information but may receive transaction details (e.g., purchase confirmation) to provide the purchased features.

If you contact us directly (e.g., via email for support), we may collect your email address or other information you voluntarily provide.

b. Automatically Collected Information

Usage Data: We may collect non-personal information about how you use the App, such as levels played, challenges completed, progress tracked, or feature interactions. This data is anonymized and aggregated for analytics purposes.

Device Information: We may collect information about your device, such as device type, operating system version, unique device identifiers (e.g., Google Advertising ID), and mobile network information.

Log Data: Our servers may automatically log information like your IP address, app crashes, or errors to help us improve the App, using tools like Firebase Crashlytics.

Advertising Data: Through Google AdMob, we collect data to serve personalized ads, including your Google Advertising ID, IP address, and information about your interactions with ads (e.g., views, clicks). This data is processed by Google under its own policies (see Section 4).

c. Permissions

The App may request the following permissions:

Internet: To serve advertisements via AdMob and sync in-app purchases.

Storage: To save game progress and settings locally on your device.

We do not collect sensitive personal information such as your location, contacts, microphone, or camera data beyond what is required for advertising purposes through AdMob.

2. How We Use Your Information

We use the information we collect to:

Provide and improve the App's functionality, such as delivering match-3 puzzles, tracking progress, and managing in-app purchases.

Process in-app purchases through Google Play and deliver purchased features (e.g., ad removal, premium content).

Analyze usage trends to enhance user experience and troubleshoot issues (e.g., fixing bugs or crashes).

Serve personalized advertisements through Google AdMob to support the App's free availability.

Respond to your inquiries or support requests if you contact us.

Comply with legal obligations or protect our rights.

3. Data Sharing and Disclosure

We do not sell, trade, or rent your personal information to third parties except as described below:

Service Providers: We use third-party services to operate and improve the App. These providers are bound by confidentiality agreements and only process data on our behalf:

Google Analytics: For anonymized usage statistics to improve the App.

Google AdMob: For serving one interstitial advertisement (see Section 4).

Google Play: For processing in-app purchases.

Legal Requirements: We may disclose information if required by law, such as in response to a subpoena, court order, or government request.

Business Transfers: If the App is involved in a merger, acquisition, or sale, your information may be transferred as part of that transaction, but we will notify you of any changes in ownership or use of your data.

4. Advertising via Google AdMob

The App uses Google AdMob to display one interstitial advertisement. AdMob may collect and process the following data:

Identifiers: Google Advertising ID, IP address, and device information.

Ad Interaction Data: Information about ad views, clicks, or impressions.

Inferences: Data used to personalize ads based on your interests, derived from your activity across apps and websites.

AdMob may use this data to provide personalized ads tailored to your interests. Google's use of this data is governed by its Privacy Policy, available at <https://policies.google.com/privacy>. We do not control Google's data practices beyond configuring AdMob to comply with applicable laws.

Opting Out of Personalized Ads

You can opt out of personalized ads by adjusting your device settings:

On Android: Go to Settings > Google > Ads > Opt out of Ads Personalization.

You can also reset your Google Advertising ID in the same menu.

Disabling personalized ads will not remove ads entirely but will result in non-personalized (generic) ads.

5. Third-Party Links and Services

Google AdMob: As noted above, AdMob is a third-party service providing ads in the App. See Google's Privacy Policy for details.

Google Play: Processes in-app purchases, governed by Google's Privacy Policy.

6. Data Storage and Security

Storage: Game progress and settings are stored locally on your device. Other data (e.g., usage analytics, ad data, purchase transactions) may be stored on secure servers hosted by our service providers, including Google. Data may be processed in the United States, where laws may differ from your jurisdiction.

Security: We implement reasonable measures to protect your information from unauthorized access, loss, or misuse. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

7. Your Choices and Rights

Game Progress: You can reset or delete your game progress through the App's settings or by uninstalling the App. To clear all data, go to device settings (Settings > Apps > Puzzle Match Quest > Clear Data).

Permissions: You can manage the App's permissions (e.g., storage, internet) through your device settings.

Advertising Choices: See Section 4 for options to opt out of personalized ads.

Data Rights: Depending on your location, you may have rights under laws like the General Data Protection Regulation (GDPR) or California Consumer Privacy Act (CCPA), such as the right to access, correct, or delete your data. Contact us at admin@wallaceappcreation.com or wallaceappcreation@gmail.com to exercise these rights. Note that some data (e.g., ad-related data) is controlled by Google, and requests may need to be directed to them.

8. Children's Privacy

The App is not directed at children under the age of 13. We do not knowingly collect personal information from children under 13 beyond what Google AdMob may collect for advertising purposes. If we learn that such information has been collected, we will take steps to delete it promptly. If you are a parent or guardian and believe your child has provided us with information, please contact us at admin@wallaceappcreation.com or wallaceappcreation@gmail.com. For AdMob-related concerns, refer to Google's policies.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of significant changes by posting the updated policy in the App or on our website (<https://wallaceappcreation.com>) with a revised "Last Updated" date. Your continued use of the App after such changes constitutes acceptance of the updated policy.

10. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or the App, please contact us at:

Email: admin@wallaceappcreation.com or wallaceappcreation@gmail.com

Website: <https://wallaceappcreation.com>

For questions about AdMob's or Google Play's data practices, contact Google directly via their support channels.