

Privacy Policy

Last Updated: June 30, 2026

This Privacy Policy explains how your personal information is collected, used, and protected by ARSHIRA Teknoloji A.Ş. ("we", "us", or "our") when you use our mobile game Block Tumble! (the "Game"). By downloading, installing, or playing the Game, you agree to the practices described in this Privacy Policy.

1. Data Collection and Usage

Our Game respects your privacy and operates on a strict data minimization principle.

- **Directly Provided Information:** We DO NOT request, collect, or store any traditional personally identifiable information such as your name, email address, phone number, or physical address.
- **Local Device Data:** Your in-game preferences (e.g., Sound On/Off, Vibration On/Off settings) and game progress are stored locally on your device's memory. If you delete the Game, this local data will also be deleted.
- **Automatically Collected Technical Data:** Our Game is developed using the Unity Game Engine. Unity and the respective app distribution platforms (Apple App Store / Google Play Store) automatically collect technical data to ensure the Game runs smoothly.

2. Third-Party Ads and Analytics

To provide, maintain, and monetize the Game, we utilize third-party analytics and advertising providers. These providers may automatically collect certain device information, such as your IP address, device identifiers (e.g., IDFA for iOS, GAID for Android), coarse location data, and in-game behavior.

We use the following third-party services, which govern their data collection through their respective privacy policies:

- **Unity Ads & Unity Analytics:** Used for game engine performance, gameplay analytics, and serving advertisements.
- **ironSource & LevelPlay:** Used as an ad mediation platform to deliver and optimize advertisements.
- **Google AdMob:** Used to serve targeted and non-targeted advertisements within the Game.

3. Purpose of Data Use

The data collected by us and our third-party partners is used solely for the following purposes:

- Ensuring the Game functions correctly on your specific device.

- Detecting, diagnosing, and fixing bugs or crashes.
- Serving relevant advertisements to keep the Game free to play.
- Analyzing player behavior via Unity Analytics to improve overall user experience and performance.

4. User Rights and Opt-Outs (GDPR & CCPA)

Depending on your region, you have rights regarding your personal data.

- **European Economic Area (EEA) / UK Users (GDPR):** We rely on your consent to serve personalized ads. You will be prompted to manage your consent upon opening the Game. You can withdraw this consent at any time via your device settings.
- **California Residents (CCPA/CPRA):** You have the right to opt-out of the "sale" or "sharing" of your personal information for targeted advertising.
- **Opting Out on Mobile Devices:** You can opt out of personalized advertising universally by adjusting your device settings (e.g., enabling "Limit Ad Tracking" on iOS or "Opt out of Ads Personalization" on Android).

5. Children's Privacy

Our Game is safe for users of all ages and is intended for a general audience. However, to comply with laws like the Children's Online Privacy Protection Act (COPPA), our third-party ad networks and analytics tools are configured to avoid collecting personal information for targeted advertising from users known to be under the age of 13 (or the applicable legal age in your jurisdiction). If you are a parent or guardian and believe your child has provided us with personal information, please contact us immediately.

6. Security

The overall security of the device you use to play the Game and the safety of your app store accounts remain your responsibility. We partner only with reputable third-party services that maintain strict security standards to protect your device data.

7. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. Any changes will be effective immediately upon posting the updated Privacy Policy on this page. We encourage you to review this policy periodically for any changes.

8. Contact Us

If you have any questions, concerns, or suggestions regarding this Privacy Policy, please do not hesitate to contact us at:

- **Company:** ARSHIRA Teknoloji A.Ş.
- **Email:** aksozbora@arshira.com.tr
- **Website:** <https://arshira.com.tr>

