PRIVACY POLICY

Last update: January 16, 2026

We are strongly committed to letting you know how we will collect and use your information when using our app and playing our game ("the Services"). The policies below are applicable to data and information collected through the Services published by Draw Me A Pixel, a French simplified joint-stock company, registered with the Trade and Companies Registry of Lyon, under number 830 608 782, with registered offices located at 49, Rue Francis de Pressensé - 69100 VILLEURBANNE - France (collectively "DMAP" or "we", "us", or "our"). We have established this privacy policy (the "Policy") to let you know the kinds of information we may gather during your use of the Services, why we gather your information, what we use your personal information for, when we might disclose your personal information, and how you can manage your personal information.

We may modify this Policy from time to time. Such modifications, additions, or deletions shall be effective immediately upon notice thereof. Indeed, when we post changes to this Policy, we will revise the "last modified" date at the top of this page. We encourage you to periodically review this Privacy Policy to be informed of how we collect, use, protect and disclose your information. By accessing and/or using our Services, you signify your understanding of, and agreement with, this Policy. If you do not agree with our policies, please do not access our Services.

If you have any questions about this Policy or don't see your concerns addressed here, you should contact us by email at hello@drawmeapixel.com.

What Information About Me Is Collected and Stored?

There are two basic types of information that we may collect in conjunction with your use of the Services, personal information and non-personal information. Personal information is any information that can individually identify you and includes, among other things, your name, e-mail address, telephone number, postal address, credit card information, and billing and contact information. Non-personal information includes information that does not personally identify you, but may include tracking and usage information about your demographics or use of the Services.

Personal Information

You can fully use the Services without submitting any personal information to us. At this time, we do not collect any personal information from you through the Services, nor do we use any of your personal information in conjunction with the operation of the Services.

Non-Personal Information

When you interact with the Services, we may collect certain information that does not identify you individually and our Services and associated technology may automatically keep an activity log of your use of our Services ("Non-Personal Information"). Generally, we may collect and store the following categories of Non-Personal Information:
• Device information about your computer, browser, mobile device, or other device that you use to access the Services. This information may include IP address, geolocation information, unique device identifiers, browser type, browser language, and other transactional information.
• Analytics and usage information about your use of the Services.

• Additional "traffic data" and log files such as time of access, date of access, software crash reports, session identification number, access times, and referring Services addresses.
• Other information regarding your use of the Services.

Please note that when you play our games on third-party platforms (such as Steam, Nintendo eShop, App Store, Google Play, etc.), those platforms may collect additional information according to their own privacy policies. We recommend reviewing the privacy policy of each platform you use.

Use of Cookies and Other Tracking Technologies

We do not use any cookies for any purpose, including "session" cookies, "persistent" cookies, flash cookies, web storage, web beacons or other technology that tracks you. We may also use certain technologies to monitor traffic, improve the Services and make it easier and/or relevant for your use, and collect analytics, but none of these technologies track you or identify you.

We do not deliver advertising on or through the Services. If you are concerned about mobile app tracking by advertising networks, you can learn about your options to opt-out of mobile app tracking by certain advertising networks through your device settings. For more information about how to change these settings for Apple, Android or Windows devices, see:

Apple: http://support.apple.com/kb/HT4228
Android: http://www.google.com/policies/technologies/ads/
Windows: http://choice.microsoft.com/en-US/opt-out

How Do We Use Your Information?

We use the information we learn from you to help us personalize and continually improve your experience on the Services. We may use your Non-Personal Information in the following ways:

General Uses

• To communicate our policies;
• To personalize content and experiences on our Services, including providing you reports, recommendations and feedback based on your preferences;
• To analyze, optimize or improve our products, services and operations;
• To automatically update the Services on your device;
• To detect, investigate, and prevent activities that may violate our policies or be illegal;

Who Do We Provide Your Information To?

We do not disclose information about you to any companies.

Third-Party Agents

We have third party agents and partners that perform functions on our behalf, such as hosting, billing, push notifications, storage, bandwidth, content management tools, analytics, customer service, fraud protection, etc. These entities may have access to data and information needed to perform their functions and are contractually obligated to maintain the confidentiality and security of that data and information. They are restricted from using, selling, distributing or altering this data in any way other than to provide the requested services to the Services.

Emergency Situations

We may also use or disclose data and information if required to do so by law or in the good faith belief that such action is necessary to (a) conform to applicable law or comply with legal process served on us or the Services; (b) protect and defend our rights or property, the Services or our users, and (c) act under emergency circumstances to protect the personal safety of us, agents, or the users of the Services or the public. This includes exchanging information with other companies for fraud protection.

What Steps Are Taken To Keep Information Secure?

We exercise great care in providing secure transmission of your information from your device to our servers. Information collected by our Services is stored in secure operating environments that are not available to the public. Please understand, however, that while we try our best to safeguard your information once we receive it, no Services or communication of data can be guaranteed to be 100% secure.

How Can We Transfer Your Personal Information?

We strictly supervise the exchange of data with our partners during our contractual commitments. We therefore favor providers located in France and from the European Union.
We do not transfer data outside of EEA member states.

How Long Do We Keep Your Information?

Following deletion of the Services from your device, DMAP or its service providers may retain your data and information for a commercially reasonable time for backup, archival, and/or audit purposes. If you have any questions about deletion of your Services, please contact us directly at hello@drawmeapixel.com.

What Are Your Choices and How Do You Opt-Out?

We believe you should have choices about the collection, use and sharing of your information.
Even though we do not collect personal information through our Services, we want you to be aware of your rights under the General Data Protection Regulation (GDPR) and applicable French data protection laws:

- Right of access: You have the right to request information about what data we hold about you
- Right to rectification: You have the right to request correction of inaccurate data
- Right to erasure: You have the right to request deletion of your data
- Right to restrict processing: You have the right to request that we limit how we use your data
- Right to data portability: You have the right to request a copy of your data in a structured format
- Right to object: You have the right to object to certain types of processing

To exercise any of these rights, please contact us at hello@drawmeapixel.com.

You also have the right to lodge a complaint with the French data protection authority (CNIL) if you believe we have not complied with applicable data protection laws. You can contact CNIL at: https://www.cnil.fr/