PRIVACY POLICY

Privacy Policy — Word Clash: Royal Word Puzzle

Last updated	November 15, 2026 (version 2.0 of the app)
Applies to	Word Clash: Royal Word Puzzle (iPhone, iOS 15 or later)
Data controller	Ata Tutek
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URL	wordclash.site/privacy/

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This policy explains what the Word Clash: Royal Word Puzzle game ("the game", "we") collects, why, who it is shared with, how long it is kept and what your rights are. The game is developed by Ata Tutek (the data controller). Contact: tutekinalgurkanata@gmail.com.

1 What we collect and why

Data	Why	Legal basis
A device identifier generated for the game (no name, e-mail or phone number is needed - you play as a guest)	To keep your game account, progress and purchases on your device	Providing the game (contract)
Game data: level, scores, trophies, streaks, league and leaderboard positions, boosters and coins, the language you chose, and - only if you set them - a player name, avatar and frame	To run the game, save your progress, show leaderboards and the weekly league	Providing the game
Your word book: the words you found, per language, with when you first found each one and in how many levels (WORD BOOK on your profile)	To show you your own word book	Providing the game; shown only to you - never shared, sold or used for advertising
The words found and the words tried but not accepted - counted for all players together, with no user or session identifier	To balance the difficulty and improve the word lists and categories	Legitimate interest (improving the game); anonymous

Data	Why	Legal basis
Purchase records: the product, the App Store transaction id and its verification result (we never see card or payment details - Apple handles payments)	To give you what you bought exactly once and to prevent fraud	Providing the game; legal obligations
Technical logs: request time, a request id, the app version, errors	Security, preventing cheating and abuse, fixing problems	Legitimate interest
Advertising data (see section 2)	To show the optional rewarded ads that keep the game free	Your consent where the law requires it; otherwise legitimate interest for non-personalised ads

Reminders are local notifications created on your device; you choose them in the game's settings and in iOS. Which themes you pick on the category screen is counted only on your device, to mark your favourite theme; it is not sent to us.

2 Advertising and tracking

The game shows optional rewarded video ads through Unity LevelPlay (Unity Technologies) and the ad networks it works with. To show and measure ads, prevent ad fraud and cap how often you see an ad, these partners receive technical data such as the device model, operating system, IP address, ad interactions and advertising identifiers.

- **Apple's Identifier for Advertisers (IDFA)** is shared only if you allow it in iOS's App Tracking Transparency prompt. If you do not, ads are still shown but are not based on your activity in other apps.
- **In the EU/EEA, the United Kingdom, Switzerland and Turkey** the game asks for your consent to personalised ads before the ad network starts. You can withdraw or give it at any time: Settings ➜ Privacy (Gizlilik).
- No ad network is started before you have answered.

Unity's privacy policy: unity.com/legal/game-player-and-app-user-privacy-policy.

3 Sharing

We do not sell your personal data. We share data only with: Apple (App Store, purchases, notifications), Unity LevelPlay and its ad partners (section 2), and the company that hosts our server. Some of them process data outside your country, including in the United States; where required, this is based on your consent or on safeguards such as standard contractual clauses.

4 How long we keep data

- Your game account and game data, including your word book: until you delete your account (deleting the account deletes the word book with it).
- Purchase records: kept after an account is deleted, without the account link, to prevent the same purchase being credited twice and to meet legal obligations.
- Technical logs: up to 90 days.
- Anonymous word statistics: kept, as they cannot identify anyone.

5 Your rights and choices

- Delete your account and its data at any time in the game: Settings ➜ Delete account.
- Change ad consent: Settings ➜ Privacy. Change tracking: iOS Settings ➜ Privacy & Security ➜ Tracking.

- Ask us for access to, correction or deletion of your data, or object to its use, by e-mail. In the EU/EEA and UK you may also complain to your data protection authority; in Turkey to the Personal Data Protection Authority (KVKK).

6 Children

The game is for a general audience and is not directed at children under 13. We do not knowingly collect personal data from them; if you believe a child has used a feature that collects personal data, contact us and we will delete it.

7 Changes

We will update this page when the game changes how it uses data, with a new date at the top.

Current version online: https://wordclash.site/privacy/ (it prevails if this copy is older).