

PRIVACY POLICY - MODE ON

Last modified: 3 September 2026

International legal name	MODE ON SERVICE LIMITED LIABILITY COMPANY
Short name	Mode On Service Co., Ltd
Vietnamese legal name	CÔNG TY TNHH DỊCH VỤ MODE ON
Tax identification number	0319255605
Registered address	36 Street No. 54, An Khanh Ward, Ho Chi Minh City, Vietnam
Privacy contact email	info@modeonservice.com
Defined name in this Policy	"Mode On", "we", "us" or "our"

Overview

About us and how to contact us

Mode On Service Co., Ltd (MODE ON SERVICE LIMITED LIABILITY COMPANY) develops, publishes and operates digital games and related online services. We process personal information when you use our games, websites, customer support channels and other services covered by this Privacy Policy. If you have questions about our data practices, your rights, or a concern or complaint, contact us at info@modeonservice.com or write to us at 36 Street No. 54, An Khanh Ward, Ho Chi Minh City, Vietnam.

Personal information we collect

We collect personal information from you directly, generate information about your use of the Games, and may receive information from third parties. Depending on the Game and the features you use, this may include account details, username or profile information, device and technical identifiers, gameplay and log data, transaction information, customer-support communications, analytics and attribution information, and information provided when you use third-party sign-in or social features.

How we use your personal information

We use Information to provide, operate, support, secure, analyse and improve our Games; remember progress; process or record purchases; respond to requests; detect fraud, cheating and abuse; comply with legal obligations; and, where permitted, deliver marketing or advertising. When applicable law requires consent, we request it before the relevant processing.

Who we share your personal information with

We rely on third parties for functions such as cloud hosting, customer support, analytics, attribution, crash reporting, user acquisition, advertising, payments, app-store distribution, social sign-in and security. We may also share Information within our corporate group, with authorities when legally required, and in connection with a merger, acquisition or other corporate transaction. The specific providers used may vary by Game.

Where we process your personal information

Mode On is established in Vietnam. Information may be processed by us and by service providers in Vietnam and other countries where they operate. Where applicable law requires safeguards for international transfers, we use appropriate contractual, organisational or other recognised measures.

Your rights

Depending on where you live, you may have rights to access, receive a copy of, correct or delete your Information, restrict certain processing, object to certain uses, withdraw consent, or opt out of certain personalised advertising or marketing. To submit a request, email info@modeonservice.com. Additional details appear in Section 6 and Addendum 1.

Changes to the Privacy Policy

Updates or changes to this Policy will be published through an appropriate channel, such as our Website, the relevant Game, an app-store listing or an in-app notice. If changes are material, we may provide additional notice where required by law.

Introduction

This privacy policy ("Policy") explains your choices and our practices in relation to your personal information. In this Policy, "Mode On", "we", "us" or "our" refers to MODE ON SERVICE LIMITED LIABILITY COMPANY, short name Mode On Service Co., Ltd, Vietnamese legal name CÔNG TY TNHH DỊCH VỤ MODE ON, Tax Identification Number 0319255605, with registered address at 36 Street No. 54, An Khanh Ward, Ho Chi Minh City, Vietnam. For purposes of applicable privacy and data-protection laws, Mode On may act as the controller or equivalent responsible organisation when we determine why and how your Information is processed.

For this Policy, "Information" means information relating to an identified or identifiable individual, and where applicable includes "personal information", "personal data", or similar concepts under relevant law. This Policy applies to Information relating to your use of: (a) our mobile games ("Mobile Games"); (b) websites operated by Mode On that link to this Policy ("Website"); and (c) games or features accessed through third-party platforms, including social or distribution platforms (collectively, the "Games").

When you use a Game, you acknowledge that we collect, process, use and store Information as described in this Policy. If you do not agree with this Policy, you should stop using the relevant Game. You may exercise any rights available to you as described below. Separate terms, age notices, consent screens or game-specific privacy notices may supplement this Policy for a particular Game or feature.

1. PERSONAL INFORMATION WE COLLECT

We may process and use the following Information about you, depending on the Game, the device and platform you use, your choices, and the features available to you:

Information you provide to us

Registration and account information

- Website or Game accounts: if a Game allows account registration, you may provide an email address, username, display name, password or other account details. Passwords, where used, should be protected using appropriate security controls rather than stored in plain text.
- Third-party registration or sign-in: if you register or sign in through Apple, Google, Meta/Facebook or another provider, we may receive the information that provider makes available under your settings, such as your name, profile image, third-party identifier and email address. We do not receive the password for your third-party account.

Customer support information

- When you contact us at info@modeonservice.com, through an in-Game support feature, an app-store support channel, or another support provider, we may process your name, username, email address, Game ID or user ID, device brand and model, operating system, advertising ID or other device identifier, transaction records, language, screenshots, messages, and any other information you choose to provide so that we can investigate and respond.

Information you provide when using the Games

- A Game may ask you to choose a username, avatar, display name, preferences, or other profile details. If a Game lets you submit feedback, survey answers, content, competition entries or other materials, we process the information you choose to submit.

In-Game communication

- Some Games may allow chat, messages or other interaction with players. Where these features exist, we may process message content, usernames, timestamps, moderation information and reports. Some communication features may be operated by third-party providers, in which case Mode On may receive only limited metadata or reports rather than the full content.

Information we automatically collect or generate when you use the Games

Identifiers and device information

- IP address; advertising identifier; app instance, installation or device identifiers; platform user ID; Game-specific identifier; HTTP header information; device model and brand; operating system and version; language; time zone; browser or WebView information; network type; approximate country or city-level location; and other technical information made available by your device, operating system or platform.

Cookies, SDKs and similar technologies

- We may use cookies, software development kits ("SDKs"), pixels, web beacons, log files, scripts, local storage, eTags and similar technologies to provide features, remember preferences, maintain sessions, prevent fraud, measure performance, conduct analytics, attribute installations or advertising, and provide advertising. Controls may be available through a consent interface, Game settings, browser settings, device settings or platform privacy controls.
- If you refuse or disable certain technologies, some features may not work as designed. Where law requires consent for non-essential technologies, we will seek it through an appropriate consent mechanism.

Game, usage and diagnostic information

- Game or user ID; install and uninstall timestamps; session dates and times; session duration; game progress; levels, scores and achievements; feature interactions; team, club or social interactions; tutorial or event completion; virtual-currency activity; purchase and transaction metadata; advertisement impressions, clicks or rewarded-ad events; notification interactions; crash logs; performance data; and security or anti-cheat signals.
- We may generate derived information from these data, such as aggregated statistics, segments, predictions about likely engagement, fraud-risk signals, or performance reports, to the extent permitted by law.

Information received from third parties

Registration and platform information

- When you use a third-party account or platform, the provider may send us information such as your name, profile image, third-party ID, email address, friends list or other information, but only to the extent permitted by your settings and the provider's rules.

App stores and payment providers

- When you make a purchase, we may receive transaction ID, purchase time, product or virtual item purchased, currency, value, country or region, payment or platform provider, refund or chargeback status and other transaction metadata. We

generally do not receive full payment-card details when payment is processed by an app store or independent payment processor.

Analytics, attribution and mobile measurement providers

- We may receive reports or event-level data used to understand Game usage, measure campaigns, attribute installs, identify the source of a user acquisition campaign, optimise features, and detect fraud. Depending on the provider and your consent choices, this may include device or advertising identifiers, IP address, country or approximate location, campaign information, event data and transaction data.

Advertising partners

- Advertising providers may send us information about ad impressions, clicks, rewarded-ad completion, campaign or creative identifiers, advertising identifiers, device information and other data used to measure or optimise advertising. Where required, personalised advertising is subject to your consent or opt-out choices.

Communication, social and other providers

- If a Game uses third-party chat, community, social, authentication, anti-fraud or similar functionality, we may receive third-party IDs, usernames, profile information, moderation signals or other information necessary to provide the feature.

CHILDREN

Our Games are not directed to persons under the age of 18 unless a particular Game, store listing or game-specific notice expressly states a different age treatment. If you are under the age at which you can legally consent to the processing of personal information in your jurisdiction, you should use the Games only with the involvement and permission of a parent or legal guardian. If you are a parent or guardian and are concerned about a child's use of our Games, or believe that a child has provided personal information contrary to applicable requirements, contact us at info@modeonservice.com. We may take reasonable steps to verify the request and delete or restrict information where required.

2. HOW WE USE YOUR PERSONAL INFORMATION

We may use Information for the following purposes, depending on the Game and the legal basis available under applicable law:

- Provide the Games. We use Information to create or maintain accounts, allow guest play, authenticate users, remember progress, deliver game content, enable levels and events, provide multiplayer or social functionality, allow communication where available, synchronise progress, and otherwise perform the services you request.
- Process and record purchases. We use transaction metadata to deliver virtual items or services, validate entitlements, maintain purchase history, handle refunds or support issues, detect payment fraud and comply with accounting or legal obligations. Payment credentials may be processed directly by an app store or payment provider under its own privacy policy.
- Improve and monitor Game use. We analyse technical and gameplay information to understand reliability, balance, difficulty, retention, performance, device compatibility, bugs, crashes and other issues; to test features; and to develop or improve the Games.
- Provide support and respond to requests or complaints. We use account, device, gameplay, transaction and support information to identify your account, diagnose problems, answer questions, recover access where possible, investigate purchase issues, and resolve complaints.
- Conduct analytics. We may create aggregated or de-identified reports; analyse usage, campaigns and feature performance; create user segments; measure retention or engagement; and, where permitted, perform predictive analytics about likely interests or behaviour.
- Send service messages, updates and offers. We may send messages about the operation of a Game, security, account matters, policy changes, events, features, offers or virtual items. Marketing emails or push notifications are sent only where permitted and may be controlled through unsubscribe tools, in-app settings, browser settings or device notification settings.
- Provide advertising. We may show contextual advertising and, where permitted by law and your choices, personalised advertising in the Games or elsewhere. Advertising may be tailored using gameplay, device, approximate location, advertising identifiers, campaign information or interactions with ads. You may be able to withdraw consent or opt out using the Game's privacy settings, a consent-management interface, device advertising controls or platform settings.
- Measure user acquisition and marketing campaigns. We use attribution and campaign information to understand whether advertising resulted in an installation, session, purchase or other event; to measure return on advertising spend; to prevent invalid traffic and fraud; and to improve campaign performance.
- Prevent fraud, cheating, abuse and security incidents. We may monitor Game use and technical signals to detect modified clients, automation, account abuse, payment fraud, advertising fraud, harassment, harmful content or other behaviour that threatens the integrity or safety of the Games, users or Mode On.
- Enforce our terms, defend legal claims and comply with law. We may use and preserve Information where reasonably necessary to enforce agreements and policies, investigate suspected violations, respond to valid legal requests, establish or defend legal claims, protect rights and safety, comply with regulatory or tax obligations, and meet other applicable legal requirements.

Where applicable law requires a specific legal basis, processing may rely on performance of a contract, compliance with legal obligations, your consent, protection of vital interests, or legitimate interests such as operating, securing, improving and supporting the Games, subject to any balancing or additional requirements imposed by law.

3. WHO WE SHARE YOUR PERSONAL INFORMATION WITH

We may share Information with selected third parties for the purposes described in this Policy. The exact recipients depend on the Game, the platform, your location, the features you use and our current service-provider arrangements.

- Other players and users. Profile information, leaderboard results, team or club information, chat content, game achievements, usernames or other information may be visible to other users where the relevant feature is designed to be public or shared. Do not post information you do not want others to see.
- Cloud, hosting, data-storage, content-delivery, database, backend and technical providers that help us operate the Games and store or transmit data.
- Customer-support and communications providers that help us receive, manage and respond to questions, complaints, support tickets, service messages or notifications.
- Analytics, crash-reporting, segmentation, attribution and mobile-measurement providers that help us understand our user base, diagnose technical problems, measure Game performance and evaluate marketing campaigns.
- User-acquisition and marketing partners that help us report on campaign performance, build audiences or measure advertising results. Subject to applicable law and your choices, we may provide identifiers such as advertising ID, platform ID or campaign data for these purposes.
- Advertising partners. Some Games are ad-supported. Subject to applicable law, consent requirements and settings, advertising partners may receive advertising identifiers, device information, approximate location, ad interaction information, interests or segments, or other data used to select, deliver, measure, limit frequency of, prevent fraud in, or personalise advertising.
- Social, authentication and platform providers. If you choose to use Apple, Google, Meta/Facebook or another provider to sign in or connect social features, those providers may process information under their own privacy policies, and we may exchange the information necessary to provide the selected feature.
- App stores and payment processors. Purchases may be processed by Apple App Store, Google Play, Meta/Facebook or another payment provider. These providers independently process payment information according to their own policies. Mode On typically receives transaction metadata and entitlement information rather than full card data.
- Affiliates or companies under common ownership or control with Mode On, where applicable, for legitimate operational, administrative, security, legal or compliance purposes.
- Law enforcement agencies, regulators, courts, public authorities or other judicial bodies where disclosure is required by law, required to respond to valid legal process, or reasonably necessary to enforce terms, investigate fraud or security incidents, or protect the rights, property or safety of Mode On, users or others.
- Corporate transaction recipients. If Mode On is involved in a merger, acquisition, financing, reorganisation, bankruptcy, partnership, asset sale or similar transaction, Information may be disclosed as part of due diligence or transferred as part of the transaction, subject to applicable law.

Payment and platform providers

The following links are provided for commonly used platform and payment services. A provider applies to you only if the relevant Game actually uses that provider or you choose that provider. Provider practices are governed by their own privacy policies.

Provider	Privacy Policy
Apple	https://www.apple.com/legal/privacy/
Google	https://policies.google.com/privacy
Meta / Facebook	https://www.facebook.com/privacy/policy/
Stripe	https://stripe.com/privacy
Boku	https://www.boku.com/payments-privacy-notice
Hipay	https://hipay.com/en/privacy-and-terms/
PayPal	https://www.paypal.com/us/legalhub/privacy-full
Paysafe / PaysafeCard	https://www.paysafecard.com/en/privacy-notice/

THIRD-PARTY PRIVACY PRACTICES

If you access a Game through a third-party platform or use a third-party service, that third party may collect information about you directly, including information you provide to it and information about your use of the Game or service. The third party's privacy practices are governed by its own terms and privacy policy. A link or integration does not mean Mode On controls or is responsible for the third party's independent processing.

SECURITY

We use reasonable administrative, technical and organisational measures designed to protect the confidentiality, integrity and availability of Information appropriate to the nature of the Information and the risks involved. Measures may include access controls, authentication, logging, minimisation, encryption in transit or at rest where appropriate, secure development practices, vendor controls, hashing of passwords where passwords are used, and incident-response procedures. No method of transmission over the internet or electronic storage is completely secure, so we cannot guarantee absolute security.

You are responsible for keeping account credentials confidential, using secure devices and networks, and notifying us if you suspect unauthorised access to a Mode On account or Game profile.

4. WHERE WE PROCESS YOUR PERSONAL INFORMATION

Mode On is established in Vietnam and may process Information in Vietnam. Our service providers, platform providers, advertising partners, analytics providers and other recipients may process Information in other countries, including countries in Asia, the European Economic Area, the United Kingdom, the United States and other locations depending on the services used by a particular Game.

Privacy and data-protection laws differ between countries. Where applicable law restricts international transfers, we will use an appropriate transfer mechanism or safeguard recognised by that law, such as contractual commitments, standard contractual clauses where applicable, adequacy decisions where relevant, or other lawful organisational and technical safeguards. You may contact us at info@modeonservice.com for more information about safeguards applicable to a particular transfer, subject to legal and confidentiality limitations.

5. HOW LONG WE STORE YOUR INFORMATION

We retain Information for as long as reasonably necessary for the purposes described in this Policy, including while you use the Games or maintain an account, and for a reasonable period afterwards where needed for support, backup, fraud prevention, accounting, tax, legal compliance, dispute resolution, enforcement of agreements, security, or establishment and defence of legal claims.

Retention periods vary according to the type of Information, the relevant Game, legal requirements, operational needs and the sensitivity of the data. Some data may be kept in aggregated or de-identified form for longer where it no longer identifies you. Backup copies may persist for a limited period after deletion from active systems. When Information is no longer required, we take reasonable steps designed to delete, anonymise or make it irrecoverable, subject to legal, technical and backup limitations.

6. YOUR RIGHTS

Depending on your location and applicable law, you may have some or all of the rights below. Rights are not absolute and may be subject to exceptions, identity verification, legal retention requirements, protection of other persons, trade secrets, security concerns or other lawful limitations.

- **Access.** You may request access to Information we hold about you and, where applicable, information about the purposes of processing, categories of data, recipients, retention or sources.
- **Erasure or deletion.** You may request deletion of Information. We may retain certain Information where permitted or required by law, for example to comply with legal obligations, detect fraud, secure the Games, complete transactions, resolve disputes, enforce agreements, or establish or defend legal claims.
- **Correction.** You may request correction of inaccurate Information and, where applicable, completion of incomplete Information.
- **Restriction.** In circumstances provided by law, you may request that we restrict processing other than storage or other legally permitted uses.
- **Portability.** Where applicable, you may request a copy of certain Information in a structured, commonly used and machine-readable format, or request transfer to another organisation where technically feasible and legally required.
- **Objection.** Where processing is based on legitimate interests or another basis that gives you a right to object, you may object to that processing. We may continue processing where permitted by law and where compelling lawful grounds override the objection.
- **Withdrawal of consent.** Where we rely on consent, you may withdraw it at any time. Withdrawal does not affect the lawfulness of processing that occurred before withdrawal. Some Game features may no longer function if consent necessary for the feature is withdrawn.
- **Personalised advertising.** Where applicable, you may withdraw consent or opt out of certain personalised advertising using in-app privacy settings, a consent-management interface, device advertising settings, platform controls, or by contacting us. Contextual or non-personalised advertising may still be shown.
- **Marketing emails.** Use the unsubscribe mechanism in the email or contact us at info@modeonservice.com. Service or transactional emails may still be sent where necessary.
- **Push notifications.** Change your device, browser or in-app notification settings where available.
- **Cookies and similar technologies.** Use the relevant consent interface, browser settings, device controls or Game privacy settings where available. Disabling certain technologies may affect functionality.
- **Complaint.** You may contact us about a privacy concern and, where applicable, lodge a complaint with a competent privacy, data-protection or consumer authority.

How to exercise your rights

To exercise a privacy right, email info@modeonservice.com. Please identify the Game, platform, user ID or Game ID where available, the right you want to exercise, and enough information for us to locate the relevant records. Do not send passwords, full payment-card information or other unnecessary sensitive information.

We may need to verify your identity before responding to requests involving access, deletion, correction or other rights. Verification may include matching information you provide with information associated with the relevant Game account or device. If we cannot reasonably verify identity or locate the relevant data, we may ask for additional information or explain why the request cannot be completed.

7. CONTACT & COMPLAINTS

We welcome questions, comments and requests regarding this Policy and our privacy practices. Contact details are:

International legal name	MODE ON SERVICE LIMITED LIABILITY COMPANY
Short name	Mode On Service Co., Ltd
Vietnamese legal name	CÔNG TY TNHH DỊCH VỤ MODE ON
Tax ID	0319255605
Email	info@modeonservice.com
Registered address	36 Street No. 54, An Khanh Ward, Ho Chi Minh City, Vietnam

Privacy rights requests, complaints and questions should be sent to info@modeonservice.com. If you submit a complaint about how we process your Information, we will review it and respond within a reasonable period and any specific deadline required by applicable law. Contacting Mode On does not limit any right you may have to complain to a competent authority or seek another remedy available under law.

8. CHANGES

We may update this Policy from time to time to reflect changes to our Games, technology, vendors, data practices, legal requirements or business operations. The “Last modified” date at the top identifies the latest revision. Updated versions may be published on our Website, through a Game, in an app-store listing or through another reasonable channel. If a change is material, we may provide additional notice or request consent where required by law.

9. REGIONAL REPRESENTATIVES

Mode On is established in Vietnam. This Policy does not list a separate European Union or United Kingdom privacy representative. If applicable law requires Mode On to appoint a regional representative for particular processing and we appoint one, the representative’s details will be added to the current version of this Policy. Until then, privacy inquiries should be sent to info@modeonservice.com.

ADVERTISING, ANALYTICS AND USER-ACQUISITION PARTNERS

Some Games may integrate third-party SDKs or services for advertising, user acquisition, analytics, attribution, crash reporting, anti-fraud, social features or measurement. The exact providers used can differ by Game and can change as services are updated. A provider in the reference tables below applies only if it is actually integrated into the Game you use. These tables are intended to provide transparency comparable to the provider schedules commonly used in mobile-game privacy policies; Mode On should keep the list aligned with the SDKs actually shipped in each Game and with the relevant app-store privacy disclosures.

Where a provider independently determines how it processes personal information, its own privacy policy applies. You can also review in-app consent screens, platform privacy labels or Game-specific notices for provider-specific information.

Mobile Games - user acquisition / attribution reference

Partner / Provider	Privacy Policy
Singular	https://www.singular.net/privacy-policy/
Google	https://support.google.com/adspolicy/answer/54817?hl=en
Apple Search Ads	https://searchads.apple.com/privacy
Meta	https://www.facebook.com/privacy/policy/
ironSource / Unity LevelPlay	https://unity.com/legal/privacy-policy
Unity Ads	https://unity.com/legal/privacy-policy
Mintegral	https://www.mintegral.com/en/privacy/
Digital Turbine	https://www.digitalturbine.com/privacy-policy/
AppLovin	https://www.applovin.com/privacy

Mobile Games - advertising reference

Partner / Provider	Privacy Policy
Google	https://policies.google.com/privacy
Unity	https://unity.com/legal/privacy-policy
Meta	https://www.facebook.com/privacy/policy/
Vungle / Liftoff	https://liftoff.io/privacy-policy/
AppLovin	https://www.applovin.com/privacy
ironSource / Unity LevelPlay	https://unity.com/legal/privacy-policy
InMobi	https://www.inmobi.com/privacy-policy/
Amazon Publisher Services	https://aps.amazon.com/aps/privacy-policy/
Digital Turbine	https://www.digitalturbine.com/privacy-policy/
Mintegral	https://www.mintegral.com/en/privacy/
MobileFuse	https://mobilefuse.com/privacy-policy/
PubMatic	https://pubmatic.com/legal/privacy-policy/
Smaato	https://www.smaato.com/privacy/
Apple	https://www.apple.com/legal/privacy/
Index Exchange	https://www.indexexchange.com/privacy/
Start.io	https://www.start.io/policy/privacy-policy-site/
Magnite	https://www.magnite.com/legal/advertising-technology-privacy-policy/
Media.net	https://www.media.net/privacy-policy/
Verve	https://verve.com/privacy-policy/
Moloco	https://www.moloco.com/privacy-policy
BidMachine	https://bidmachine.io/privacy-policy/
AppBroda	https://www.appbroda.com/privacy-policy
Chartboost	https://www.chartboost.com/legal/privacy-policy/
OpenX	https://www.openx.com/privacy-center/privacy-policy/
Epsilon / Conversant	https://legal.epsilon.com/us/privacy

Partner / Provider	Privacy Policy
Vidazoo	https://vidazoo.gitbook.io/vidazoo-legal/privacy-policy
Sharethrough	https://privacy-center.sharethrough.com/en/consumer-privacy-notice/
Tappx	https://www.tappx.com/legal/privacy-policy

ADDENDUM 1 - CALIFORNIA PRIVACY RIGHTS

This Addendum applies to California residents to the extent the California Consumer Privacy Act, as amended (“CCPA”), applies to Mode On and to the relevant processing. For purposes of this Addendum, terms such as “personal information”, “consumer”, “sale”, “sharing”, “business”, “service provider” and “contractor” have the meanings given by applicable California law. If the CCPA does not apply to Mode On or to particular processing, this Addendum does not create rights beyond those required by law.

COLLECTION AND DISCLOSURE OF PERSONAL INFORMATION

During the preceding twelve months, depending on the Games, features, platforms and providers actually used, Mode On may have collected and disclosed the following categories of personal information. Not every category applies to every user or every Game:

- Identifiers, including name, username, email address, IP address, device identifiers, advertising identifiers, platform IDs, Game-specific user IDs and profile images or avatars.
- Internet or other electronic network activity information, including Game usage, events, sessions, interactions with features, technical logs, diagnostic information, crash data, ad impressions and interactions with advertising.
- Approximate geolocation data, such as country or city-level location inferred from IP address, device information or a third-party service, where used.
- Commercial information, including records of products, services or virtual items purchased, obtained or considered; transaction IDs; currency; value; purchase timestamps; app-store or payment-provider information; entitlement, refund or chargeback information.
- Profile, preference or inference information, where applicable, such as segments or predictions based on Game activity, engagement or advertising interactions.
- User-generated or communication information, where a Game allows chat, support messages, feedback, social interaction or other content submission.

Sources of personal information may include:

1. You or your device directly.
2. App stores, payment processors and platform providers.
3. Advertising networks, user-acquisition partners and attribution providers.
4. Analytics, crash-reporting, anti-fraud and mobile-measurement providers.
5. Social networks, authentication services or connected platforms, to the extent applicable and within your permissions.
6. Customer-support or communication providers and other vendors used to operate the Games.

We may collect or use personal information for the following business or commercial purposes:

- Operate and administer the Games and accounts.
- Provide requested features, social functionality and customer support.
- Process and validate purchases and entitlements.
- Improve, test, analyse and troubleshoot the Games.
- Measure marketing, user acquisition and advertising performance.
- Serve, limit frequency of and measure advertising; and, where permitted, personalise advertising.
- Maintain security, detect fraud and cheating, and prevent abuse.
- Communicate with users and send service or permitted marketing messages.
- Comply with law, respond to legal requests and establish or defend legal claims.

We may disclose personal information to the following categories of recipients, depending on the relevant processing:

- Other players or users, for information intentionally visible through profiles, chat, leaderboards, teams or other social features.
- Affiliates or entities within a corporate group, where applicable.
- Service providers and contractors that host, support, analyse, secure, measure, distribute or otherwise help operate the Games.
- Advertising, user-acquisition, attribution and analytics partners, subject to applicable law and your privacy choices.
- App stores, social platforms, authentication providers and payment processors.
- Regulators, courts, judicial authorities and law enforcement agencies.
- Entities involved in a merger, financing, acquisition, reorganisation, asset sale or similar transaction.

SALES OR SHARING OF PERSONAL INFORMATION / NOTICE OF RIGHT TO OPT OUT

Mode On does not sell personal information for money. However, some uses of third-party advertising or tracking technologies may be considered a “sale” or “sharing” of personal information under California law even when no money is exchanged. Where such processing occurs and the CCPA applies, California residents may have the right to opt out of sale or sharing for cross-context behavioural advertising.

Available controls may include an in-app Privacy Settings or consent interface, device or platform advertising settings, or a request sent to info@modeonservice.com. Where supported by applicable law and technically recognised, we may also process legally valid opt-out preference signals. Opting out of personalised advertising may not remove all advertisements; you may continue to receive contextual or non-personalised ads.

RIGHTS UNDER THE CCPA

Subject to applicable exceptions and verification requirements, California residents may have the right to:

- Request disclosure of the categories and specific pieces of personal information collected about you during the applicable period.
- Request the categories of sources from which personal information was collected.
- Request the business or commercial purposes for collecting, using, selling or sharing personal information.
- Request the categories of third parties to whom personal information was disclosed, sold or shared and, where required, the categories of personal information involved.
- Request deletion of personal information collected from you, subject to legal exceptions.
- Request correction of inaccurate personal information, where applicable.
- Opt out of sale or sharing of personal information where applicable.
- Limit certain uses or disclosures of sensitive personal information where the right applies and where Mode On processes such information in a manner covered by that right.
- Receive non-discriminatory treatment for exercising privacy rights, subject to lawful differences in service or incentives permitted by law.

We will respond to verified requests within the time required by applicable law. If an extension is legally permitted and reasonably necessary, we will provide notice explaining the extension where required.

HOW TO EXERCISE YOUR RIGHTS

California privacy requests may be submitted by emailing info@modeonservice.com. Please state that the request concerns California privacy rights and identify the relevant Game, platform and user or Game ID if available. You may also use any in-app privacy request mechanism offered by the relevant Game.

VERIFICATION

Requests to know, access, delete or correct personal information are subject to reasonable verification. We may compare identifying information you provide with information associated with the Game account, device or prior interactions. The verification level may vary based on the sensitivity of the requested information and the risk of harm from unauthorised access or deletion. We will not ask for more information than reasonably necessary to verify and process the request.

AUTHORIZING AN AGENT

Where permitted by California law, an authorised agent may submit a request on your behalf. The agent may email info@modeonservice.com. We may require proof that the agent is authorised and may also require you to verify your identity or confirm the request directly unless an exception applies.

SHINE THE LIGHT

To the extent California’s “Shine the Light” law applies, Mode On does not rent, sell or disclose personal information to non-affiliated companies for their own direct-marketing use unless permitted by law or with your consent. Questions may be submitted to info@modeonservice.com.

DO NOT TRACK

There is no universally accepted technical standard for responding to browser “Do Not Track” signals. Accordingly, our Websites and Games may not respond to such signals. Other privacy controls described in this Policy, including in-app privacy settings, consent interfaces, device settings and legally recognised opt-out mechanisms, may still be available.