

Privacy Policy for TaleTailor

URL: /tale-tailor-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 (TaleTailor, referred to as "the App") available on the Google Play Store. The App is a kid-friendly interactive storytelling platform that offers customizable public domain stories with text and audio output. The App includes advertisements served through Google AdMob and offers a \$4.99 one-time in-app purchase to remove ads and unlock premium stories.

We are committed to protecting your privacy, especially for younger users. 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, particularly for children. 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.

Users may input text to customize stories (e.g., character names), which is stored locally on the device and not shared unless explicitly exported by the user.

If you make a \$4.99 one-time in-app purchase to remove ads and unlock premium stories, 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 stories

customized, audio played, 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 non-personalized ads (see Section 4), 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.

c. Permissions

The App may request the following permissions:

Internet: To serve advertisements via AdMob, fetch public domain stories, and sync in-app purchases.

Storage: To save customized stories, preferences, 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 customizable stories and audio output.

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

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

Serve non-personalized advertisements through Google AdMob to support the App's free availability, configured to comply with child privacy laws.

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 non-personalized advertisements (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.

The stories provided by the App are sourced from public domain resources, and we do not share any user-specific data with these sources.

4. Advertising via Google AdMob

The App uses Google AdMob to display one interstitial advertisement, configured to serve non-personalized ads to comply with child privacy laws like COPPA. 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.

AdMob's data collection is governed by Google's Privacy Policy, available at <https://policies.google.com/privacy>. We configure AdMob to avoid personalized ads and limit data collection for users under 13. We do not control Google's data practices beyond these settings.

Opting Out of Advertising Data

Parents or guardians can opt out of ad-related data collection by:

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

Resetting the Google Advertising ID in the same menu.

Disabling personalized ads ensures non-personalized ads, but ads will still appear unless the \$4.99 in-app purchase is made to remove them.

5. Third-Party Links and Services

Google AdMob: As noted above, AdMob is a third-party service providing non-personalized 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: Customized stories, preferences, 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

Story Data: You can delete customized stories or preferences through the App's settings or by uninstalling the App. To clear all data, go to device settings (Settings > Apps > TaleTailor > 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 ad-related data collection.

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 designed to be safe for children, including those under the age of 13, and complies with the Children's Online Privacy Protection Act (COPPA). We do not knowingly collect personal information from children under 13 beyond what is necessary for the App's functionality and Google AdMob's non-personalized ads. Key measures include:

No Accounts: The App does not require user accounts or personal information.

Non-Personalized Ads: AdMob is configured to serve non-personalized ads to limit data collection.

Limited Data: We minimize data collection and store customized stories and preferences locally.

If we learn that personal information from a child under 13 has been collected, we will 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.