Data Deletion Request
Request for erasure of personal data
We retain and process minimal personal data of our users, all of which is pseudonymous data, being data relating to a single unidentified person. For our purposes, the data we collect includes a unique pseudonymous identifier (your User ID); your user preferences; and milestones related to your gameplay. This is set out in our privacy policy.

We are therefore unable to isolate your data from our other players' pseudonymous data profiles without a means of connecting you to your respective profile. This is part of our effort to create products and services which are private by design. Once the game is deleted by a player, the User ID is lost and so there are no means by which we can deduce which profile is yours.

In accordance with our data retention policy, if the user profile is not accessed by a user for a period of time, it is moved to our inactive database. If after one year that data is still not used, it is permanently deleted.

Erasing personal data
Set out below are some measures you can take to ensure we do not further process your personal data, help you manage your settings and administer your consent withdrawal request for both iOS and Android.

1. You can delete the application from your phone and not re-download it. If you do choose to download it again in the future, do not accept personalised ads when prompted.

2. You can edit personalised ad settings on your device.

For iOS:
Limit Ad Tracking on your device by:

1. Open the **Settings App**
2. Tap **Privacy**
3. Scroll down to the bottom of the page and tap **Advertising**
4. Toggle the **Limit Ad Tracking** switch on

After enabling Limit Ad Tracking, you will be able to clear the tracking data from your personal advertising identifier:

1. Open the **Settings App**
2. Tap **Privacy**
3. Scroll down to the bottom of the page and tap **Advertising**
4. Tap **Reset Advertising Identifier**
5. When prompted, tap **Reset Advertising Identifier**

For iOS 14 or later versions:
Limit Ad Tracking on your device by:

1. Open the **Settings App**
2. Tap **Privacy**
3. Scroll down to the bottom of the page and tap **Apple Advertising**
4. Toggle the **Personalised Ad** switch off

You can turn off location-based iAds which will stop you from receiving advertisements based on your current location:

1. Open the **Settings App**
2. Tap **Privacy**
3. Tap **Location Services**
4. Scroll down to the bottom of the page and tap **System Services**
5. Toggle the **Location-Based iAds** switch off

For ANDROID:
Limit Ad tracking on your device by:

1. Open the **Settings App**
2. Search for **Google services** as depending on the device this may not appear on the main screen
3. Tap **Ads**
4. Turn on **Opt out of Ads Personalization**

Under this menu you can also reset the advertising identifier that is currently assigned to them.