PRIVACY POLICY

Last updated: 28/01/2026

This Privacy Policy describes how data is handled in relation to the mobile video game **Block Crash** (the "App"), developed by **One Fourty Games** ("the Developer").

1. Data Collection

The Developer **does not collect personal data directly** from users.
The App:

- Does not require registration
- Does not request name, email, or phone number
- Does not access precise GPS location
- Does not include in-app purchases

However, the App uses **third-party services** that may automatically collect certain information.

2. Third-Party Services

The App uses:

Google AdMob (Google LLC)

AdMob is used to display advertisements within the game. For this purpose, it may collect:

- Device identifiers (such as Advertising ID / GAID / IDFA)
- App usage data (interaction with ads)
- Diagnostic data (crashes, performance)

This data does **not directly identify users**, but it is considered data under privacy regulations.

More information:
https://policies.google.com/privacy

3. Purpose of Data Use

Data collected by AdMob may be used to:

- Display relevant advertisements
- Measure ad performance
- Improve the technical stability of the App

The Developer does not have direct access to individual user data collected by AdMob.

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4. Legal Basis (EU Users)

For users in the European Union, data processing is based on:

- User consent (managed through Google/AdMob consent systems)
- Legitimate interest for the technical operation of the App

Users can manage advertising preferences in their device settings.

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5. User Rights

Depending on the jurisdiction (GDPR, CCPA, etc.), users may have rights to:

- Access their data
- Request deletion
- Object to processing
- Restrict the use of advertising identifiers

Since the Developer does not store personal data, such requests should mainly be directed to Google:
https://policies.google.com/privacy

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6. Children's Privacy

The App **is not specifically directed at children under 13**.

The Developer does not knowingly collect personal data from children. If a parent or guardian believes that a child has provided personal data, they may contact the Developer to request deletion.

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7. Security

The App does not store personal information on its own servers.
Third-party services apply their own security measures.

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8. Changes to This Policy

This Privacy Policy may be updated. The current version will always be available at the official URL where it is published.

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9. Contact

For any questions:

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