

Privacy & Policy

Introduction & Overview

Heart Play (“the App”) is a mobile application developed and published by **Aurevon**, located in Sweden. This Privacy Policy explains how we collect, use, protect, and disclose personal information when you use Heart Play on Android or iOS devices.

Heart Play is an **AI-based dating simulation and role-playing game** in which users interact privately with virtual characters. There is **no user-to-user communication** and all in-app content is fictional. The App is intended for an **adult audience** (18 years and older on Google Play / 17 years and older on Apple App Store).

By creating an account or using Heart Play, you acknowledge that you have read and understood this Privacy Policy and consent to the practices described herein. If you do not agree, please discontinue the use of the App.

For all privacy-related questions or data requests, you may contact us at:

Email: heartplayservice@gmail.com

Definitions

For the purposes of this Privacy Policy, the following terms shall have the meanings set forth below:

1. **“App”** refers to *Heart Play*, the mobile application developed and operated by **Aurevon**, available on Android and iOS platforms.
2. **“Aurevon”** is the **developer name (pseudonym)** used for publishing *Heart Play* and other related applications. It represents the same individual or entity acting as the **Data Controller**.
3. **“User”, “you”, or “your”** means any natural person who downloads, installs, or uses the App.
4. **“Personal Data”** means any information relating to an identified or identifiable natural person, including but not limited to an email address, account identifiers, device identifiers, in-game data, or any other information that can reasonably be linked to an individual.
5. **“Account Data”** means information you provide or that is created during account registration, such as your email address, sign-in provider ID (Google or Apple), and device ID.
6. **“Profile Data”** means information entered by the User to customize their **in-game character(s)** and to describe **their own in-game profile**, including names, personal descriptions, or traits they wish the AI to know.
7. **“Chat Data”** means messages exchanged between the User and the AI characters within the App.
8. **“AI Character”** or **“AI Chat”** means the virtual, fictional companion or character

generated by the AI model for interactive roleplay purposes within the App.

9. **“Service Providers”** means third-party platforms and services used to operate or support the App for authentication, database, storage and Google Play or Apple Pay (for payment processing).
10. **“Device ID”** means a unique device identifier collected and stored in hashed form to detect misuse, prevent fraud, and maintain App security.
11. **“Encryption Key”** means the per-user key used to encrypt messages and profile data before storage.
12. **“Data Controller”** refers to **Aurevon**, the legal entity responsible for determining the purposes and means of processing Personal Data under this Privacy Policy.
13. **“Applicable Law”** means all relevant privacy and data protection laws, including the **General Data Protection Regulation (EU) (GDPR)**, Swedish national data protection laws, and any other applicable local regulations.

Data Controller & Contact Information

The Data Controller responsible for processing personal data under this Privacy Policy is:

Aurevon

Developer and Operator of *Heart Play*

Based in: Sweden

Contact Email: heartplayservice@gmail.com

Aurevon determines the purposes and means of processing personal data collected through the App. All privacy-related requests, including data access, correction, or deletion inquiries, may be directed to the contact email above.

If you are located within the **European Economic Area (EEA)**, the applicable data protection law is the **General Data Protection Regulation (EU) 2016/679 (GDPR)**, enforced in Sweden by the **Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY)**.

If you access the App from **outside the EEA**, your information will still be processed in accordance with this Privacy Policy and handled under privacy and security standards equivalent to those required under the GDPR.

Age Restrictions

Heart Play is designed and intended for a mature audience.

- On **Google Play**, the App is restricted to individuals aged **18 years or older**.
- On the **Apple App Store**, the App is designated for users aged **17 years or older**, which is Apple's highest age classification for mature content.

The App contains no nudity or obscene material, but certain fictional role-play interactions may include mature or suggestive themes suitable only for adults. The App does **not** provide or allow any user-to-user interaction. All conversations occur solely between the User and fictional AI characters.

Age access restrictions are **enforced by the app stores** through their account and content rating systems. Aurevon does **not knowingly collect, store, or process any personal data from individuals under 17 years of age**.

If it is discovered that data has been collected from a minor, the corresponding account and all related data will be **immediately deleted**.

If you believe that a minor has used the App or provided personal data, please contact **heartplayservice@gmail.com** so that appropriate action can be taken.

What the App Does

Heart Play is an **AI-driven dating simulation and role-playing game** that allows Users to interact privately with virtual characters. The purpose of the App is to provide an immersive and creative experience where Users can engage in text-based conversations, develop storylines, and explore character relationships in a fictional environment.

All interactions occur **exclusively between the User and the AI characters** generated by the App. There is **no communication or data exchange between different Users**, and no social networking or matchmaking functionality exists within the App.

Heart Play includes features that allow Users to:

- Create and personalize their in-game characters and profiles;
- Chat with AI companions that simulate emotional or narrative interaction;
- Access additional in-game content and features through optional purchases or subscriptions.

All AI characters are fictional and presented as **adults aged 18 years or older** within the game's context. The App contains no nudity or explicit imagery. Certain mature themes may arise through user-driven interactions, which remain private, text-based, and optional.

The App's AI operates under strict internal safety filters designed to prevent harmful, illegal, or abusive content generation. However, as with all generative AI systems, no filter can guarantee complete prevention of undesired outputs.

Data We Collect

When you use *Heart Play*, we collect and process only the information necessary to create and maintain your account, enable gameplay, secure the service, and process purchases. The categories of data collected are as follows:

1. **Account Data**

Information you provide or that is generated when you register or sign in to the App, including:

- Email address
- Sign-in provider identifier (Google or Apple)
- Device identifier (see Device Data below)

Account Data is used to authenticate users, associate progress and purchases with a single account, and prevent duplicate or fraudulent sign-ups.

2. **Profile Data**

Information you voluntarily enter to personalize your experience, including:

- In-game character names, traits, and appearances
- Your own in-game profile information (e.g., display name or description)

Profile Data is stored securely and used only to maintain your personal gameplay and AI interactions.

3. **Chat Data**

Text messages exchanged between you and the AI characters within the App.

Chat Data is processed solely to generate AI responses and provide in-game functionality. It is not shared with other users or external parties beyond the technical service providers necessary to operate the AI system. **Chat Data is encrypted with your unique encryption key.**

4. **Device Data**

We collect a **hashed** version of your device identifier to:

- Verify legitimate access
- Prevent abuse, spam, and bot activity
- Detect and investigate security incidents

The device identifier is stored only in hashed form and cannot directly identify your hardware.

5. **Purchase and Billing Data**

When you buy in-game items, coins, or subscriptions:

- Payments are processed entirely through **Google Play Billing** or **Apple Pay**.
- Aurevon stores only confirmation details such as the purchase timestamp and the item purchased.

No credit-card or banking information is ever received or stored by Aurevon.

6. **Security and Abuse-Prevention Data**

To protect the App and its users, Aurevon retains certain minimal identifiers—such as hashed device IDs, email addresses, account IDs, and basic security logs—to detect hacking attempts, fraudulent behavior, or automated misuse.

These identifiers are retained solely for security and fraud-prevention purposes and are kept for **up to 24 months** after account deletion or the last detected abuse event, after which they are permanently erased.

7. **Data After Deletion**

When a user deletes their account, all associated content, messages, and profile data are permanently removed.

For security and fraud-prevention purposes, Aurevon retains only minimal records—specifically the user's email address, hashed device ID, and sign-in provider ID—which

cannot be used to reconstruct a full profile.

These records are handled in accordance with the retention policy described above.

8. Optional Communications

If you contact us via email for support or data requests, we process your contact information and correspondence solely to resolve your inquiry.

Aurevon does not sell, rent, or use any collected data for advertising purposes.

User Responsibility and Conduct

Users are solely responsible for all text, inputs, and content they choose to create, submit, or exchange within *Heart Play*. All outputs generated by the App's AI are produced dynamically based on the User's own inputs and do not represent the views, opinions, or intentions of **Aurevon**.

By using the App, Users agree that they will:

- Use *Heart Play* only for lawful, personal, and entertainment purposes;
- Refrain from attempting to manipulate, modify, or exploit the AI system in ways that could produce or encourage harmful, illegal, or prohibited content;
- Not attempt to reverse-engineer, intercept, or interfere with any technical component of the App;
- Not use the App to harass, defame, threaten, or otherwise harm any person or entity, directly or indirectly;
- Not attempt to bypass, disable, or manipulate safety filters, restrictions, or other protective mechanisms implemented in the App.

Any attempt to generate, solicit, or disseminate **illegal, abusive, or otherwise restricted content**, whether through direct or indirect prompt engineering or any other method, is strictly prohibited. Such activity may result in immediate account termination, and **Aurevon reserves the right to cooperate fully with law enforcement or other competent authorities** in investigating such incidents.

Account Enforcement and Fraud Prevention:

Aurevon reserves the right to suspend, restrict, or permanently terminate user accounts, revoke access to subscriptions, or deduct in-game currency or content in cases of suspected tampering, hacking, automated bot activity, refund abuse, chargeback fraud, or any other activity deemed illegal, deceptive, or harmful to the App, its users, or Aurevon.

Such actions may be taken without prior notice when necessary to protect the integrity, security, or lawful operation of the service. Aurevon also reserves the right to cooperate with payment processors, app stores, and law-enforcement authorities to investigate and address fraudulent or abusive behavior.

Where appropriate and feasible, affected users may contact Aurevon to request clarification or appeal account actions via **heartplayservice@gmail.com**.

Aurevon disclaims any and all responsibility for the outcomes, meanings, or interpretations of AI-generated content. Users acknowledge that they are solely accountable for how they choose to engage with the AI, including the prompts, context, and results produced through their interactions.

In the event of any legal claim, investigation, or dispute arising from the misuse of the App, **records of user activity (including relevant inputs and metadata) may be used as evidence** to demonstrate compliance with this Policy and applicable law.

Limitation of Liability:

To the maximum extent permitted by applicable law, Aurevon shall not be liable for any indirect, incidental, consequential, or punitive damages, or for any loss of data, profit, reputation, or other harm arising from the use of the App, user inputs, or AI-generated content. The App and its features are provided on an “**as is**” and “**as available**” basis, without any warranties, express or implied. Users assume full responsibility for their use of the App and for any outcomes resulting from their interactions within it.

All use of *Heart Play* constitutes acceptance of these terms. Continued use after any update to this section indicates agreement to the latest version of the Policy.

Legal Basis for Processing

Aurevon processes personal data in accordance with the **General Data Protection Regulation (EU) 2016/679 (GDPR)** and other applicable privacy laws.

The legal bases for processing your data depend on the type of information collected and the specific purpose for which it is used.

1. Performance of a Contract

Processing is necessary to provide and operate the App, including account creation, authentication, gameplay, purchase management, and core in-game functionality. Without this data, the App cannot function as intended.

2. Legitimate Interests

Processing is carried out where necessary to protect the App and its users, including:

- Preventing fraud, abuse, or unauthorized access;
 - Ensuring the stability, safety, and performance of the service;
 - Maintaining limited identifiers for security auditing and dispute resolution.
- These legitimate interests are balanced against the rights and freedoms of Users and are applied only where such processing does not override individual privacy interests.

3. Consent

In certain cases, Aurevon relies on your consent — for example, when you voluntarily contact us via email or request data deletion. You may withdraw your consent at any time by contacting **heartplayservice@gmail.com**.

4. Legal Obligations

Aurevon may retain or disclose certain data where required to comply with applicable legal or regulatory obligations, respond to lawful requests by authorities, or enforce legal rights.

Data Encryption and Storage

Aurevon takes data security and confidentiality seriously and applies both technical and organizational measures to protect all personal data processed through *Heart Play*.

1. Encryption

- All sensitive data — including chat messages and profile information — is **encrypted using a unique per-user encryption key** before being stored in the database.
- Encrypted data cannot be read without access to the corresponding user key.
- Encryption keys are individually associated with user accounts and are never shared across users.

2. Data Storage

- User data is hosted securely on **Cloud Services in European data centers**.
- Access to the database is tightly restricted by security rules ensuring that each user can only read or write their own data.
- Direct client-side writes are blocked by default; all write operations are handled through controlled backend functions.

3. Access Controls

- Access to production systems is limited to authorized personnel and protected by multi-factor authentication.

4. Transmission Security

- All communication between the App, the servers, and third-party services occurs over secure, encrypted HTTPS connections.

5. Data Breach Procedures

- In the unlikely event of a data breach that may affect user privacy, Aurevon will assess the impact, take immediate corrective action, and, where required by law, notify affected users and the relevant data protection authority.

6. Data Retention

- Personal data is retained only for as long as necessary to fulfill the purposes described in this Policy or to comply with legal obligations.
- When data is no longer required, it is permanently deleted or irreversibly anonymized.

Aurevon continually reviews and updates its data-protection measures to align with industry standards and applicable data-protection laws. While no security system can guarantee absolute protection, these measures are designed to provide a high level of confidentiality and integrity for all information processed by the App.

Data Sharing and Third-Party Services

Aurevon limits data sharing to what is strictly necessary for the secure and lawful operation of *Heart Play*.

Personal data is **never sold, rented, or used for advertising or profiling**.

1. Service Providers

Aurevon uses carefully selected third-party providers to operate certain technical components of the App, including:

- **Cloud hosting and database infrastructure** for authentication, data storage, and security;
- **Payment processing services** for handling in-app purchases and subscriptions;
- **AI processing infrastructure** used to generate in-game character responses; and
- **Analytics and security monitoring tools** limited to maintaining service reliability and detecting misuse.

These providers act as *data processors* under Aurevon's instructions and are bound by contractual and legal obligations to process data securely and solely for the purposes specified by Aurevon.

2. AI Processing Provider Notice

To generate AI character responses, Heart Play uses a third-party AI service provider. According to the provider's published privacy statement, the AI system does **not store or retain user messages** and **does not use any incoming data for model training or improvement**. Aurevon relies on this provider's representations and periodically reviews their terms and data-handling policies to ensure ongoing compliance with applicable privacy standards.

While Aurevon has no direct access to or control over the provider's internal systems, every reasonable step is taken to select only services that uphold strong data-protection and non-retention practices. If it is ever discovered that a provider logs, retains, or otherwise processes data in a manner inconsistent with these commitments, Aurevon will take prompt action — including updating this Privacy Policy, notifying affected users if required, and changing providers whenever feasible — to maintain user privacy and regulatory compliance.

3. Payment Processing

All purchases and subscriptions are processed through **Google Play Billing** or **Apple Pay**. Aurevon does not receive or store any credit-card, banking, or other sensitive financial information.

Payment confirmations shared with Aurevon contain only non-sensitive details such as purchase timestamps and product identifiers.

4. International Transfers

Data is primarily stored within the **European Union**.

Where limited data processing may involve systems or sub-processors located outside the EEA, Aurevon ensures that appropriate safeguards—such as the **European Commission's Standard Contractual Clauses (SCCs)**—are in place to maintain an equivalent level of data protection.

5. Legal Disclosures

Aurevon may disclose data when required to do so by law or a valid legal process, or when necessary to:

- Comply with applicable legislation or governmental requests;
- Enforce its rights under this Policy and the Terms of Service; or
- Protect the safety, rights, or property of Aurevon, its users, or the public.

6. **No Third-Party Marketing**

The App contains no advertising, tracking SDKs, or third-party analytics used for marketing purposes.

7. **Analytics**

Aurevon uses Analytics to collect aggregated and pseudonymous technical data about how users interact with the App. This information helps monitor performance, detect crashes, and improve functionality. No analytics data is used for advertising, profiling, or personalized tracking.

Analytics data is processed by Google under Aurevon's instructions and may be stored on servers located outside the European Union, with safeguards such as Standard Contractual Clauses (SCCs) ensuring equivalent protection.

Aurevon reviews all third-party partners periodically to ensure ongoing compliance with applicable privacy and security requirements.

International Data Transfers

All personal data processed through *Heart Play* is primarily stored and managed within the **European Union**.

In certain limited cases, technical service providers or sub-processors may access or process data from locations outside the **European Economic Area (EEA)**.

Whenever such transfers occur, Aurevon ensures that they are protected by **appropriate legal safeguards** in accordance with the **General Data Protection Regulation (GDPR)**, including:

- The use of **Standard Contractual Clauses (SCCs)** approved by the European Commission; or
- Equivalent measures ensuring that the level of protection for personal data remains consistent with EU standards.

Users are hereby informed that these safeguards are designed to ensure that their personal data remains protected at all times, regardless of where processing takes place.

Aurevon periodically reviews all data-transfer mechanisms and third-party relationships to confirm continued compliance with applicable data-protection regulations.

Payments and Financial Data

All in-app purchases and subscription payments in *Heart Play* are handled entirely through the official payment systems of the respective app stores — **Google Play Billing** for Android and **Apple Pay** for iOS.

Aurevon does **not** collect, store, or process any credit-card numbers, banking details, or other financial information.

When a purchase is made, the app stores provide Aurevon only with **non-sensitive confirmation data**, such as:

- The purchase timestamp,
- The purchased item or subscription identifier, and
- The transaction status necessary to unlock the corresponding in-game content.

These transaction records are used solely to:

- Deliver purchased digital goods and verify entitlement,
- Maintain purchase history for user support or legal compliance, and
- Prevent fraudulent refund or chargeback activity.

Payment details are processed under the **privacy policies of Google and Apple**, and users are encouraged to review those policies for more information on how their financial data is handled.

Aurevon retains only limited transaction confirmation data necessary for support and record-keeping in accordance with applicable tax or consumer-protection laws.

No part of this information is ever used for advertising or profiling.

Refunds and Subscription Management

Refunds for purchases or subscriptions are processed solely by the respective app store — Google Play or the Apple App Store — in accordance with their official refund and billing policies. Users who wish to request a refund must do so through their app-store account. Aurevon does not directly issue refunds, modify transactions, or access payment credentials. However, Aurevon may assist by verifying purchase records or providing guidance on how to submit a refund request through the applicable store.

All digital goods, coins, and subscription features are delivered automatically once payment confirmation is received from the app store. Users may cancel active subscriptions at any time through their Google or Apple account settings.

If Aurevon discontinues *Heart Play* or any paid feature, users will be notified in advance, and active subscriptions will be terminated or adjusted in compliance with applicable consumer-protection regulations.

User Rights

Users located in the **European Economic Area (EEA)** and other jurisdictions with equivalent privacy protections have specific rights regarding their personal data.

Aurevon respects these rights and provides practical ways for Users to exercise them.

1. **Right of Access**

Users may request confirmation of whether their personal data is being processed and obtain a copy of the data associated with their account.

2. **Right to Rectification**

Users may request correction of inaccurate or incomplete information stored in their account or profile.

3. **Right to Erasure (“Right to Be Forgotten”)**

Users may delete their account at any time through the in-app deletion feature or by contacting **heartplayservice@gmail.com**.

Upon deletion, all chat data, profile data, and in-game content are permanently removed.

Certain minimal identifiers (such as email, hashed device ID, and provider ID) may be retained for up to 24 months for security and fraud-prevention purposes or to comply with legal obligations.

4. **Right to Restriction of Processing**

Users may request that Aurevon temporarily suspend processing of their data while accuracy or legal claims are being verified.

5. **Right to Data Portability**

Users may request a machine-readable copy of the data they provided to Aurevon, where technically feasible.

6. **Right to Object**

Users may object to processing based on legitimate interests.

Aurevon will honor such requests unless it can demonstrate compelling legitimate grounds to continue processing (for example, for security or legal reasons).

7. **Right to Withdraw Consent**

Where processing relies on consent (such as contacting support), Users may withdraw that consent at any time by emailing **heartplayservice@gmail.com**.

Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.

8. **Right to Lodge a Complaint**

Users who believe their data has been processed unlawfully have the right to file a complaint with their local data-protection authority or directly with the **Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY)**.

Aurevon will respond to verified user requests within the time limits required by applicable law and will take reasonable steps to confirm the requester’s identity before disclosing or deleting any data.

Data Retention

Aurevon retains personal data only for as long as it is necessary to fulfill the purposes described in this Privacy Policy or to comply with legal and regulatory obligations. Once data is no longer needed, it is permanently deleted or irreversibly anonymized.

Account Data, such as email addresses and sign-in provider identifiers, is kept for as long as the user's account remains active. When an account is deleted, all associated content — including chat history, profile data, and in-game information — is permanently removed.

For security and fraud-prevention purposes, certain minimal identifiers, including email addresses, hashed device IDs, and provider IDs, may be retained for up to twenty-four (24) months after account deletion or after the last detected misuse event. These records exist solely to prevent re-registration by banned accounts and to ensure the ongoing integrity of the service.

Device data and security logs used to detect hacking attempts or automated abuse are also retained for a maximum of twenty-four (24) months before secure deletion.

Purchase and billing confirmation data may be retained for a longer period, as required by applicable tax, accounting, or consumer-protection laws. Such data is stored securely and isolated from general user data.

Support communications and voluntary correspondence with Aurevon are kept only for as long as necessary to resolve the inquiry and are then deleted.

Aurevon periodically reviews its retention schedules to ensure that no personal data is stored longer than necessary. When data must be retained for legal or compliance reasons, it is securely stored and protected until permanent deletion.

Children's Privacy

Heart Play is intended solely for adult and mature users. On Google Play, the App is restricted to individuals aged eighteen (18) years or older, and on the Apple App Store, it is designated for users aged seventeen (17) years or older, which is Apple's highest maturity rating.

The App is not designed for or directed toward children, and Aurevon does not knowingly collect, store, or process any personal data from individuals under seventeen (17) years of age. If it is discovered that data has been collected from a minor, the corresponding account and all related data will be permanently deleted without delay.

Aurevon relies on the app store age-rating and parental control systems to restrict underage access and has implemented additional safeguards within the App to prevent child-directed content or interactions.

Parents or guardians who believe that their child may have accessed the App or provided personal data are encouraged to contact **heartplayservice@gmail.com** so that Aurevon can take immediate and appropriate action.

Changes to This Privacy Policy

Aurevon may update or modify this Privacy Policy from time to time to reflect changes in the App's features, data-processing practices, or applicable laws.

When significant changes are made, Aurevon will provide reasonable notice within the App or through other appropriate channels before the updated version takes effect.

The "Last Updated" date at the bottom of this document indicates the latest revision. Continued use of *Heart Play* after the effective date of any update constitutes acceptance of the revised Privacy Policy.

Users are encouraged to review this Privacy Policy periodically to stay informed about how their data is handled.

If any modification materially alters how personal data is collected or used, Aurevon will take reasonable steps to notify users and, where legally required, request renewed consent.

Contact Information

The Data Controller responsible for processing personal data under this Privacy Policy is:

Aurevon

Developer and Operator of *Heart Play*

Based in: Sweden

Email: heartplayservice@gmail.com

All privacy-related inquiries, including requests for data access, correction, deletion, or withdrawal of consent, should be directed to the email address above.

Aurevon will respond to verified requests in accordance with applicable privacy laws and within the time limits required by the **General Data Protection Regulation (GDPR)** and Swedish data-protection regulations.

If you contact Aurevon regarding privacy or data-protection matters, your correspondence will be handled confidentially and used solely to address your request.

Last Updated at 12/10/2025