

GameSure – Privacy Policy

Effective date: 28 Aug 2025

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This Privacy Policy explains how **Da’Limbo** (“we”, “us”, “our”) collects, uses, and shares information when you use **GameSure** (the “Game” or “App”).

By installing or using GameSure, you agree to this Policy.

1) What we collect

We design GameSure to collect as little personal information as possible. We **do not** require you to create an account or provide your name, email, phone number, or address to play.

Depending on your device and the features you use, we (or our service providers) may process:

A. Device & App Data (for analytics, performance, and ads)

- Device identifiers (e.g., **Android Advertising ID**), device model, OS version
- App version, language, country/region, time zone
- IP address (used by our providers for security, regional compliance, and fraud prevention)
- Crash logs, diagnostics, and performance data (e.g., ANRs, error traces, load times)

B. Gameplay Data

- Non-personal gameplay events (e.g., level progress, session length, score milestones)

C. Purchases (if IAPs are enabled)

- Purchase status and receipts (no full payment card details are processed by us; purchases are handled by **Google Play**)

We **do not** collect precise location, contacts, photos, or microphone/camera data.

If you genuinely collect *nothing* besides what Google/SDKs collect automatically, you can state: “We do not collect personal information directly. Limited device and app data may be processed by third-party SDKs for analytics, crash reporting, and advertising.”

2) How we use information

- **Operate and improve** the Game (performance, stability, bug fixing)
- **Analytics** (e.g., which levels are the hardest; where players churn)
- **Advertising** (to show ads, cap frequency, and fight fraud)
- **In-app purchases** (to fulfill transactions and restore purchases)
- **Security** (abuse and fraud prevention, service integrity)

3) Third-party services

We use standard mobile SDKs. These providers may collect or receive information described above, under their own privacy policies:

- **Unity Ads:** <https://unity.com/legal/privacy-policy>.

4) Legal bases (EEA/UK users)

Where GDPR/UK GDPR applies, we process:

- **Performance of a contract:** to provide the Game you installed
- **Legitimate interests:** analytics, security, crash reporting
- **Consent:** personalized advertising (managed by Google’s consent tools where required)

You can withdraw or change consent for personalized ads via your device’s ad settings or the consent prompt (where shown).

5) Ads & choices

GameSure may display ads. You can:

- **Opt out of ad personalization** on Android: *Settings* → *Google* → *Ads* → *Opt out of Ads Personalization* (wording may vary)
- **Reset Advertising ID** in the same settings
- Some ad partners may also offer additional opt-outs on their sites.

We use capping and basic brand-safety controls via our ad provider settings.

6) Children's privacy

GameSure is intended for a **general audience** and is **not directed to children under 13** (or the equivalent age in your jurisdiction). We do not knowingly collect personal data from children. If you believe a child has provided personal data, please contact us and we will delete it.

If your app is made for families/kids, replace this section with your child-directed disclosures and confirm that you use only SDKs approved for child-directed treatment and serve only contextual ads.

7) Data retention

- **Analytics & diagnostics:** retained by our providers for the minimum period needed for trend analysis, debugging, and legal obligations (typically 2–26 months, depending on provider settings).
- **Purchases:** transaction records are kept as required for accounting, tax, fraud prevention, and chargeback handling.

We keep data only as long as necessary for the purposes above or as required by law.

8) Security

We take reasonable technical and organizational measures to protect information (e.g., transport encryption, access controls). No method of transmission or storage is 100% secure.

9) International transfers

Information may be processed on servers outside your country. Where required, our providers implement appropriate safeguards (e.g., Standard Contractual Clauses).

10) Your rights

Depending on your location, you may have rights to **access, correct, delete, object to, or restrict** processing, and **data portability**. To exercise rights, contact us at **dalimbo027@gmail.com**. We may need to verify your request.

California (CCPA/CPRA): We do not **sell** personal information as defined by CCPA. For some partners, ad personalization may be considered “sharing”; you can opt out via device settings or partner tools where provided.

11) Permissions used (delete any you don't use)

- **INTERNET / ACCESS_NETWORK_STATE** – load ads, analytics, and online content
- **BILLING** – in-app purchases
- **POST_NOTIFICATIONS** (Android 13+) – optional gameplay notifications (not required for core gameplay)
- **WAKE_LOCK / VIBRATE** – keep screen on during play; haptic feedback

12) Changes to this Policy

We may update this Policy from time to time. Changes will be posted in this document with a new “Effective date.” If changes are material, we will provide additional notice where required.

13) Contact us

Da'Limbo

Email: **dalimbo027@gmail.com**

Address: **[India]**
