

Privacy Policy

This privacy policy applies to the **Merge Up** app ("Application") for mobile devices created by **Shubham** ("Service Provider") as an **Ad Supported** service. This service is provided **AS IS**.

Information Collection and Use

The Application collects minimal data necessary for gameplay and improvement. Specifically:

- **Game username and score**, used only for gameplay features such as leaderboards or progress tracking.
- **Standard technical data** automatically collected by third-party services (e.g., IP address, device type, crash logs).

The Application does **not** collect personal identifiers such as name, email, phone number, or exact location.

The Service Provider may use anonymized data to improve functionality and user experience.

Third-Party Services

The Application may use third-party services that collect information used to identify you indirectly (for analytics or ads). Refer to their policies below:

- [Google Play Services](#)
 - [AdMob](#)
 - [Godot Engine](#)
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Data Retention and Deletion

- User-provided data (username, score) is retained only while you use the Application.
 - To delete your data, contact **buildwithshubham.dixit@gmail.com**.
 - Requests will be handled within a reasonable time.
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Children's Privacy

This Application is **not directed toward children under 13**. The Service Provider does not knowingly collect information from children under 13. If you believe such data has been provided, contact **buildwithshubham.dixit@gmail.com** for removal.

Security

The Service Provider uses reasonable technical and organizational measures to protect data against unauthorized access or disclosure.

Changes to This Policy

This Privacy Policy may be updated periodically. Updates will appear on this page. Continued use of the Application after updates means you accept the revised terms.

Effective date: 2025-10-20

Contact

For any questions about this Privacy Policy, contact:

Email: buildwithshubham.dixit@gmail.com