

Privacy Policy

Bruno's Forest: Cozy Merge Adventure

Last updated: June 6, 2026

This Privacy Policy explains how Bruno's Forest: Cozy Merge Adventure ("the App", "we", "us") collects, uses, and protects your information.

By using the App, you agree to this policy. If you do not agree, please do not use the App.

Developer Information

The App is developed and operated by an independent developer operating as Veronika Špinarová, based in the Czech Republic, European Union.

For any privacy-related inquiries, please contact us at the email address provided at the bottom of this page.

Information We Collect

Information We Do Not Collect Directly

We do not collect your name, email address, physical address, phone number, or any other personally identifiable information directly through the App.

Information Collected Automatically

The following types of data may be collected automatically through third-party services integrated in the App:

- Device information – device type, operating system version, unique device identifiers
- Usage data – app interactions, session duration, in-app events
- Advertising identifiers – IDFA (Identifier for Advertisers) on iOS, used for personalized advertising
- Crash reports and diagnostics – to improve app stability

Game Progress Data

Game progress (coins, energy, unlocked locations, grid state) is stored locally on your device using UserDefaults. This data is not transmitted to our servers.

Third-Party Services

The App uses the following third-party services which may collect and process data independently:

Google AdMob

We use Google AdMob (provided by Google LLC) to display rewarded video advertisements in the App's Daily Gift feature. When you choose to watch an ad, AdMob may collect and process the following data:

- Advertising Identifier (IDFA) – a unique, resettable identifier used to serve personalized ads and measure ad performance
- IP address – used to determine approximate location for ad targeting and fraud prevention
- Device information – device model, OS version, screen size, language and time zone settings
- Ad interaction data – whether you watched, skipped, or clicked an ad
- App usage signals – how you use the App, used for ad relevance and frequency capping
- Coarse location data – derived from IP address (not GPS), used for regional ad targeting

Personalized vs. Non-personalized ads: If you grant permission via Apple's App Tracking Transparency (ATT) prompt, AdMob may show you personalized ads based on your interests. If you decline, you will still see ads but they will not be based on your personal profile.

How AdMob Uses This Data

- To select and deliver relevant advertisements
- To measure ad effectiveness and verify ad impressions
- To prevent fraudulent activity
- To build aggregate, anonymized audience insights for advertisers

Your Choices Regarding AdMob

• Opt out of personalized ads: Go to iPhone Settings → Privacy & Security → Tracking → disable tracking for Bruno's Forest

- Reset your IDFA: Go to iPhone Settings → Privacy & Security → Tracking → Reset Advertising Identifier
- Google's ad settings: adssettings.google.com

Google AdMob is operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. For more information on how Google processes data:

- Google Privacy Policy: policies.google.com/privacy
- Google AdMob Partner Guidelines: support.google.com/admob

Apple App Store & iOS

Apple may collect data through the App Store and iOS system services. Please refer to Apple's Privacy Policy at apple.com/privacy.

App Tracking Transparency (ATT): In accordance with Apple's ATT framework, the App will request your permission before accessing your device's advertising identifier (IDFA) for personalized advertising. You can change your choice at any time in your iPhone Settings → Privacy → Tracking.

Legal Basis for Processing (GDPR)

As the App is developed in the European Union, we comply with the General Data Protection Regulation (GDPR). The legal bases for processing your data are:

- Consent – for personalized advertising (requested via ATT prompt)
- Legitimate interests – for app analytics and crash reporting to improve the App
- Contract performance – for delivering the App's core functionality

How We Use Your Information

The data collected through the App and third-party services is used to:

- Display advertisements and provide rewards for watching ads (Daily Gift feature)
- Analyze app usage and improve gameplay experience
- Diagnose technical issues and crashes
- Comply with legal obligations

We do not sell your personal data to third parties.

Data Retention

Game progress data stored locally on your device is retained until you delete the App or clear the App's data in your device settings.

Data collected by third-party services (Google AdMob) is retained according to their respective privacy policies.

Children's Privacy

Bruno's Forest: Cozy Merge Adventure is rated for users aged 4 and older. The App is not directed at children under the age of 13, and we do not knowingly collect personal information from children under 13.

If you are a parent or guardian and believe your child has provided personal information, please contact us immediately so we can take appropriate action.

Advertising shown in the App is configured to be family-safe in accordance with Google AdMob's family policies.

Your Rights

Depending on your location, you may have the following rights regarding your data:

- Right to access – request information about data collected about you
- Right to erasure – request deletion of your data
- Right to object – object to processing of your data for direct marketing
- Right to withdraw consent – withdraw consent for personalized advertising at any time via iPhone

Settings → Privacy → Tracking

- Right to lodge a complaint – with your national data protection authority (in the Czech Republic: uoou.cz)

To exercise any of these rights, please contact us using the details below.

Data Security

We take reasonable technical measures to protect the information processed through the App.

Game progress data is stored locally on your device and is not transmitted over the internet.

While we strive to protect your data, no method of electronic storage or transmission is 100% secure.

We cannot guarantee absolute security.

International Data Transfers

If you use the App outside the European Union, please be aware that data processed by Google AdMob may be transferred to and processed in the United States or other countries.

Google uses Standard Contractual Clauses and other safeguards to ensure compliance with GDPR requirements for international transfers.

Changes to This Policy

We may update this Privacy Policy from time to time.

We will notify you of significant changes by updating the "Last updated" date at the top of this page.

We encourage you to review this policy periodically.

Continued use of the App after changes constitutes your acceptance of the updated policy.

Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact us:

Developer: Veronika Špinarová

Email: valeriamoody22@gmail.com

Website: valeria-moody.github.io

We will respond to privacy-related inquiries within 30 days.

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