

Privacy Policy

The logo for NOM NOM, featuring the words "NOM" and "NOM" stacked vertically in a bold, white, sans-serif font on a dark blue square background.

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TABLE OF CONTENTS

Intro	1
Consent	2
Children and Minimum Age	2
What information do we collect and track?	3
How do we use the information we collect and track?	4
Third Parties	5
Technologies and how we use them?	5
How do ad identifiers, cookies and similar technologies work?	5
Your rights	6
How to Opt-Out?	7
Policy Updates & Our Rights	7
Contact Us	8

Intro

Welcome to NomNom Privacy Policy. This policy describes how **NomNom – Experience the flow** game (also described as “NomNom”, “we”, “us” or “our”) and its third party partners collect, use, process and share information about you.

This Privacy Policy applies to the game whether played on web, on mobile devices, PCs or on other platforms. It also applies to our Marketing and Advertising activities on all platforms and other services that we may provide to you from time to time. In this Privacy Policy we refer to our games, websites, marketing and advertising activities and other services collectively as our "Services".

Consent

By downloading, accessing and/or playing the game, or interacting with our websites or other Services, you agree to the collection, use and sharing of your information in accordance with this Privacy Policy, including consenting to NomNom and our partners' use of your data for targeted advertising and other purposes as described in this Privacy Policy. In some cases you may be explicitly reminded and required to read and agree to this Privacy Policy before interacting with our service.

Currently, advertisements are the only way for NomNom to generate revenue. So we don't allow playing the game without interest-based ads. Before playing the game you are required to give us the consent to collect and share your data to show interest-based ads. After opt-in you have the right to opt-out and stop using our game and services. More details on this in the [Your Rights](#) section of this document.

If you have any other concerns about providing information to us or it being used as described in this Privacy Policy you should not use our games or other Services.

Children and Minimum Age

You must be over 16 years old to play the game and use our Services. Our games are intended to be played by adults and we do not knowingly collect, and do not wish to collect, information about children. Please do not play our games or use our Services if you are under 16 years.

We do not knowingly collect or solicit personal information from or direct or target interest based advertising to anyone under the ages set out below, or knowingly allow such persons to use our Services.

If you believe that we might have any information from or about a child under 16 years old, please [Contact Us](#). In the event that we learn that we have collected personal information from a child under the relevant age set out above, we will delete that information as quickly as possible.

What information do we collect and track?

Most of the information that we collect about you comes directly from you when you play our games, or interact with our websites, advertising or other Services. Broadly the information we collect about you relates to the device you are using, how you play our games (such as levels attempted).

In more detail, depending on which of our Services you interact with we may collect and process the following types of information:

- **Device Details** – details about the device you are using to access our services for example OS version, screen size and browser version;
- **Device & Other Identifiers** – The information that we collect when you play our game will be anonymous, but we will collect device level identifiers and other information associated with those identifiers including: the type of device(s) you are using to play our games or access our Services, identifiers such as IP address, device identifiers, ad identifiers, and the country or region that you are playing in;
- **Cookies** – information we collect via cookies and other similar technologies.

- **Interactions & Usage** – details about how you use and interact with our games, advertising and other Services; for example, information about how and when you play our games or visit our website(s), your progress through the games, session time and duration, number of attempts at each level and rewards gained;
- **Correspondence** – if you contact us over our email or social media channels, or respond to messages and communications that we send to you, we may keep a record of that correspondence.

Currently there are no user profiles in the game. So **no other personally identifiable information is collected** other than mentioned above.

The game relies only on advertisements for revenue, we do not take any payments directly from you. So **no payment/account details are collected** by us.

We do not collect any information other than what is mentioned above. If you notice an instance where any of our game, services or third party services is requesting information other than what is mentioned above, do not provide that information and [Contact Us](#).

How do we use the information we collect and track?

We analyze and use the information that we collect on an anonymised or aggregated basis for product development, to analyze the performance of our games, to troubleshoot and to improve and optimize the games to ensure the best player experience for our players as a whole.

A more detailed description of some of the ways that we use your information is:

- **Analytics and Research** – We use analytics tools, which may include third party analytics tools, to collect information about how you play our games or use our Services. Those tools may use cookies or other similar tracking technologies. We may use your data to create reports, analysis or similar services for use by us for the purposes of research or business intelligence, for example to track potential problems or trends with our Services, or to test out new game features and content.

- **Providing and optimizing our Services** – We use your information to enable us to provide our game and other Services to you and to optimize all of them so that we can make them the best they can be for you and all our players. This will include use and analysis of aggregated data to make sure that our game and services work properly on all devices and are as enjoyable as they can be for all our players.

- **Advertisements** – Some of your personal information, such as your Advertising ID, is gathered by advertisers to display advertisements on the Service that are relevant to your interests.

Our advertising partners may combine this information with information which they have collected about you when you use their services (or the websites or services of third parties) in order to serve you more relevant ads in our games or to improve the accuracy of their targeting and measurement systems.

If you consent to, or are opted into, the collection and use of your data for targeted advertising purposes by our advertising partners your data will be used as set out in this section and as further described in our partners' privacy policies. We recommend that you review our advertising partners' privacy policies for more information. [Google AdMob Privacy Policy](#)

- **Customer Services** – We use your information, including data that you provide directly to us in communications, to provide you with support through our customer service channels when you need it. We may also use it to contact you as part of customer service. Finally, we will use your data to manage your account and relationship with us and improve your experience when you use our Services. Our customer service channel is the email connectnomnom@gmail.com.
- **Cheating, crime and fraud prevention** – We may use personal data that we hold to prevent cheating, crime or fraud. We may also need to pass your information to fraud prevention agencies and other organizations involved in crime and fraud prevention, such as the police.
- **Legal uses** – We may use your data as required or permitted by any applicable law.

Third Parties

Our game and services use third party services that also collect and process information about you. Link to privacy policy and data collection & sharing details of the third party service providers:

- Google AdMob
 - [AdMob policies and restrictions](#)
 - [How Google uses information from sites or apps that use our services](#)
 - [Data collected and shared automatically](#)
- Mixpanel
 - [Privacy Policy | Mobile & Web User Analytics | Mixpanel](#)
 - [Default Properties Collected by Mixpanel](#)

Technologies and how we use them?

Ad identifiers, cookies and similar technologies are used by us to provide our Services to you and in order to collect data from your device. These technologies allow us and our third party advertising partners to:

- recognise you and your device;
- provide interest-based advertising to you;
- allow us to understand how you interact with our game or Services;
- enable us and third parties to provide you with more customized services, for example to provide our Services in the correct language.

How do ad identifiers, cookies and similar technologies work?

Ad identifiers are non-permanent, non-personal identifiers such as the Android advertising ID and/or Apple's ID for advertising (the 'IDFA'), which are uniquely associated with your device. Similar technologies include tracking pixels within ads. These technologies allow companies (including marketers and advertisers) to recognise your device when you use websites and applications.

You can choose to prevent your device's ad identifier being used for interest-based advertising, or you can reset your device's ad identifier, by changing the settings of your device. Settings vary from device to device but you will usually find the ad identifier settings under "privacy" or "ads" in your device's settings.

Cookies are small text files that are stored by your browser on your desktop computer or mobile device. You can withdraw your consent to cookies by updating the settings within your browser. However, you may not be able to use all the interactive features of our game and services if cookies are disabled. You can easily delete any cookies that have been installed (the process of deleting cookies may vary according to the web browser you are using).

Your rights

You have certain rights in connection with your personal information and how we handle it. You can exercise these rights at any time by contacting us via any of the methods set out in the [Contact Us](#) section below.

Those rights include:

- **Right of access.** You have a right to know what information we hold about you and in some cases to have the information communicated to you. If you wish to exercise this right please contact us letting us know that you wish to exercise your right of access and what information in particular you would like to receive. We reserve the right to ask for reasonable evidence to verify your identity before we provide you with any information. Please note that we may not be able to provide all the information you ask for, for instance if the information includes personal information about another person. Where we are not able to provide you with information that you have asked for, we will endeavor to tell you why.
- **Right to correct personal information.** We try to keep the information that we hold about you accurate and up to date. Should you realize that any of the information that we hold about you is incorrect, please contact us using the information below and we will correct it as soon as we can.

- **Data deletion.** In some circumstances you have a right to have some of the personal information that we hold about you deleted. Should you wish to have any information about you deleted, please [Contact Us](#) using the information below. Please note that in order to process your request you must delete our games from your mobile devices and clear our cookies and local storage from any device. When we delete personal information about you, we may still retain some or all of that information for other purposes such as maintaining financial records, protecting or enforcing legal rights, maintaining marketing suppression lists or for technical reasons such as maintaining technical security or our database integrity. We may also retain your information in an anonymised form.
- **Restriction of processing.** In some cases, you may have the right to request a restriction of the processing of your personal data, such as when you are disputing the accuracy of your data held by us.
- **Right to opt-out:** You have the right to opt out of the collection & sharing of personal information, which is defined in a way that may include the transfer of data to third parties to personalize ads for you. If you opt out of the collection & sharing of your information, we will not collect & share your information, including to our advertising partners, but some of our partners may deliver ads to you in other products you use, based on the information they hold on you. See [Control the ads you see >](#) for more information.

There are other ways in which you can control the personal information that we collect about you. You could reset your mobile advertising identifier or limit ad tracking altogether using the settings in your phone. Finally, you could limit or prevent the use of cookies in your web browsers.

How to Opt-Out?

To opt-out from using our game and services follow these steps:

- Make a note of your current progress in the game, last few interactions with our game and services (such as the last 5 levels that you played and whether you lost or won, who long did you play and when and from where you played) and a unique anonymous identifier shown in the game. This information is required by us to verify your identity before we can remove your data.
- [Contact Us](#) with the above details to file a data removal request.

- After that, follow the instructions that we will provide related to deleting the game, removing cookies, and managing your preferences and data with third parties.

Policy Updates & Our Rights

We reserve the right to make changes to this Privacy Policy. Please check back from time to time to ensure that you are aware of these changes. Your continued use of our game and services will signify your acceptance of these changes. If you do not agree with any terms or conditions described in this Privacy Policy, we would request you to cease playing our games and stop using our Services.

In this Privacy Policy we have explained how you can opt out of certain types of processing that we undertake and where any processing is based on your consent, you can withdraw that consent at any time in the ways described in this Privacy Policy. Nonetheless, if you play our games we will still collect some personal data about you and process it as otherwise described in this Privacy Policy. If you do not wish us to collect any personal data about you at all, you should cease playing our games and stop using our Services

Contact Us

If you have any questions or feedback regarding our privacy policy, or you wish to exercise any of your rights please contact us at:

connectnomnom@gmail.com