

1. What Information Do We Collect?

1.1 INFORMATION YOU GIVE TO US

We receive and store any information you give to us, such as when you:

- download, update and use our apps;
- are involved in our special events (e.g. focus testing days);
- interact with us via social media such as Facebook, YouTube, and TikTok;
- enter information on our Website;
- request technical support, make a compliment or complaint, or otherwise contact us directly; or
- give us your information in another way.

1.2 INFORMATION COLLECTED AUTOMATICALLY

We receive and store certain types of information automatically when you interact with us, such as:

- information about how you use our Services. We use this information to design new Services, improve our apps, provide social features, and to deliver our Services to you;
- information about the device you use to access our Services such as its make & model, operating system version, platform, language, time zone, device carrier, applications installed, and IP address;
- cookies: You can disable cookies through your web or phone browser settings but you may find that you are not able to enjoy all of the features of our Services if you do so;
- the advertising ID for your device. You can reset the advertising ID at any time through your device settings.
- your general location (ie. city/country) based on your IP Address, so we know what language to use and so that we can provide Services that are applicable to your location; and
- if you "tell a friend," "email this page," or use another similar feature, we will collect information to perform this feature for you.

Privacy Policy

1.3 INFORMATION FROM THIRD PARTIES

Sometimes we collect information about you from third parties, such as [Apple](#), [Amazon](#), [Facebook](#), or [Google](#). We collect this information so that we can deliver [Services](#) you have requested. We collect this information:

- when you purchase our Services via the App Store, Google Play Store, or other Storefront;

2. How Do We Use Your Information?

HOW WE USE YOUR PERSONAL DATA

- **So you can use our apps**
Enjoyable apps are a complex business. We work with vendors and partners who give us the technical abilities that let you play and enjoy our apps and run the business that supports those apps.
- **For product support, development, and improvement**
We use personal data to provide customer support, improve our apps, and develop new apps. We use personal data for testing as well as customer and market insight.
- **To provide advertisements to you**
We use personal data to provide advertisements to you, both in our apps and via related platforms. Sometimes we use personal data to deliver ads based on your interests.
- **To market our products to you**
We use personal data to market our apps to you such as by email, social media, push notifications, and other methods.
- **To perform our own analytics**
We perform analytics on personal data we hold for business analysis and operations, business intelligence, product development, and improvement, personalizing content, providing advertising, and making recommendations.

We may combine information about you that we have collected from multiple sources

Privacy Policy

WHEN WE SHARE YOUR PERSONAL DATA

- **To deliver advertising to you**

We share your advertising ID with our advertising partners. We may also share demographic information about you, and your likes and interests, to allow our partners to provide more relevant advertising to you.

- **To better understand our customers**

We may share your personal data with our analytics & attribution partners. This allows us to better understand our customer base and improve product development and revenues. Our analytics & attribution partners may combine the personal data we provide to them with information about you from other companies, to create richer more meaningful data sets.

- **To help us run our business**

We provide your personal data to partners who assist us to run our business, such as hosting providers, platforms, and payment processors. We also work with certain partners, such as other app developers and advertising partners, and information collected from you may be shared through these partnerships.

- **When you access social media when playing our apps**

When you use our apps you can choose to access social media platforms such as Facebook, Twitter, Google+, Game Center, and others. If you choose to connect with these platforms, we will share certain personal data with them to enable your access. Dinkum Apps Corp. doesn't control how you interact with these platforms and you should ensure that you agree to their terms of use and privacy policies.

2.1 WHEN DO WE DISCLOSE INFORMATION

We may disclose the personal information we hold about you in the following circumstances:

- if we are required or authorized to disclose by law or by a law enforcement agency;
- to our business partners in the course of providing our Services to you, or generally in the conduct of our business. This may include organizations that provide services to us, such as advertising, payment processors, or hosting services. Please see below for more information about third-party services; and
- to avoid, lessen or prevent a serious emergency or crime.

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If we use or disclose personal information about you in those circumstances we will make a written record of such use or disclosure.

2.2 CHILDRENS' PRIVACY

Child Safe Apps

If your Dinkum Apps Corp. app is labeled a Child Safe App, it was built with child safety as a priority. Our Child Safe Apps have no advertising, no data collection, no in-app purchases, and no links to external sites or apps.

If you permit your child to use one of our Services that are not labeled a Child Safe App, you should disable in-app purchases on your phone and actively monitor your child's use. You should also familiarize yourself with this privacy policy, as by permitting your child to use our Services you consent to this privacy policy on their behalf. If you don't agree, please do not permit your child to use our Services.

We do not knowingly contact or collect information from children under 13 without the permission of their parents/guardians. If you believe that we have inadvertently collected such information, please contact us so we can promptly obtain parental/guardian consent or delete the information.

2.3 THIRD-PARTY SERVICES

When you use our Services, you might also use third-party services, such as Facebook, Youtube, and TikTok. We do not control how they interact with you and you should ensure that you consent to the terms of use and privacy policies offered by the third party services before providing them with your information. **You acknowledge that we are not liable when third-party services use information you provide to them.**

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We encourage you to be careful about the protection of your own personal information when using third-party services such as social media platforms.

We also work with certain business partners, such as other app developers and advertising partners, and information collected from you may be shared through these partnerships.

Some of our business partners are outside Canada. Below is a list of some, but not all, business partners that we actively share user information and site usage data with (this list is subject to change):

- **Admob (Google).** Located in the United States.
<https://policies.google.com/privacy>;
- **Facebook.** Located in the United States.
<https://www.facebook.com/privacy/explanation>;

2.4 MARKETING, IN-APP PURCHASES & OPTING-OUT

2.4.1 Direct Marketing

Sometimes we will use your information to tell you about our Services and our news, such as new apps we are launching, events we are running, or merchandise we sell. You can opt out if you don't want to receive this information.

2.4.2 In-app Purchase

Some of our apps may offer in-app purchases. Examples of in-app purchases are items you can purchase (for real or in-game currency) or other additional features. If you don't want to make in-app purchases, don't use these paid-for options and consider disabling in-app purchases on your device.

2.4.3 Advertising ID

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Understanding our players is fundamental to creating a fun game that our fans want to play. An advertising ID is a unique ID that gives users better controls and provides developers with a simple, standard system to continue to monetize their apps and ensure customers and given advertising for products and services which match their interests. You can reset your ID at any time via the settings on your mobile device. Collecting your advertising ID helps us understand what your interests are and how we can tailor your experience to match.

Apple iOS

You may reset your device's Advertising Identifier, which will result in your device being disassociated from ad targeting profiles based on the Advertising Identifier in effect prior to reset. You can do this by clicking on Settings -> Privacy -> Advertising -> Reset Advertising Identifier.

Google Android

You can reset your advertising ID by clicking the menu icon to display the apps list, then find and select the Google Settings icon, then find and selecting "Ads" and selecting "Reset advertising ID".

2.4.4 Opting-out

Ways to opt-out of our Services:

- if we send you an email, there will be an unsubscribe link;
- if we post updates via [Facebook](#) you can 'unlike' our page and you will no longer get updates;
- if you receive one of our uploads you can stop following us on [TikTok](#); or
- if we use another type of social media you can opt-out of using that service.

If you need help opting-out please contact us at dinkumappscorp@gmail.com

2.5 STORAGE, SECURITY & DATA RETENTION

We store information on servers in Canada

Dinkum Apps Corp. uses a variety of security technologies and procedures to help protect your personal data from unauthorized access, use, or disclosure. For example, we store the personal data you provide on computer systems that have limited access and are in controlled facilities. Because of the limitations of our systems, we do not have standardized retention policies. We try to delete or deidentify data when we no longer require it. We are working towards building new systems that allow us to better manage retention timeframes.

2.6 ACCESS, CORRECTION & DELETION

You may request access to your personal information at any time by sending a written request to our Privacy Officer by emailing dinkumappscorp@gmail.com.

If your information changes, let us know so that we can update our records. If you would like us to de-activate the records that we hold, please tell us. Once de-activated your data will not be accessible. Please note data deletion requests can take up to 30 days for residents of the EEA (European Economic Area).

3. Complaints

If you have any concerns or complaints about your privacy, please contact us by:

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1. Submitting a request through the website message box at www.DinkumApps.com
2. Sending an email request to our Privacy Officer:
dinkumappscorp@gmail.com

Our Privacy Officer will respond to your complaint within a reasonable time after we receive it, provided you supply return contact details. If you do not provide return contact details, we will be unable to respond to your complaint, although we will consider its content.