**PRIVACY POLICY**

*BLOCKYWORLD by TRUCK1ST*

**1. INTRODUCTION**

1.1 Welcome to BlockyWorld, a gaming application ("**App**") developed and managed by Truck1st ("**Company**", "**we**", "**our**", or "**us**"). We are committed to safeguarding the privacy of our users and ensuring that your personal information is protected. This Privacy Policy provides a detailed description of how and why we gather, store, share, and use your personal information, as well as outlines the rights in relation to your personal data and how you can exercise these rights.

1.2 It is essential that you read and comprehend this Privacy Policy in its entirety before accessing or using our App. Using our App indicates your acceptance of the practices described in this policy. If you do not agree with this Privacy Policy, we strongly advise you not to use BlockyWorld.

**2. INFORMATION COLLECTION**

2.1 **Types of Information Collected.** We collect two main types of information:

2.1.1 **Personal Data:** This is the data that identifies you or can be used to identify you directly or indirectly. Personal Data may include but is not limited to your name, email address, gaming profile data, achievements, IP address, device ID, transaction data, and payment details.

2.1.2 **Non-Personal Data:** We also collect data in a form that does not, on its own, permit direct association with any specific individual. This might include information such as aggregated usage data, gameplay statistics, or device type.

2.2 **Means of Collection.**

2.2.1 **Directly from You:** When you sign up for an account, make a purchase, submit a query, or interact with our App in any other way, we collect information directly from you.

2.2.2 **Automatically:** Some information is collected automatically as you use the App, for instance through Cookies and similar tracking technologies (discussed further in Section 6). This might include gameplay data, App crashes or errors, and device type.

2.2.3 **Third Parties:** We may obtain information about you from third parties, such as social media platforms if you link your BlockyWorld account with your social media account, or from data analytics providers.

2.3 **Why We Collect Information.** The collection of your personal and non-personal data assists us in improving your gaming experience, providing you with personalized content, processing transactions, troubleshooting, and enhancing the overall functionality and security of BlockyWorld.

**3. USE OF INFORMATION**

3.1 **Purpose of Using Collected Information.** We utilize the information collected for various purposes which primarily revolve around improving the App's functionality, user experience, and maintaining our commitment to you in providing a safe and efficient gaming environment.

3.1.1 **To Enhance User Experience:** Information allows us to create personalized gameplay experiences, remember user preferences, provide in-game offers, and suggest content that might be more relevant to you.

3.1.2 **Operational Requirements:** This includes addressing technical issues, resolving disputes, ensuring uninterrupted gameplay, managing user accounts, processing transactions, and ensuring the App aligns with platform requirements of Meta and Google Play Store.

3.1.3 **Communication:** We may use the information to communicate with you, whether it's about updates, new features, promotional offers, or addressing any inquiries, feedback, or issues you might have shared.

3.1.4 **Safety and Compliance:** It aids in monitoring, detecting, and preventing any fraudulent activities, unauthorized access, potential threats, and to comply with our legal obligations.

3.1.5 **Research & Development:** To innovate and improve BlockyWorld, we may use aggregated information for research, analysis, and developmental purposes to bring forth new features and functionalities.

**4. DISCLOSURE OF INFORMATION**

4.1 **General Principle.** We value the trust you place in us by providing your personal data, and we always strive to use commercially acceptable means to protect it. However, there are specific scenarios where we may disclose this information.

4.1.1 **With Consent:** We will share personal data with outside parties if we have your consent.

4.1.2 **To Third-party Service Providers:** We might share information with third-party vendors, consultants, and other service providers who need access to such information to carry out work on our behalf, for instance, payment processing or data analytics.

4.1.3 **Legal Reasons:** We will disclose personal information if required by law, in compliance with legal processes, or if we believe that such action is necessary to (a) comply with the law or with legal process served on us, (b) protect and defend our rights or property, or (c) act in urgent circumstances to protect the personal safety of our users or the public.

4.1.4 **Business Transfers:** If Truck1st is involved in a merger, acquisition, or sale of all or a portion of its assets, your information might be transferred as part of that transaction.

4.1.5 **Aggregated or Anonymized Data:** We may share data in aggregated or anonymized forms that do not directly identify you with third parties for their research or marketing purposes.

**5. INTERNATIONAL TRANSFERS**

5.1 **Data Transfer Mechanism.** Given the global nature of digital platforms, your information may be transferred to, stored in, or processed in countries other than the one where it was collected. These countries may have data protection laws that differ from those of your country of residence.

5.1.1 **Ensuring Compliance:** We take various measures to ensure that any such transfers comply with applicable data protection laws and that your information remains protected to the standards described in this policy. This may include entering into data transfer agreements, ensuring third parties are certified under appropriate frameworks, or relying on legislative provisions that allow such transfers.

5.1.2 **European Data Transfers:** For users located in the European Economic Area (EEA), we may transfer your data outside the EEA. In such cases, we ensure there are adequate safeguards in place, such as standard contractual clauses approved by the European Commission, or ensure the receiving entity is Privacy Shield certified, even though the validity of Privacy Shield as a mechanism remains under evaluation.

5.1.3 **User Consent:** By using our App, you understand and consent to the collection, storage, processing, and transfer of your information to our facilities in the United States and those third parties with whom we share it as described in this policy.

**6. COOKIES AND TRACKING TECHNOLOGIES**

6.1 **Purpose and Use of Cookies.** Cookies are small files placed on your device that allows us to recognize and remember users. Our primary objective of using cookies and other tracking technologies is to enhance the user experience and deliver personalized gameplay.

6.1.1 **Types of Cookies:** There are various types of cookies used, including session cookies (temporary cookies that expire when you close the browser) and persistent cookies (that remain on your device for a longer duration).

6.1.2 **Functionality Cookies:** These cookies enable certain functionalities within BlockyWorld, like remembering your preferences, progress, and in-game settings, so you have a consistent experience every time you play.

6.1.3 **Performance & Analytics Cookies:** These help us understand user behavior, performance metrics, and other analytical data, which in turn aids in improving the App's efficiency.

6.1.4 **Third-party Cookies:** We might also use third-party cookies, especially when we integrate third-party features or platforms. These cookies would be governed by the respective third-party's privacy policy.

6.2 **Managing Cookies.** Users have the right to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. However, choosing to remove or not accept cookies may affect certain features or services in BlockyWorld, potentially reducing the overall user experience.

6.3 **Other Tracking Technologies:** Apart from cookies, we might use other tracking technologies like web beacons, pixels, and mobile identifiers to help us recognize you, learn about your in-game activities, and provide a better service.

**7. CHILDREN'S PRIVACY**

7.1 **Commitment to Children's Privacy:** We recognize the importance of protecting children's online privacy. BlockyWorld is not designed to attract children under the age of 13, and we do not knowingly collect personal data from children under this age.

7.1.1 **Parental Controls:** If parents or guardians believe that their child has provided us with personal information without their consent, they should contact us immediately. Upon verification, we will promptly take steps to remove such data from our servers.

7.1.2 **Age Restrictions:** We urge parents and guardians to monitor their children's online activity and educate them about online privacy. We recommend using parental control tools, available from online services and software manufacturers, to create a child-safe online environment.

7.1.3 **Notifications:** If we become aware that we have unknowingly collected personal data from a child under the age of 13, we will take immediate steps to delete such information.

**8. SECURITY MEASURES**

8.1 **Our Commitment to Security:** At Truck1st, we understand the importance of safeguarding your information. We implement a variety of security measures to maintain the safety of your personal information when you access and use BlockyWorld.

8.1.1 **Technical Measures:** These include firewalls, data encryption, secure server infrastructure, and regular monitoring of potential vulnerabilities and attacks.

8.1.2 **Organizational Measures:** We enforce strict access controls, ensuring that only a limited number of personnel have access to user information. Furthermore, our employees undergo regular privacy and security training.

8.1.3 **Data Breaches:** In the unlikely event of a data breach, we are committed to notifying affected users within a timeframe compliant with the prevailing legal standards. We will also take all necessary measures to mitigate the risks and restore the security of personal data.

8.1.4 **Limitations:** While we strive to protect your personal information, no system is entirely immune from the threat of cyberattacks. Thus, we cannot guarantee its absolute security. We encourage users to take precautions and protect their personal data when online.

**9. DATA RETENTION**

9.1 **Principles of Data Retention:** At Truck1st, we retain your personal data for as long as necessary to fulfill the purposes for which it was collected or as required by law, regulations, or contractual obligations.

9.1.1 **Duration of Retention:** The specific duration for which we retain data varies based on the nature of the information and the purpose for which it is used. For instance, transactional data might be stored for longer periods due to financial regulations and audit purposes, while other data, like gameplay analytics, may be stored for shorter durations.

9.1.2 **Deletion of Data:** Once the purpose of data collection and processing is achieved and there is no legal or business need to retain it, we ensure that personal data is deleted, anonymized, or isolated in a manner that it is inaccessible for regular use.

9.1.3 **User Account Deactivation:** If you choose to deactivate or delete your BlockyWorld account, we will retain some of your information as required by legal obligations, dispute resolutions, or to enforce our agreements.

**10. YOUR RIGHTS AND CHOICES**

10.1 **Understanding Your Rights:** As a user, you have specific rights concerning your personal data. We aim to ensure that you can exercise these rights easily and transparently.

10.1.1 **Access:** You have the right to request access to the personal data we hold about you, along with information about how we process it.

10.1.2 **Correction:** If you believe that the personal data we hold about you is incorrect or incomplete, you can request a correction.

10.1.3 **Deletion:** You can request the deletion of your personal data at any time by contacting us (Email: Rayanderoo@gmail.com, Phone: 641685926). We will comply with your request and permanently delete your personal data from our records, unless a legal requirement obligates us to maintain certain data. In such cases, we will only retain the data for the period required by law.

10.1.4 **Restriction:** You can ask us to temporarily restrict the processing of your personal data in specific situations, for instance, if you think it's inaccurate or you believe we don’t have the right to process it.

10.1.5 **Data Portability:** In some regions and under certain conditions, you may have the right to receive the personal data you've provided to us in a structured and readable format.

10.1.6 **Object:** You can object to the processing of your personal data based on legitimate interests unless we demonstrate compelling grounds for the processing.

10.2 **Exercising Your Rights:** To exercise any of the above rights, including the deletion of your data, please contact us at Email: [Rayanderoo@gmail.com](mailto:Rayanderoo@gmail.com) or Phone number: 641685926. We are committed to responding to your requests within a reasonable timeframe or as required by law.

10.3 **Opt-out Choices:** You may have the option to opt-out of specific data collection and processing activities, including promotional communications. If you wish to unsubscribe from our email communications, you can usually do so by following the 'unsubscribe' link provided in such emails.

**11. THIRD-PARTY LINKS AND SERVICES**

11.1 **Presence of Third-Party Links:** BlockyWorld might contain links to third-party websites, applications, or services, especially when integrating certain functionalities or platforms.

11.1.1 **Not Under Our Control:** These third-party services operate independently from us. We cannot control and are not responsible for the content, privacy policies, or practices of such third-party services.

11.1.2 **Your Responsibility:** We encourage you to review the privacy policies of any third-party services you access from BlockyWorld. Engaging or interacting with these third-party sites will be at your own risk, and Truck1st cannot be held liable for any data breaches or privacy violations that might occur on these platforms.

11.1.3 **Integration with Meta and Google Play Store:** Given that our App is available on the Meta Store and Google Play Store, we adhere to their privacy standards. However, once you leave our App, their specific privacy policies will govern your interactions. Always review these platform-specific policies to understand how they manage and protect your data.

**12. CHANGES TO PRIVACY POLICY**

12.1 **Revision and Updates:** We understand that the realms of technology and law are constantly evolving. As such, this Privacy Policy may be revised and updated from time to time. When we make changes, we believe materially alter your rights or our obligations, we will provide you with prominent notice as appropriate under the circumstances.

12.1.1 **Method of Notification:** Changes of significant nature will be notified through in-game alerts, email notifications, or through notifications on our official website. This is to ensure that you remain informed about how we process and safeguard your personal data.

12.1.2 **Your Continued Use:** Your continued use of BlockyWorld after such revisions take effect will constitute your acknowledgment and, where appropriate, acceptance of any such changes. We encourage you to review this Privacy Policy frequently to ensure you stay informed about how we are helping to protect the personal information we collect.

12.2 **Date of Last Revision:** Each updated version of our Privacy Policy will include a date of revision at the beginning of the document, allowing users to easily ascertain the timeliness and relevance of the information provided.

**13. COMPLIANCE WITH SPECIFIC LAWS AND REGULATIONS**

13.1 **Adherence to Regulations:** Truck1st commits to abiding by all local, state, national, and international laws and regulations that pertain to the collection, storage, and processing of personal data.

13.1.1 **US Regulations:** Being operational in the US, we adhere to the US-specific laws, including but not limited to, the California Consumer Privacy Act (CCPA) and other state-specific regulations that govern data privacy and protection.

13.1.2 **International Data Transfer:** For our international users, we comply with laws governing cross-border data transfers, ensuring that all necessary safeguards are in place and that transferred data is treated with the same level of protection as it would receive in its country of origin.

13.1.3 **Platform-Specific Compliance:** Given our presence on platforms like Google Play Store and the Meta Store, we ensure that our practices are in strict alignment with the privacy policies and guidelines set by these platforms.

13.2 **Cooperation with Regulatory Authorities:** Truck1st cooperates with regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer, collection, and processing of your personal data. We are committed to addressing any concerns or issues that our users might face in this regard.

**14. CONTACT INFORMATION**

14.1 **Reaching Out:** If you have any questions, concerns, or comments regarding this Privacy Policy or our data handling practices, we encourage you to reach out to us.

14.1.1 **Contact Details:** For any privacy-specific inquiries, please contact our Data Protection Officer at:

Data Protection Officer

Truck1st

**Email: Rayanderoo@gmail.com**

**Phone: 641685926**

14.1.2 **Feedback and Concerns:** Your feedback is invaluable to us. We are dedicated to continually improving our privacy practices, and your insights play a crucial role in this process. If you have concerns about our data processing practices or believe that your data has been mishandled, please do not hesitate to contact us directly.

14.2 **Response Time:** We are committed to addressing your queries, concerns, or complaints in a timely manner. You can typically expect a response from our team within 3 business day of your outreach.