

PRIVACY POLICY

The Dogfight

Effective Date: June 5, 2026

1. Introduction

Welcome to The Dogfight (the "Game"), developed and operated by the owner of thedogfight.com ("we," "us," or "our"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you download and play our Game on the mobile app stores.

Please read this Privacy Policy carefully. By downloading, installing, or using the Game, you agree to the collection and use of information as described in this policy. If you do not agree with the terms, please do not access the Game.

Contact us at: privacy@thedogfight.com

2. Information We Collect

2.1 Information You Provide Directly

- Account information: username, email address, and password
- In-game profile data: display name, avatar, and preferences
- Communications: messages sent through customer support

2.2 Information Collected Automatically

- Device identifiers: Android Advertising ID (AAID), IDFA (Identifier for Advertisers), device model, OS version
- Gameplay data: game progress, scores, achievements, session length, and in-game behavior
- Log data: IP address, crash reports, timestamps, and performance data
- Network information: connection type (Wi-Fi, cellular) and carrier name

2.3 Information from Third Parties

- Google Play Games Services: player ID, leaderboard scores, and achievements
- Analytics providers (Grafana): aggregated usage and performance metrics
- Advertising networks (AdMob): ad interaction data
- App Tracking Transparency (iOS): If you are using the Game on an iOS device, Apple requires us to request your permission before tracking your activity across other apps and websites. When you first launch the Game, you will see a system prompt asking

whether you allow tracking. If you decline, we will serve non-personalized ads only and will not use your Identifier for Advertisers (IDFA) for cross-app tracking purposes. You can change this preference at any time under Settings > Privacy & Security > Tracking on your iOS device.

3. How We Use Your Information

We use the information we collect for the following purposes:

- To provide, operate, and maintain the Game and its features
- To save your game progress and synchronize it across devices
- To process in-app purchases and transactions via Google Play
- To display leaderboards, achievements, and social features
- To send important updates, security alerts, and support messages
- To analyze usage trends and improve Game performance and user experience
- To detect, investigate, and prevent fraud, cheating, or abuse
- To comply with applicable laws and legal obligations
- To display personalized or non-personalized advertisements

4. Data Sharing and Disclosure

We do not sell your personal information. We may share your data in the following circumstances:

- Service Providers: third-party vendors who help us operate the Game (e.g., cloud hosting, analytics, crash reporting), bound by confidentiality obligations
- Google Play Services: as required to operate through the Google Play platform
- Advertising Partners: aggregated or pseudonymous data with ad networks to serve in-game ads
- Legal Requirements: when required by law, court order, or governmental authority
- Business Transfers: in connection with a merger, acquisition, or sale of assets, with notice provided to users
- With Your Consent: in any other case where you have given us explicit permission

5. Platform Data Disclosures (Google Play & App Store)

In accordance with Platform Data Disclosures requirements, we disclose the following:

- Data collection: we collect personal identifiers, app activity, and device information as described above
- Data sharing: data may be shared with service providers and advertising partners as described in Section 4
- Security practices: data is encrypted in transit using TLS/HTTPS

- Data deletion: users may request deletion of their account and associated data by contacting us
- Children: please refer to Section 8 for information about our practices regarding users under 13

We have also completed Google's Data Safety Form in the Play Console to provide a clear summary of our data practices on the app listing page.

6. Data Retention

We retain your personal information for as long as your account is active or as needed to provide the Game's services. We will also retain data as necessary to comply with legal obligations, resolve disputes, and enforce our agreements.

If you request deletion of your account, we will delete or anonymize your personal data within 30 days, unless we are required by law to retain certain information.

7. Your Rights and Choices

Depending on your location, you may have the following rights regarding your personal data:

- Access: request a copy of the personal data we hold about you
- Correction: request correction of inaccurate or incomplete data
- Deletion: request deletion of your personal data ("right to be forgotten")
- Portability: receive your data in a machine-readable format
- Objection / Restriction: object to or restrict certain types of processing
- Opt-out of Ads: disable personalized advertising via your device's Advertising ID settings (Settings > Google > Ads on Android) or (Settings > Privacy & Security > Tracking on iOS)

To exercise any of these rights, please contact us at privacy@thedogfight.com. We will respond within 30 days.

8. Children's Privacy & Account Registration

The Game is designed for general audiences and may be played by users of all ages. We comply with the Children's Online Privacy Protection Act (COPPA) and all applicable children's privacy laws.

8.1 Guest Mode

The Game may be played online in guest mode without creating an account. Guest users are not required to provide any personal information such as a name or email address. We may collect limited technical data from guest users (such as device identifiers and gameplay data) solely to operate and improve the Game, as described in Section 2.

8.2 Account Registration — Age Requirement

Account registration is available only to users aged 13 or older. During the registration process, users are required to confirm that they meet this age requirement. We do not knowingly allow children under the age of 13 to create an account or provide personal information such as an email address.

If you are under 13, you may continue to enjoy the Game in guest mode, but you may not register for an account.

8.3 Age Gate at Registration

To help enforce this requirement, an age verification step is presented at the point of account creation. Users who indicate they are under 13 will be prevented from completing registration and directed to use guest mode instead.

8.4 Parental Rights

If you are a parent or guardian and believe your child under 13 has created an account or provided personal information without your consent, please contact us immediately at privacy@thedogfight.com. We will:

- Promptly review and verify the report
- Delete the account and all associated personal data
- Take steps to prevent future unauthorized registration

8.5 Advertising

We do not serve behavioral or personalized advertising to users who are known to be under 13. All advertising displayed within the Game complies with applicable laws and platform policies regarding child-directed content.

9. Security

We implement reasonable administrative, technical, and physical security measures to protect your information from unauthorized access, disclosure, alteration, or destruction. These measures include:

- Encryption of data in transit using TLS/HTTPS
- Secure storage with access controls
- Regular security assessments and monitoring

However, no method of transmission over the Internet or electronic storage is completely secure. We cannot guarantee absolute security, and you use the Game at your own risk.

10. Third-Party Links and Services

The Game may contain links to third-party websites or integrate third-party services (e.g., Google Play Games, social platforms). This Privacy Policy does not apply to those third-party services. We encourage you to review their privacy policies before providing any personal information.

11. International Data Transfers

Your information may be transferred to and processed in countries other than your own. These countries may have different data protection laws. When we transfer data internationally, we take appropriate safeguards such as Standard Contractual Clauses (SCCs) to ensure your data is protected in accordance with this Privacy Policy.

12. EU/EEA Users — GDPR Rights

If you are located in the European Union or European Economic Area, you have additional rights under the General Data Protection Regulation (GDPR):

- Legal basis for processing: we process your data based on contract performance, legitimate interests, legal obligation, or your consent
- Right to lodge a complaint: you may file a complaint with your local data protection authority (DPA)
- Data Protection Officer (DPO): if required, our DPO can be reached at privacy@thedogfight.com

13. California Users — CCPA Rights

If you are a California resident, you have rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA):

- Right to Know: what personal information is collected, used, disclosed, or sold
- Right to Delete: request deletion of your personal information
- Right to Opt-Out: we do not sell personal information; however, you may opt out of sharing for cross-context behavioral advertising
- Right to Non-Discrimination: we will not discriminate against you for exercising your CCPA rights

To submit a CCPA request, contact us at privacy@thedogfight.com.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make material changes, we will notify you by updating the "Effective Date" at the top of this policy and, where appropriate, by providing in-app notice or sending a notification.

Your continued use of the Game after the updated policy is posted constitutes your acceptance of the changes.

15. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy, please contact us:

Email: contact@thedogfight.com, privacy@thedogfight.com

Website: <https://thedogfight.com/>

This Privacy Policy was last updated on June 5, 2026