

# Publication Compliance Checklist

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Effective date: 22 May 2026

Application: WordWildWest

This checklist is operational guidance, not a user-facing contract.

## 1. Company details

- Confirm legal name: BAD DUCK STUDIO, LDA.
- Confirm registered office: Rua das Acacias, 40A, 3090-380 Figueira da Foz, Portugal.
- Confirm company registration / VAT number: PT 518249891.
- Confirm public privacy contact and support mailbox.
- Decide whether to create a dedicated privacy address such as [privacy@badduckstudio.com](mailto:privacy@badduckstudio.com).

## 2. App build verification

- List every SDK in the final Unity project.
- Compare Unity packages with the Partners and SDKs Notice.
- Current audit note: Unity Analytics may be enabled in project settings; confirm whether it enters the final build and either disable it or disclose it consistently.
- Crash Reporting appears off in the audit, but confirm final Unity services and dashboards.
- Confirm Unity Mobile Notifications behaviour, including Android 13+ notification permission where applicable.
- Confirm support form status, Cloudflare Worker endpoint, Resend sender domain and support data disclosures. If another form backend is later enabled, update this site, store disclosures and SDK notices.
- Review guest login identifiers and avoid device-derived identifiers where possible.
- Confirm every mediation partner enabled in Unity LevelPlay / AdMob dashboards.
- Remove unused partner names from the published notice.
- Add any active partner missing from the notice.

## 3. Consent implementation

- EU/EEA/UK/Switzerland: do not initialise non-essential ads, analytics or tracking before valid consent where required.
- Implement Accept all, Reject non-essential and Manage choices.
- Store consent version, region, timestamp and selected categories.
- Provide a Settings screen to reopen consent choices.
- Pass consent and opt-out flags to AdMob, Unity LevelPlay and other active SDKs.
- Test rejection path: no personalised ads, no non-essential analytics, no unauthorised identifiers.

#### **4. Children and age handling**

- Current declared position: the game is a general-audience word game that may also be directed to or used by children.
- Check app-store age rating, store screenshots, keywords, trailer and visual style.
- For children under 13 or other local child thresholds: disable targeted ads unless valid parental consent and all required notices are in place.
- Google Play: if the target audience includes children, comply with Families Policy and use only Families Self-Certified Ads SDKs for children and users of unknown age.
- Apple: if children are a target audience, ensure age rating, privacy labels, ATT usage and account deletion flow match App Store rules.
- For Brazil: review ECA Digital requirements and ANPD guidance before launch.
- For UK: apply high privacy defaults if the app is likely to be accessed by under-18 users.
- For Australia: monitor the Children's Online Privacy Code before and after it comes into force.

#### **5. Store declarations**

- Google Play Data Safety must match these documents and SDK behaviour.
- Apple App Privacy labels must match these documents and SDK behaviour.
- Apple privacy manifest / required reason API declarations must match the final iOS build and embedded SDKs.
- Account deletion URL and in-app deletion flow must be available if account creation is available.
- AdMob/Google consent configuration must match regions where ads are served.

#### **6. Regional publishing**

- EU/Portugal: confirm CNPD reference, ADR/Livro de Reclamacoes applicability and consent flow.
- Brazil: confirm LGPD rights channel and ECA Digital position.
- US: confirm whether "Do Not Sell or Share" / targeted advertising opt-out is needed.
- UK: confirm PECR and Children's Code compliance position.
- Australia: confirm APP coverage and overseas disclosure language.
- New Zealand: confirm indirect collection notice and overseas disclosure language.

## **7. Final legal review**

- Have a Portuguese lawyer confirm Portuguese consumer, ADR and Livro de Reclamacoes obligations.
- Have privacy counsel review GDPR/UK GDPR/PECR consent implementation if serving ads in Europe.
- Have Brazil counsel review LGPD/ECA Digital if Brazil is a target market.
- Re-run this checklist after each SDK, monetisation or data-flow change.