

Privacy Policy

FreeLearning has adopted this privacy policy to explain how FreeLearning collects, stores, and uses the information collected in connection with FreeLearning's products, services, and websites (together "Services"). This policy will also let you know about what information is collected by our third-party service providers, and link to how you can find out about how they use it.

By using FreeLearning services you are consenting to the collection of data as outlined in this privacy policy. You also accept that this privacy policy can be updated from time to time for any reason, with the latest date of changes published at the top of this page.

Collection of Data

Our apps collect certain non-sensitive, data as outlined in this privacy policy. Some of this information is automatically gathered, and could be considered personally identifiable in certain circumstances, however it will generally always be anonymised prior to being viewed by FreeLearning, and never sold or shared. Personally identifiable data will only otherwise be actively collected by FreeLearning in very specific circumstances, such as if you contact us directly.

Why Collect Data

Feedback and Support:

If you contact us with a comment or query, FreeLearning will keep a copy of any personal information you provide. This is so that we can respond to your comments and questions as a part of our commitment to providing you with player support. If you contact us directly for any reason, we also keep a copy of that correspondence.

Advertising and Analytics:

When we offer our Apps as free-to-play, we still require the app to generate income to help fund development costs. Advertising is one way we can help cover our costs, and in order to implement relevant advertising a certain amount of information may be collected by each third-party ad network that operates within our apps. That information may be considered personally identifiable, or it could be considered personally identifiable in certain circumstances. This information is only ever used for our legitimate business interests and will never be sold or shared by us. A list of ad networks we use and information about what data they collect is contained at the conclusion of this policy. Please read those privacy policies carefully before using our apps. This data is provided to us by third parties. While we use all reasonable commercial endeavours to ensure that they adhere to any applicable laws, we encourage you to familiarise yourself with their data policies.

Analytics Information collected about our app usage, your device and location, allows us to find problems and bugs, explore localisation opportunities and make better apps.

How Do we Use Data We Collect

Data collected for Advertising

In order to display relevant advertising (also known as "interest based advertising") and measure performance of advertising campaigns ad-networks may collect and transfer non-sensitive device information such as:

- The advertisement you have viewed and if you have engaged with it
- Device make and manufacturer
- Operating System
- Generic geographic location
- Android Advertising identifier or Apple Identifier for Advertisers

Data collected for Analytics

We have implemented Analytics tools to help us understand how our apps are being used in order to help us improve our apps. For example we use Firebase Analytics to keep track of how many players are engaging with our games, player progress, device type, operating system, language settings, play session lengths and coarse geographic information like your country and city.

Opt-out of interest-based advertising

It is possible to opt-out of interest-based advertising. In doing so, a lot of the data captured by us or our third-party service providers will not be collected.

Your Device controls

If you would like to opt-out of interest based advertising, we recommend following the below steps.

Apple devices:

- Follow the steps outlined on this [Apple support page](#)

Android devices:

- Navigate to the Google settings App, select Ads and then choose to reset your Android Ad ID or opt-out of personalized ads.

Third Party Service Providers

If you wish to opt-out of collection of data for advertising or analytics, or find out more information of any Analytics or Ad network products implemented within FreeLearning apps, please refer to the relevant links below.

[Firebase Analytics and AdMob](#)

[Privacy Policy](#)

[Opt-out](#)

[More information on Google](#)

Please note that individual privacy policies may be updated from time to time for any reason.