

# 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**.

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## 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.

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## 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.

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## Security

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

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## **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

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## **Contact**

For any questions about this Privacy Policy, contact:

**Email:** buildwithshubham.dixit@gmail.com