

# Privacy and personal data protection policy

**Update date:** July 4th, 2018

This following privacy policy aims to explain you seamlessly what informations we collect, why we collect them and how you can exercise your rights.

YAQUA SAS attach importance to the protection of your personal data and we want to be fully transparent about this subject.

## Who is responsible for the processing of data?

The company responsible for the processing of data is the company named YAQUA SAS (hereafter the « **Company** » or « **We** »), registered under PARIS RCS n°752567024 and located at 25 rue de Ponthieu 75008 Paris in France.

## What is this policy about?

This policy is subject to the General Data Protection Regulation (GDPR, regulation n°2016/679) enacted the April 27th, 2016 by the European Union.

This privacy policy applies to every applications and games (hereafter grouped together under the term « **Products** ») published by the Company and distributed through AppStore/Google Play platforms.

This privacy policy applies to everybody (hereafter the « **Users** » or « **You** ») who uses our Games or who contacts us by email.

## Which data do we collect?

When you use one of our Products, we collect data, including personal data (hereafter grouped together under the term « **Data** »). These Data are used for the following purposes:

- improve quality of our Products
- offer specific features
- display targeted ads

With your consent and depending on the used Product, we can collect and process the following Data:

- data related to device on which you use one of our Product:
  - screen size
  - IP address
  - battery charge level
  - time zone
  - language
  - device unique identifier
  - device type
  - operating system version
  - mobile network name
  - approximate location (through mobile network)
- data related to Product you use:
  - product identifier (bundle id, package name)
  - product version

- store URL address
- session length
- session identifier
- crashes reports
- game history
- data related to ads displayed on Product you use:
  - advertising identifier
  - session impression count
  - clic count
  - displayed ads count
  - total impression count

### **Why do we collect these data?**

We use these Data to offer you specific features, to analyze/improve our Products and for marketing/advertising purposes.

Collected Data are processed for the following processing purposes:

#### **Offer specific features**

These Data allow us to offer you features like game save or notification subscription management.

#### **Evaluate performance and improve quality**

These Data allow us to analyze performance of our Products (latency, errors, gameplay) in order to improve user experience and optimize gameplay mechanics.

They allow us to detect operating problems (crashes, bugs) in order to improve quality and stability of our Products.

#### **Display targeted ads**

These Data allow us to display targeted ads within our Products.

They allow us to perform audience measurements in order to improve user experience and continue to offer you free Products.

#### **Communicate with you**

These Data allow us to communicate with you through notifications, email, Facebook Messenger for support purposes or when you contact us.

They allow us to communicate with you through notifications, e-mail, Facebook Messenger with your consent, for marketing purposes (newsletters, important informations).

### **How long are your data kept?**

YAQUA SAS will store your Data for the duration necessary to process it as detailed in previous section. Your Data will be kept during the entire statutory period of limitation.

Regarding Data transferred and kept by third party partners, the retention duration depends on type of Data and partners. Please refer to corresponding partner privacy policy (see next section).

### **Who are the recipients of your data?**

Data are transferred for internal use within YAQUA SAS to authorized employees only.  
 Data can be also transferred to third party partners like technical partners:

- ad networks displaying targeted ads (or not)
- audience analytics services
- performance analytics services
- online game services
- online storage services

Here is a list of third party partners we use to work with:

Partner	Type	Useful links
Appodeal	Ad network	<a href="#">Privacy Policy</a> <a href="#">Opt-out</a>
AdColony	Ad network	<a href="#">Privacy Policy</a>
AppLovin	Ad network	<a href="#">Privacy Policy</a> <a href="#">Opt-out</a>
Chartboost	Ad network	<a href="#">Privacy Policy</a>
Google Mobile Ads	Ad network	<a href="#">Privacy Policy</a>
Facebook Audience	Ad network	<a href="#">Privacy Policy</a>
InMobi	Ad network	<a href="#">Privacy Policy</a> <a href="#">Opt-out</a>
MoPub	Ad network	<a href="#">Privacy Policy</a>
TapJoy	Ad network	<a href="#">Privacy Policy</a> <a href="#">Opt-out</a>
Unity	Ad network Audience analytics service	<a href="#">Privacy Policy</a>
Vungle	Ad network	<a href="#">Privacy Policy</a>
Game Analytics	Performance analytics service Audience analytics service	<a href="#">Privacy Policy</a>
Facebook Analytics	Audience analytics service	<a href="#">Privacy Policy</a>

Partner	Type	Useful links
Firebase	Performance analytics service Audience analytics service Online storage service	<a href="#">Privacy Policy</a>
Fabric	Performance analytics service Audience analytics service	<a href="#">Privacy Policy</a>

### Where your data can be transferred to?

Collected Data can be transferred to third party partners located outside European Union. In accordance with the regulations, YAQUA SAS ensures that these partners implement necessary guarantees for the security and privacy of your Data during these transfers.

### What rights do you have regarding collected data?

According to the General Data Protection Regulation, you have all of the following rights in on Data we collect and process:

#### Right of access

You have the right to obtain confirmation that your personal Data is processed or not. If applicable, you have the right to obtain a copy of your Data.

#### Right of rectification

You have the right to modify/complete your processed Data if there are erroneous/inaccurate/obsolete.

#### Right of deletion

You have the right to ask for the deletion of Data collected about you.

#### Right of restriction

You have the right to restrict the use of Data collected about you.

#### Right of objection

You have the right to object to the process of your Data by withdrawing your consent (the withdrawal does not affect the lawfulness of any previous processing).

#### Right of data portability

You have the right to get a copy of your Data provided by YAQUA SAS in a structured format readable by a computer.

#### Right to address a complaint

You have the right to address a complaint to the national supervisory authority of your country.  
[http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm)

## How can you exercise your rights?

If you want to exercise one of your rights, send us your detailed request:

- by email: pierre.yaqua@gmail.com
- by mail:  
YAQUA SAS

25 rue de Ponthieu

75008 PARIS

FRANCE

Due to Data privacy protection, your request will be processed provided that you bring proof of identity by sending us a copy of a signed identity document with your request.

YAQUA SAS will answer you within a month following the receipt of your request.

Regarding the complexity of your request or the number of requests we need to process, YAQUA SAS may extend this delay up to 2 months if necessary. If so, we will inform you of this postponement.

In case the answer of YAQUA SAS doesn't satisfy you, you may address any complaint to the national supervisory authority of your country.

[http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm)

## How are your data secure?

We implement the maximum to protect your Data from unauthorized access, improper use, disclosure and destruction.

Access to personal Data is strictly reserved for authorized employees and partners who need to process their data on behalf of YAQUA SAS.

According to the General Data Protection Regulation, YAQUA SAS ensures its partners implement necessary guarantees for the security and privacy of Data transmitted to them.

## Policy update

This privacy policy may be updated at any time.

We advise you to regularly check this page to keep you informed regarding amendments of this policy.

## Useful links

- [General Data Protection Regulation](#)
- [List of European national supervisory authorities](#)

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*Google Play Store is a trademark of Google LLC, registered in the U.S. and other countries.*

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