

Lawless City

Last Updated: Jan 16, 2026

Developer/Publisher: The developer of lawless city ("we," "us," "our").

This Privacy Policy describes how we handle your information in our mobile game "Tap War" (the "Game"), available on Google Play.

By using the Game, you agree to the collection and use of your information as described here. If you do not agree, please do not install or use the Game.

1. Information We Collect

The Game may collect the following information, primarily through integrated third-party services necessary for its operation:

- **Device and Usage Information:** Such as your device's advertising identifier (e.g., Google Advertising ID), IP address, device model, operating system, language, and gameplay events (e.g., level completion, purchases).
- **Information for Advertising:** To support the free-to-play model, the Game shows advertisements and measures their performance. This involves collecting data necessary for ad delivery and analytics, as detailed below.

2. How We Use Information

The collected information is used to:

- Operate, maintain, and improve the Game.
- Serve and measure the effectiveness of advertisements within the Game.
- Estimate our audience size and analyze general usage trends.
- Troubleshoot technical issues and ensure security.

3. Third-Party SDKs and Data Sharing

The Game relies on third-party Software Development Kits (SDKs) for critical functions.

These partners act as independent data controllers for the information they collect via their SDKs. We encourage you to review their privacy policies.

SDK / Service	Primary Purpose	Key Data Collected/Processed	Privacy Policy & Controls
AppsFlyer	Attribution and Analytics – Measures where app installs come from and analyzes in-app events.	Device identifiers (Advertising ID, IDFA), IP address, app usage and purchase events.	AppsFlyer Privacy Policy AppsFlyer
Facebook (Meta)	Advertising – Serves personalized ads and measures ad performance via the Facebook Audience Network.	Device identifiers, advertising data, and interactions with ads.	Meta Privacy Policy You can manage ad preferences in your device settings and Facebook settings.

This data sharing may constitute a "sale" or "share" under privacy laws like the CCPA. **You have the right to opt-out.** To exercise this choice effectively, please use the following industry opt-out tools:

- **Digital Advertising Alliance (DAA):** <http://optout.aboutads.info/>
- **Network Advertising Initiative (NAI):** [How to Opt Out - NAI: Network Advertising Initiative](#)

4. Data Retention & Security

We do not directly store or retain the personal data collected by the third-party SDKs. Retention periods are determined by the respective providers (AppsFlyer, Meta) according to their own policies. We implement reasonable technical measures to ensure

data is transmitted securely to these partners.

5. Your Rights (CCPA/GDPR)

Depending on your residency, you may have rights to access, delete, or opt-out of the sale/sharing of your personal information. Since we do not directly control the data collected by SDKs, **the most effective way to exercise these rights is to:**

1. Use the **industry opt-out links** provided in Section 3.

2. Contact the relevant third-party provider (AppsFlyer or Meta) directly using the links in their privacy policies.

You may also contact us at 13001236517sun@gmail.com, and we will assist in forwarding your valid request to our service providers.

6. Children's Privacy

This Game is **not intended for children under 13**. We do not knowingly collect personal information from children. If you believe a child has provided us with information, please contact us immediately.

7. International Transfers

Data processed by AppsFlyer and Meta may be transferred to and stored in servers outside your country of residence, including in the United States and Israel. These transfers are safeguarded by standard contractual clauses and other adequacy mechanisms.

8. Changes to This Policy

We may update this policy. The "Last Updated" date at the top will reflect changes. Continued use of the Game after changes constitutes acceptance of the new policy.

9. Contact Us

For any questions about this Privacy Policy, please contact us at:

Email: 13001236517sun@gmail.com