

# Partners and SDKs Notice

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Effective date: 22 May 2026

Application: WordWildWest

Service Provider: BAD DUCK STUDIO, LDA

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This Notice explains the main third-party services and SDKs that may be used in WordWildWest. The final app build, mediation configuration and platform settings determine which partners are active for a particular user, region, device and consent choice.

Provider	Purpose	Possible data	Controls
Google AdMob / Google	Ads, rewarded ads, ad measurement, fraud prevention, consent tools.	Advertising ID, Google Mobile Ads signals, device data, IP address, approximate location, ad events, consent signals.	Google UMP / CMP, device ad settings, non-personalised ads where available.
Unity LevelPlay / Unity Ads	Ad mediation, ad delivery, rewarded and interstitial ads, measurement.	Advertising ID, device data, IP address, ad events, app interaction data, consent flags.	Consent and privacy flags passed through SDK configuration; device ad settings.
PlayFab / Microsoft	Guest login, authentication, cloud saves, player data, leaderboards, player statistics, purchase validation, inventory, remove-ads entitlement, account deletion.	PlayFab ID, custom/guest ID, authentication method, display name, avatar/profile icon URL, gameplay progress, weekly/monthly scores, leaderboard entries, inventory, virtual currency, purchase validation data.	Account settings, delete account flow backed by PlayFab CloudScript, support/privacy requests.

<b>Provider</b>	<b>Purpose</b>	<b>Possible data</b>	<b>Controls</b>
Google Play Services / Google Play Games	Platform login, achievements, leaderboards, purchases, app integrity and platform services.	Google account/platform ID, game profile, achievements, purchase and device signals.	Google account settings, Google Play settings, app permissions.
Apple App Store / Game Center / Sign in with Apple	Platform login, app distribution, purchases, Game Center, device and privacy controls.	Apple account/platform ID, Game Center profile, purchase data, device signals.	iOS privacy settings, App Tracking Transparency, Apple account settings.
Unity IAP and app-store payment systems	One-time in-app purchases, remove-ads purchase, entitlement validation, restore purchases, refund handling.	Purchase token, product ID, transaction status, receipt, entitlement information, remove_ads_permanent ownership state.	App-store purchase history, refund process, restore purchases.
Unity Adaptive Performance for Android	Device performance optimisation on supported Android/Samsung devices.	Device performance and capability signals used locally or technically to optimise app performance.	Device settings and app permissions where applicable.
Unity Analytics / Unity Dashboard services, if enabled	Analytics, diagnostics, technical performance and product improvement if active in the final build.	App usage, device information, events, diagnostics and performance data depending on the enabled Unity services.	Unity project settings, consent controls where required, store privacy disclosures.

Provider	Purpose	Possible data	Controls
Unity Mobile Notifications	Local reminders related to gameplay, lives, rewards or cooldowns.	Local notification status, schedules and device permission state. No external push provider is intended unless separately configured.	Device notification settings and in-app settings where available.
Cloudflare Workers and Resend	Website support form handling and email delivery for support, account deletion, bug reports, purchase questions and privacy requests.	Email address, support message, subject, optional account identifier, platform, app version, device, country/region and technical request metadata processed by Cloudflare.	Support form validation, limited required fields, email fallback and provider configuration review.
Technical Unity/local packages	Core game operation, localisation, input, rendering, UI, visual scripting, camera tools, animations and text auto-sizing.	Normally no separate personal-data collection unless connected to another active service or custom logging.	Final build/package review; remove or disclose any package that sends data externally.

## Our responsibilities

We are responsible for choosing SDKs carefully, configuring them according to applicable law and platform policies, describing them in our legal documents, passing consent and privacy signals where required, and providing users with available controls. Providers remain responsible for their own services, policies and processing activities to the extent required by law.

## Consent signal handling

Where consent is required, the Application should collect consent before non-essential SDKs run and should pass the resulting consent or opt-out signals to advertising and analytics partners. If a user withdraws consent, the Application should update partner SDKs and avoid using non-essential processing for that user except where allowed by law.

## **Partner policy links**

- **[Google Privacy Policy](#)**
- **[Google AdMob privacy information](#)**
- **[Unity Privacy Policy](#)**
- **[Microsoft Privacy Statement](#)**
- **[PlayFab terms and privacy resources](#)**
- **[Apple Privacy Policy](#)**
- **[Cloudflare Privacy Policy](#)**
- **[Resend Privacy Policy](#)**

## **Build verification**

Before release, the active SDK list in this Notice should be compared with the final Unity project, mediation dashboard, AdMob configuration, app store data safety declarations and PlayFab configuration. Any SDK not used in the final build should be removed from this Notice, and any SDK used in the final build should be added here before publication. Technical packages such as Unity Localization, Input System, URP, Cinemachine, UGUI, Vector Graphics, Visual Scripting, DOTween and Kamgam text auto-sizing should still be reviewed, but are not treated as independent data partners unless they send data externally or are connected to another online service.