

**Updated on: March 06, 2018**

## **About this privacy**

Welcome to Basketball Dunk Frenzy privacy policy. This policy describes how we collect, use, process and share information that Basketball Dunk Frenzy collects. Please note that the scope of this Policy is limited to information collected or received by Basketball Dunk Frenzy through your use of the Service. Our business is constantly evolving and so this document may change from time to time. Basketball Dunk Frenzy is game developed by Maitop Games.

Please note that either Basketball Dunk Frenzy or Maitop Games are not responsible for the actions of third party people or companies, the content of their sites, the use of information you provide to them, or any products or services they may offer. Any link to those sites does not constitute our sponsorship of, or affiliation with, those people or companies.

By downloading our game, playing our game or using the Service that Maitop Games provide, you are expressing your agreement to this Policy and the processing of your data, including your personal information, in the manner provided in this Policy. If you have any concerns about providing information to us or it being used as described in this privacy policy you should not use our games or other Services.

## **Type of information we collect**

Basketball Dunk Frenzy collects information from a number of different sources, but most of it comes directly from you when you play our games, or interact with our websites, advertising or other Services. Basketball Dunk Frenzy and Maitop Games mainly collect information about you relates to the type of device you are using, how you play our games (such as levels attempted and purchases made), other games or apps you use on your device and may include information that you submit when creating an account with us or which you allow us to access when you connect to your social network accounts through our games or Services. We may also collect information from advertising platforms and partners and other third parties such as information about purchases and interests.

In more detail, Basketball Dunk Frenzy collect the following information:

- Details about how you use and interact with our games, advertising and other Services (for example, information about how and when you play our games or visit our website(s), what device you use to access our games and services or details regarding profile visits;
- Information that you provide us with when you fill in forms, answer questions or complete surveys when using any of our Services, if you invite your friends to use our games and Services;
- If you contact us or respond to messages and communications that we send to you, we may keep a record of that correspondence;

- Your interactions with us on our social media network. We are only present on Facebook and Twitter at this time;
- Information we collect from you when you connect our games or Services to third party platforms or social network services or use other social or player-to-player functionality; and
- Information we collect about you from our other group companies or other third party companies (including publishing partners, platforms, advertising platforms and partners and data aggregators) which may include attributes about you and your interests, as well as other games and services you use, demographic and general location information. We will use this information as described in this policy subject to any limitations in the privacy policy of the company that collected the information from you.

**Storage of the information that we collect:**

The information that is collected by Basketball Dunk Frenzy is not hosted on server that Basketball Dunk Frenzy or Maitop Games owns. It is stored on analytics solution that we use, such as Fabric and Unity Analytics. Please refer to their private policy for more information

**What do we not collect:**

We do not collect or retain credit card information. Our payment service providers will provide us with information about your purchases so that we know if a purchase has been successful. When you purchase items via our mobile apps (such as those you can purchase in the App Store, on Facebook or on Google Play) we do not collect or store any payment information from you.

**Type of information that Ad Network collect**

We may feature advertising within our Service. The advertisers may collect and use information about you, such as your Service session activity, device identifier, MAC address, IMEI, geo-location information and IP address. They may use this information to provide advertisements of interest to you. Please refer to our list of partners within the Services and for more information on how to opt out.

In addition, you may see our games advertised in other services. After clicking on one of these advertisements and installing our game, you will become a user of our Service. In order to verify the installs, a device identifier may be shared with the advertiser.

**How we use the information that we collect:**

Basketball Dunk Frenzy, our suppliers and group companies may use the information we collect about you for a number of purposes. These include providing our games and other services to you, optimising the games and services we provide, enabling in-app purchases, storing your progress through our games, enabling social network integration, providing customer service support when you need it.

## **Mobile Analytics**

We use mobile analytics software to allow us to better understand the functionality of our Mobile Software on your device. This software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from. We do not link the information we store within the analytics software to any personal information you submit within the mobile application.

## **Advertising and promotion**

Basketball Dunk Frenzy and Maitop Games use many ways to promote its game. It might include cross promoting one of our games while you are playing a different game of ours. It might also include advertising our games within websites and other media published by others, or sending you marketing materials by email.

We may use information about you in connection with advertising. This includes using information that we have about you, such as the games you play, to try to make sure you only see advertising that might be of interest to you. We may also use the information that we have about you to help a third party deliver advertisements that are tailored to you based on a determination of your characteristics or interests by us based on the information that we have about you.

As well as advertisements for our own goods and services, we may also facilitate third parties to optimise their advertising of their own goods and services by helping them to target those ads to those that might be most interested in them. These advertisements may be shown within our games or within websites and other media which are published by others and optimised by us or using our information. This is done using anonymised information and we won't hand over or sell any of your personal information to third party advertisers.

We will also use information about your particular device in order to show you adverts which work properly on that device, or to measure the effectiveness of our ad campaigns and we may also retain information about how many times you have seen a particular advertisement so we can stop you from seeing it too many times.

## **Opting Out of Marketing and advertiser**

Below you can find a list of Basketball Dunk Frenzy ad serving partners. For more information about their privacy practices and opt-out possibilities regarding analytics and targeted advertising, please visit the links below. Please note that opt-outs are specific for each browser and device.

If you are using our games on an iOS device with version 6 or newer, you can also limit targeted in-app advertising from your device settings by resetting your Advertising Identifier (IDFA) or turning on the Limit Ad Tracking setting.

Partners:

Applovin [opt-out](#)

Google Analytics: [opt-out](#)

### **Mobile Analytics**

We use mobile analytics software to allow us to better understand the functionality of our Mobile Software on your device. This software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from. We do not link the information we store within the analytics software to any personal information you submit within the mobile application.

### **Our Policy Regarding Children**

Basketball Dunk Frenzy do not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to use our Service. If you are under 13, please do not send any information about yourself to us, including your name, address, telephone number, or email address. No one under the age of 13 may provide any personal information. In the event that we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under the age of 13, please contact us at [legal@maitop.com](mailto:legal@maitop.com)

### **Changes to the Policy**

We may update this privacy policy to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

### **Contact us**

If you want more information about this policy, please contact us at [legal@maitop.com](mailto:legal@maitop.com)