Privacy Policy

Last updated: November 8, 2026

This Policy explains how X·O: Ultimate Tic-Tac-Toe (the “app”) and its related support and website process information. The app is developed and operated by an individual developer based in Poland, who is shown as the seller of the app on the App Store (“we”, “us”), and who is the controller for the processing described as ours. Contact: fancymobappts@gmail.com.

The app has no developer-operated user account and does not ask you to submit your name, email address, date of birth, or contact list to play. However, the app uses Google services for analytics, crash reporting, and advertising, and Apple services for purchases and Game Center. These services process technical information and identifiers that may be personal data even when they do not include your real name. This Policy is a notice about processing, not a request for consent merely because you use the app.

Games and settings on your device

Offline games in progress, statistics, preferences, and cached purchase status are stored on your device. A snapshot of an offline game and the chosen theme are shared locally with the app's Home Screen widget. We do not operate a server that stores your offline saved games.

This does not mean that no information leaves the device: game-usage events and diagnostics may be sent to Google, online matches and Game Center activity are handled by Apple, and purchase entitlements are checked with the App Store. Device backups may also contain local app data, depending on your Apple settings.

Deleting the app removes its local app data in the ordinary course, but does not by itself delete device backups, Google-held diagnostics, Game Center records, or Apple purchase records.

Analytics and crash reporting

The app uses Google Analytics for Firebase and Firebase Crashlytics. On supported device builds these services may start when the app launches, independently of the advertising consent form. The app currently has no separate in-app switch for analytics or crash-report collection. Premium removes ads but does not turn these services off.

Custom game events record the board type, opponent type, difficulty where relevant, game result, move count, and game duration. Google may also collect automatically generated app-usage events, app-instance or installation identifiers, device and operating-system information, app version, language, region, and approximate location information derived from network data. Crash reports can contain stack traces, installation identifiers, device state, and diagnostic logs, including technical errors from app services.

We use this information to understand feature usage, assess reliability, diagnose problems, and improve the app. The app tells Google Analytics that this information may not be used for advertising: its consent signals for ad storage, ad user data, and ad personalization are set to denied. We do not deliberately add your name, email address, or Game Center profile to analytics events or set an analytics user ID identifying you. Persistent identifiers can distinguish an installation or device, so this information is not necessarily anonymous.

Google's processing and retention depend on the relevant service and project settings. Firebase's privacy information describes the categories involved and its deletion practices.

Firebase privacy information: https://firebase.google.com/support/privacy

Google Privacy Policy: https://policies.google.com/privacy

Advertising and privacy choices

The free version uses Google AdMob for banner and occasional interstitial advertisements. Google's User Messaging Platform (UMP) checks advertising-consent requirements and displays a form when required by its configuration. Ad requests are gated by UMP's can-request-ads status. While ads are shown, Settings contains an Ads item that opens Google's privacy options form, where you can review or change your advertising choices; the form's content depends on your region and Google's configuration.

The app asks AdMob to serve only ads rated suitable for general audiences (AdMob's maximum ad content rating “G”). Ad content is selected and supplied by Google and its partners; we apply this restriction and the content filters available to us but cannot review each individual ad. If you see an inappropriate ad, please tell us.

AdMob and the advertising partners identified in the applicable consent message may process IP addresses, app or device identifiers, approximate location, consent signals, ad impressions, interactions, and diagnostic information to deliver and measure ads, prevent fraud, and, where permitted by your choices and applicable rules, select relevant ads. Non-personalized or limited ads can still involve technical data processing.

The app does not request Apple's App Tracking Transparency permission. Advertising consent does not grant access to the advertising identifier (IDFA) or replace Apple's tracking-permission requirements. The absence of an ATT prompt does not mean that no technical data is collected. Advertising choices do not disable Firebase Analytics or Crashlytics.

While an active Premium entitlement is recognized, the app stops requesting and displaying ads. This does not delete information already processed by Google or automatically disable other Google services. If fixed-term Premium expires, ads may resume.

Google's use of information from apps: https://policies.google.com/technologies/partner-sites

Purchases

Apple handles all in-app payments. We do not receive your payment-card number, bank details, or Apple Account password. The app receives verified StoreKit transaction information, such as product and transaction identifiers, purchase dates, and revocation status, to grant and restore Premium and calculate fixed-term expiry. Apple may retain transaction records separately from the app.

Plans are non-renewing 1-month, 6-month, and 1-year access, plus a one-time Lifetime purchase. The app does not operate a developer billing account or a separate payment server.

Apple Privacy Policy: https://www.apple.com/legal/privacy/

Game Center

If Game Center is available, the app may ask Apple to authenticate you using your device's Game Center account. While signed in, achievements and leaderboard scores can be submitted even if you only play offline. Online play additionally uses Apple's services for invitations, matchmaking, match identifiers, participant information, moves, and match results.

The app receives information needed to display and run matches, including opponents' Game Center display names, match identifiers, and stored match data. Game Center profile information and activity may be visible to other players according to Apple's sharing settings. We do not receive your Apple Account password or access your device's contact list.

You can play offline without Game Center. Manage Game Center sign-in, sharing, multiplayer restrictions, and parental controls in Apple's settings. Removing a finished match from the app requests its removal through Game Center; it does not promise deletion of other players' copies, achievements, leaderboards, or all Apple-held records.

Game Center & Privacy: https://www.apple.com/legal/privacy/data/en/game-center/

Support and the website

If you email us, we receive your email address, message, and any attachments you choose to send. Contact Support in the app's Settings opens a prefilled email that, below a separator line, includes your device model, operating-system version, app version and build, and language and region setting, so that we can diagnose problems. You can see this information before sending and edit or delete it; nothing is sent unless you send the email. We use this information to answer your request and keep relevant support records. Do not send passwords, payment-card details, or unnecessary sensitive information.

The related website is hosted on Firebase Hosting. Requests to the website and these PDFs can expose connection information, including IP address, request time, browser information, and requested resource, to the hosting provider. The current website does not include a separate analytics script or advertising SDK.

Children and age rating

X·O is a general-audience game with an App Store content rating of 4+, subject to the rating displayed for your country and device. A content rating does not itself provide parental consent to data processing, purchases, or use of third-party accounts.

The app does not ask players to enter their age or independently verify whether a player is a child. The Google and Apple services described above may process technical information when the app is used, including when a younger person uses it. Children's data may require additional protections under applicable law.

Parents and guardians should review this Policy and Apple's account, purchase, and Game Center controls. Where consent from a parent or guardian is required by law, it must be obtained before the relevant processing. If you believe information about a child has been processed without required permission, contact us. We will investigate and take steps required by applicable law, including deletion of information we can identify and control and, where appropriate, requests to the relevant provider.

Purposes, legal bases, and recipients

We process information to provide gameplay and purchased access, answer support requests, maintain security and reliability, understand app usage, deliver advertising, and meet legal obligations. Where applicable, legal bases include performance of a contract for requested services, legitimate interests in support and reliability where permitted, compliance with legal obligations, and consent for processing that legally requires it. Legitimate interests do not replace consent where consent is required.

Information is handled by Google services and applicable advertising partners, Apple services, and providers used to receive support email. Their roles and obligations depend on the service and applicable agreements. We may also disclose information when required by law or necessary to establish or protect legal rights. We do not sell personal information for money. Advertising disclosures may be considered a “sale” or “sharing” under some privacy laws even without a monetary payment.

Retention and international transfers

Local data remains until it is cleared, overwritten, or removed with the app, subject to backups and shared storage. We keep support correspondence only as long as reasonably necessary to resolve the request, maintain relevant records, or meet legal obligations. Google and Apple retain other records under their applicable service policies, configuration, and legal requirements; deletion of local data is separate from those retention periods.

Providers may process data outside your country, including outside the EEA and UK. Applicable transfer arrangements may include Standard Contractual Clauses or other recognized safeguards, depending on the provider and destination. Contact us for information about safeguards relevant to processing we control.

Your rights and choices

Depending on your location and applicable law, you may have rights to access, correct, delete, restrict, or obtain a copy of your personal data, object to processing, withdraw consent, or opt out of certain advertising-related disclosures. Withdrawal does not affect the lawfulness of earlier processing. You may also complain to your local data-protection authority. We do not discriminate against you for exercising applicable privacy rights.

In Poland, the supervisory authority is the President of the Personal Data Protection Office (Prezes Urzędu Ochrony Danych Osobowych, UODO). Under the GDPR, you may also complain to the supervisory authority in the EU/EEA country of your habitual residence, place of work, or the alleged infringement.

Polish supervisory authority: https://uodo.gov.pl/

Use Ads in Settings (shown while ads are on) to manage advertising choices, and Apple's settings to manage Game Center and device restrictions. For other requests, email fancymobappts@gmail.com. We may need proportionate information to verify and locate the relevant records. Because we do not maintain an app account or map SDK identifiers to your name, an email address alone may not identify analytics or advertising records. We will explain any limits and direct you to the relevant provider where appropriate; this does not remove rights you have under law.

Security, external resources, and changes

We use reasonable safeguards appropriate to the information involved; no system can guarantee absolute security. Where legally required, we will investigate security incidents and provide necessary notifications. External websites and third-party services have their own privacy practices.

We will post revisions at the Policy address below and update the date. Where required, we will provide additional notice or request consent before materially different processing begins. Continued use of the app is not, by itself, consent to new processing that requires consent.

Privacy Policy: https://xogameplay.web.app/info/policy.pdf

Contact

For privacy questions or requests, contact us at fancymobappts@gmail.com.