

Cookie and Similar Technologies Policy

Effective date: 22 May 2026

Application: WordWildWest

Service Provider: BAD DUCK STUDIO, LDA

Contact: contact@badduckstudio.com

1. Introduction

This Policy explains how WordWildWest uses cookies, software development kits, advertising identifiers, device identifiers, local storage, pixels, tags, SDK signals, consent strings and similar technologies (together, "Technologies").

WordWildWest is a mobile application and may not use browser cookies in the same way as a website. However, mobile SDKs and platform services may access or store information on your device, including local storage, PlayerPrefs, advertising IDs, app instance identifiers, device signals and consent preferences. The Application may also store local gameplay cooldowns and notification preferences if those features are enabled.

2. Technologies used in the Application

- **SDKs:** code provided by third-party services for advertising, analytics, backend, authentication, purchases and platform functionality.
- **Advertising identifiers:** Android Advertising ID, Apple IDFA or similar identifiers where available and permitted.
- **Device identifiers:** technical identifiers used for operation, security, diagnostics, analytics, fraud prevention or ad delivery.
- **Local storage:** information stored on your device to remember settings, progress, preferences, save data or consent choices.
- **Local notification technologies:** local reminders and permission/status information used for gameplay reminders such as lives or rewards.
- **Analytics and performance technologies:** tools that help us understand app performance, crashes, usage and technical issues.
- **Advertising technologies:** tools used to deliver, limit, measure or personalise ads.
- **Security and fraud prevention technologies:** tools used to detect misuse, cheating, fraud, unauthorised activity or invalid ad traffic.

3. Why we use these Technologies

3.1 Strictly necessary Technologies

These are required for the Application to function, provide requested features, maintain security, remember essential settings, authenticate users, enable purchases, support cloud saves, prevent fraud and keep the service operational. They do not usually require prior consent, but are described here for transparency.

3.2 Preferences

These remember choices such as language, region, audio settings, gameplay settings, accessibility preferences, notification preferences and consent choices. Consent may be required where they are not strictly necessary.

3.3 Analytics and diagnostics

These help diagnose crashes, improve performance, fix bugs, test features and optimise the user experience. Where analytics are not strictly necessary, we request consent where required by applicable law.

3.4 Advertising and ad measurement

WordWildWest displays advertisements, including interstitial and rewarded ads. Advertising Technologies help display ads, limit how often you see the same ad, measure ad performance, detect fraud, prevent invalid traffic and report aggregate advertising results.

3.5 Personalised advertising

Personalised advertising may use advertising identifiers, app activity, approximate location, device information or ad interactions to show ads that may be more relevant to you. Where required by law, personalised advertising is used only after obtaining valid consent or another lawful basis permitted by law. If you reject personalised advertising, the Application may still show contextual or non-personalised ads.

4. Main providers

The Application may use Technologies from providers including:

- Unity LevelPlay and Unity Ads;
- Google AdMob and Google Play services;
- PlayFab / Microsoft services;
- Apple services, App Store, Game Center and Sign in with Apple;

- Unity IAP and applicable app-store payment systems.
- Unity Adaptive Performance packages for Android device performance optimisation.
- Unity Analytics or diagnostics services if enabled in the final project.
- Cloudflare Workers and Resend support technologies used to process the public Support Request page and deliver support emails.

More detailed provider information and policy links are available in the **Partners and SDKs Notice**.

5. Consent and control

Where required by law, we ask for consent before using non-essential Technologies, including personalised advertising, certain analytics, behavioural tracking, ad measurement and SDK access/storage that is not strictly necessary.

You may be offered options such as Accept all, Reject non-essential, Manage choices, or a choice between personalised and non-personalised advertising. You can withdraw or change consent through the Application settings, consent management interface, device settings or other mechanisms made available in the Application.

In the EU, EEA, United Kingdom and Switzerland, non-essential advertising, analytics and tracking SDKs should not run before valid consent is obtained where consent is required. Consent records may be retained to demonstrate compliance and respect your choices.

For children or users of unknown age, the Application should use child-appropriate settings, such as non-personalised ads and reduced tracking, where required by platform rules or applicable law.

6. Device and platform controls

You may be able to manage advertising and tracking choices through your device or platform settings, including:

- resetting or deleting your advertising identifier;
- limiting ad personalisation;
- disabling app tracking permissions on iOS;
- managing privacy settings in Android or iOS;
- managing Google or Apple account privacy settings;
- using privacy controls offered by advertising partners.

- managing notification permissions and notification settings.

7. Effects of rejecting or withdrawing consent

If you reject or withdraw consent, some features may be limited, less personalised or less reliable. You may still see ads, but they may be contextual or non-personalised. Strictly necessary Technologies may remain active to provide requested features, secure the Application, store consent choices, process purchases, prevent fraud and keep the service operational.

8. Retention

Retention periods vary by Technology and provider. Preference and consent data may be stored until changed, reset or deleted by you. Diagnostic data may be retained for up to 24 months. Advertising and consent records may be retained as necessary to respect choices, prevent fraud and demonstrate compliance. Third-party providers may apply their own retention periods.

9. Changes to this Policy

We may update this Policy if our Technologies, SDKs, partners or legal obligations change. For material changes affecting consent-based Technologies, we will request renewed consent where required by law.

10. Contact

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