



Privacy compliance ■ PIPL compliance for user acquisition campaigns ■
Introduction to PIPL regulations

English

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What is PIPL?

PIPL is an acronym for the Personal Information Protection Law ([PIPL](#)), a data privacy law passed by China's National People's Congress to protect the data privacy of natural persons based in the People's Republic of China (hereinafter "China").

PIPL came into effect on November 1, 2021 and requires players in China to affirmatively consent ("Opt-In") to have their personal information transferred and processed outside of China.

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Documentation

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