

Privacy Policy

MadApps Studios, LLC

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This Privacy Policy explains how MadApps Studios, LLC ("MadApps," "we," "us," or "our") collects, uses, shares, and protects information when you use any mobile application, game, or related service that we publish on the Apple App Store, the Google Play Store, or elsewhere (each, an "App," and collectively, the "Apps"). This policy applies universally to all of our Apps unless a specific App presents its own separate policy.

By downloading, installing, or using any of our Apps, you agree to the practices described in this Privacy Policy. If you do not agree, please do not use the Apps.

1. Information We Collect

We collect the following categories of information:

Account information. If an App offers accounts or sign-in, we may collect your name, email address, username, password, and any profile details you choose to provide. Some Apps let you sign in using third-party services (such as Apple, Google, or Facebook), in which case we receive basic profile information from that provider as permitted by your settings with them.

Analytics and usage data. We automatically collect information about how you interact with our Apps, including device identifiers, device model, operating system and version, app version, language settings, in-app actions and events, session length, crash reports, diagnostic logs, and performance data. This helps us understand usage, fix bugs, and improve the Apps.

Location information. Some Apps collect approximate or precise location data to provide location-based features. We only collect location when you grant the relevant permission, and you can disable location access at any time in your device settings.

Advertising and third-party SDK data. Some of our Apps display advertising or use third-party software development kits (SDKs) for analytics, attribution, and monetization. These SDKs may collect advertising identifiers (such as Apple's IDFA or Google's Advertising ID), device information, and interaction data to deliver, measure, and personalize ads. See Section 4 for details.

Information you provide directly. If you contact us for support, respond to a survey, or otherwise communicate with us, we collect the information you choose to share, such as your email address and the contents of your message.

We do not knowingly collect more information than is necessary to operate and improve our Apps.

2. How We Use Information

We use the information we collect to:

- Provide, operate, and maintain the Apps and their features;
- Create and manage accounts and authenticate users;
- Deliver location-based and personalized features you request;
- Analyze usage, diagnose problems, and improve performance and reliability;
- Display, measure, and (where applicable) personalize advertising;
- Respond to your support requests and communicate with you about the Apps;
- Detect, prevent, and address fraud, abuse, security, and technical issues; and
- Comply with legal obligations and enforce our terms.

3. Legal Bases for Processing (EEA/UK Users)

Where the EU or UK General Data Protection Regulation applies, we process personal data on the following legal bases: performance of a contract (to provide the Apps you request); your consent (for example, for location access or personalized advertising, which you may withdraw at any time); our legitimate interests (such as improving and securing the Apps), balanced against your rights; and compliance with legal obligations.

4. Third-Party Services and Sharing

We do not sell your personal information for money. We share information only as described below:

Service providers and SDKs. We use trusted third-party services to operate our Apps, including analytics providers (such as Google Analytics for Firebase / Firebase Crashlytics), advertising networks (such as Google AdMob and, where used, Meta/Facebook Audience Network), and cloud hosting providers. These providers process data on our behalf or, in the case of ad networks, as independent controllers for advertising purposes. We encourage you to review their privacy policies:

- Google (Firebase, AdMob, Play Services): <https://policies.google.com/privacy>
- Apple: <https://www.apple.com/legal/privacy/>
- Meta/Facebook: <https://www.facebook.com/policy.php>

Legal and safety. We may disclose information if required by law, subpoena, or governmental request, or where we believe disclosure is necessary to protect our rights, your safety, or the safety of others, or to investigate fraud or security issues.

Business transfers. If we are involved in a merger, acquisition, financing, or sale of assets, information may be transferred as part of that transaction, subject to this Privacy Policy.

5. Advertising Choices

You can limit ad tracking and personalized advertising through your device settings:

- **iOS:** Settings → Privacy & Security → Tracking (and Apple Advertising).
- **Android:** Settings → Privacy/Google → Ads (reset or delete your advertising ID).

On iOS, apps that track you across other companies' apps and websites must request your permission via Apple's App Tracking Transparency framework; you may decline or revoke this permission at any time.

6. Platform-Specific Practices (iOS and Android)

Our Apps are distributed on both Apple's App Store and Google's Play Store. While the practices in this policy apply to both, some data practices, identifiers, and controls differ by platform.

Apple iOS / iPadOS.

- **Advertising identifier:** We may access the Identifier for Advertisers (IDFA) only after you grant permission through Apple's App Tracking Transparency (ATT) framework. If you decline, we do not use the IDFA to track you across other companies' apps and websites.
- **Permissions:** iOS asks for your consent through system prompts before an App can access location, the camera, photos, notifications, or tracking. You can review and change these at any time in Settings → Privacy & Security.
- **Sign-in:** Where offered, Sign in with Apple lets you authenticate without sharing your real email address (via Apple's private email relay).
- **App Store disclosures:** Each App's data practices are summarized in the "App Privacy" (Privacy Nutrition Label) section of its App Store product page.
- **Controls:** Settings → Privacy & Security → Tracking, and Settings → Privacy & Security → Apple Advertising.

Google Android.

- **Advertising identifier:** We may access the Google Advertising ID (GAID/AAID). You can reset or delete this identifier at any time, and on Android 13 and later apps must hold a specific permission to access it. When it is deleted, personalized advertising is limited.
- **Permissions:** Android requests runtime permissions for sensitive access such as location (you may grant approximate or precise location), notifications, camera, and files. You can review and revoke these in Settings.
- **Google Play Services / Firebase:** Some Apps rely on Google Play Services and Firebase for core functionality, analytics, crash reporting, and ads.
- **Play Store disclosures:** Each App's data practices are summarized in the "Data safety" section of its Google Play listing.
- **Controls:** Settings → Privacy / Google → Ads (to reset or delete your advertising ID and opt out of ad personalization).

Where the platform-level choices above conflict with an in-App setting, the stricter (more privacy-protective) choice applies.

7. Data Retention

We retain personal information only as long as necessary to provide the Apps, fulfill the purposes described in this policy, comply with our legal obligations, resolve disputes, and enforce our agreements. When information is no longer needed, we delete it or anonymize it. You may request deletion as described in Section 10.

8. Data Security

We use reasonable administrative, technical, and organizational safeguards designed to protect information against unauthorized access, loss, misuse, or alteration. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

9. International Data Transfers

We may process and store information in countries other than your own, including the United States. Where required, we rely on appropriate safeguards (such as Standard Contractual Clauses) for cross-border transfers of personal data.

10. Your Privacy Rights

Depending on where you live, you may have rights regarding your personal information, including the right to access, correct, delete, or receive a copy of your data; to restrict or object to certain processing; and to withdraw consent.

California residents (CCPA/CPRA). You have the right to know what personal information we collect, to request deletion, to correct inaccurate information, and to opt out of the “sale” or “sharing” of personal information for cross-context behavioral advertising. We do not sell personal information for money. To exercise the right to opt out of sharing for targeted advertising, use the device-level advertising controls in Section 5 or contact us. We will not discriminate against you for exercising your rights.

EEA/UK residents (GDPR). You have the rights described above and the right to lodge a complaint with your local data protection authority.

To exercise any of these rights, contact us at contact@getmadapps.com. We will respond within the timeframe required by applicable law and may need to verify your identity before fulfilling your request.

11. Children's Privacy

Our Apps are not directed to children under the age of 13 (or the equivalent minimum age in your jurisdiction), and we do not knowingly collect personal information from children under that age. If you believe a child has provided us with personal information, please contact us at contact@getmadapps.com and we will take steps to delete it. Where an App is intended for a general or family audience, we design its data practices to comply with applicable children's privacy laws, including COPPA, and limit data collection accordingly.

12. Third-Party Links and Content

Our Apps may contain links to third-party websites, services, or ads that we do not operate. This Privacy Policy does not apply to those third parties, and we are not responsible for their practices. Please review their privacy policies before providing them with information.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make material changes, we will update the "Last updated" date above and, where appropriate, provide additional notice within the App. Your continued use of the Apps after changes take effect constitutes acceptance of the revised policy.

14. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or your personal information, contact us at:

MadApps Studios, LLC

Email: contact@getmadapps.com

This policy is provided as a general-purpose template and covers common Apple App Store and Google Play Store requirements. It is not legal advice. For your specific circumstances, and before publishing, consider having it reviewed by a qualified attorney.