TRIBE RUSH

Privacy Policy

Effective date: 27 October 2026 · Last updated: 10 November 2026 · Version 1.1

This policy explains what personal data the mobile game **Tribe Rush** collects, why we collect it, who we share it with, how long we keep it and what you can do about it. It applies to the Tribe Rush apps for iOS and Android and to the servers that support them.

The short version. You can play Tribe Rush without creating an account or giving us your name or email address. The app creates an anonymous profile so it can save your progress on your device and in a cloud save tied to that profile. You can optionally link an email address to the profile; we use it only to send you account codes, such as the one that verifies it. The app does not currently let you sign in on another device, so progress cannot be moved to a new phone. The game shows no ads. We sell amber, an in-game currency that only unlocks cosmetic looks, so purchase data is processed by Apple, Google and RevenueCat. Analytics and marketing measurement are off until you switch them on. We never sell your personal data. You can delete your account and its data from inside the app at any time: *Settings › Account › Delete account*.

1. Who is responsible for your data

The data controller is:

Company	Taiga Teknoloji Anonim Şirketi ("Taiga", "we", "us")
Address	Çifte Havuzlar Mah., Eski Londra Asfaltı Cad., Kuluçka Mrk. A1 Blok No: 151/1C, İç Kapı No: B35, Esenler / İstanbul, Türkiye
Tax office / number	Esenler Tax Office · 8161398001
Contact	developer@grouptaiga.com
Website	grouptaiga.com

For data-protection questions, write to the address above with "Privacy — Tribe Rush" in the subject line. We answer within 30 days, and within the shorter periods required by Turkish Law No. 6698 (KVKK) or the EU General Data Protection Regulation (GDPR) where those apply to you.

2. Playing without an account

Tribe Rush does not require registration. The first time the app runs, it generates a random identifier on the device, stores it in the device keychain, and uses it to create an anonymous profile on our servers. That profile holds your campaign progress and stars, your amber balance, the looks you own, your quests and rewards, your online rating and a generated display name such as "Player4821". It is not linked to your real identity, your phone number, your contacts or your email address unless you later choose to sign in.

3. Data we collect

3.1 Account data

Data	When	Why
Anonymous profile identifier and a hashed device secret	First launch, automatically	To save and restore your game progress
Email address	Only if you link an email and password to your profile	To verify the address and send you account codes
Password (stored only as a salted hash)	Only for email sign-in	To authenticate you
Display name you choose	Only if you change your generated name	Shown on the leaderboard
Country code	First launch	To place you on a country leaderboard. Taken from your device's region setting — we do not use GPS and never request location permission

3.2 Gameplay data

Campaign stages played, won and lost, stars earned, match length, camps taken and warriors lost, quests, daily rewards, amber earned and spent, looks owned and equipped, Daily Hunt scores and online match results. We use this to run the game, keep your progress across devices, run leaderboards and prizes, balance difficulty and detect cheating.

Replays and anti-cheat. When you submit a Daily Hunt score or play a ranked match, the app sends a replay of your commands (where and when you sent warriors). Our servers re-run the replay to confirm the result. The replay contains game commands only, no personal data, and its contents are deleted 30 days after the check.

3.3 Online matches

In online matches your display name, tribe colour, the looks you have equipped and your rating are shown to the other players. Our relay server passes match commands between the players' devices; it does not record voice or text, because there is none. When no other player is found in time, some opponents in online matches are controlled by the computer, as explained in the Terms of Service.

3.4 Device and technical data

Device model, operating system version, app version and build, language and region, screen size, a generated installation identifier, session start and end times, network availability, and error and crash reports including stack traces. Crash reports are sent to Sentry and are configured not to include personally identifying payloads.

3.5 Purchase data

When you buy something, Apple or Google processes the payment. **We never receive your card number, bank details or billing address.** We receive from RevenueCat and from the app stores: the product purchased, the transaction and receipt identifiers, the purchase, cancellation and refund events, the store country and the price tier. We use this to deliver the amber you bought, to reverse it after a refund and to keep accounting records.

3.6 No advertising, optional marketing measurement

Tribe Rush shows no ads and contains no ad network. The Meta (Facebook) SDK can receive a few game milestones (tutorial finished, first campaign win, purchase) so we can measure our own marketing campaigns. On iPhone and iPad this happens only if you tap *Allow* in Apple's App Tracking Transparency prompt, which also decides product analytics; the app shows no consent screen of its own. On Android it happens only if you switch on *Marketing measurement* in the app's privacy dialog, and the advertising ID is then shared with Meta. Apple's SKAdNetwork is used for privacy-preserving install attribution. Without that permission, nothing is sent to Meta.

3.7 Analytics

Only if you switch on *Analytics* in the privacy dialog, the app records product-analytics events such as "match started", "match finished", "campaign stage completed", "shop opened" and "purchase completed", together with the technical data in section 3.4. These events are sent to our own servers and forwarded to GameAnalytics from our servers. We use them to understand which stages are too hard, where players stop playing and whether a change improved the game. With analytics off, no analytics events are sent.

3.8 Notifications

If you allow notifications, the app schedules reminders *on your device* — for example when a new Daily Hunt map is ready or after a day away. These are local notifications. We do not operate a push server and do not collect a push token.

3.9 Support correspondence

If you email us, we keep your message, your email address and our reply so we can help you and keep a record of the request.

4. What we do not collect

- No GPS or precise location.
- No access to your camera, microphone, photos, contacts, calendar, health data or files. The app never asks for these permissions.
- No chat, messaging, voice or uploaded content. The only text other players see is your generated display name.
- No advertising identifier unless you allow tracking (iOS) or switch on marketing measurement (Android).
- No payment card data.
- No biometric data.

5. Legal bases for processing

Where the GDPR applies, we rely on these legal bases:

Purpose	Legal basis
Creating your profile, saving progress, running leaderboards and events, delivering purchases, customer support	Performance of a contract (Art. 6(1)(b))
Security, anti-cheat replay checks, fraud prevention, crash diagnostics	Legitimate interests (Art. 6(1)(f)) — running a game that works and is not ruined by cheating
Product analytics and marketing measurement	Consent (Art. 6(1)(a)), given through App Tracking Transparency on iOS and through the in-app privacy dialog on Android
Keeping invoices and accounting records	Legal obligation (Art. 6(1)(c))

Where Turkish Law No. 6698 applies, the equivalent grounds are the necessity of processing for the performance of a contract (Art. 5/2-c), our legitimate interests (Art. 5/2-f), compliance with a legal obligation (Art. 5/2-a) and, for analytics and marketing measurement, your explicit consent (Art. 5/1).

6. Who we share data with

We do not sell personal data and we do not share it for other companies' independent marketing. We share only what each of the following needs to do its job:

Recipient	What it receives	Role
Apple — App Store, In-App Purchase, Game Center, SKAdNetwork	Purchase data; Game Center scores and achievements if you are signed in to Game Center	Independent controller / payment processor
Google — Google Play billing	Purchase data	Independent controller / payment processor
RevenueCat, Inc.	Purchase and receipt data, your anonymous profile identifier	Processor
Meta Platforms (Facebook SDK)	A few game milestones and, if you allow tracking, the advertising identifier — only with marketing measurement switched on	Independent controller
Functional Software, Inc. (Sentry)	Crash and error reports with device and app version	Processor
GameAnalytics ApS	Gameplay analytics events forwarded from our servers, only with analytics switched on	Processor
Our hosting and email providers	Data stored on our servers; outgoing account emails	Processors
Authorities, advisers and acquirers	Only what the law requires, or what is necessary for legal claims, an audit or a sale of the business	—

Each provider's own privacy policy explains how it handles data: Apple, Google, RevenueCat, Meta, Sentry and GameAnalytics all publish one.

7. Where your data is stored and transferred

Our game servers and databases are hosted in Türkiye. Several of the providers listed above are established outside Türkiye and the European Economic Area, mainly in the United States, so using the app involves international transfers. For those transfers we rely on the providers' standard contractual clauses and equivalent safeguards, and on your explicit consent where Turkish law requires it. Leaderboards are global, so your display name and score are visible to players in other countries.

8. How long we keep data

Data	Retention
Account and progress	Until you delete your account. An account that has been inactive for 24 months may be deleted
Replay contents used for anti-cheat	30 days after the check; the verified score stays with your Daily Hunt history until you delete your account
Online match history	Kept for statistics; your player identifier in it is replaced by a random one when you delete your account
Analytics events on our servers	12 months, then deleted or aggregated
Crash reports	90 days
Leaderboard entries	Weekly and event boards expire automatically; your entries are removed immediately when you delete your account
Closed account record after deletion (see section 9)	Kept on our servers, linked to no email, sign-in or device; the purchase and accounting records in it follow the 10-year period below
Purchase and accounting records	10 years, as required by Turkish tax and commercial law
Support emails	3 years

9. Deleting your account

You can delete your account from inside the app at any time, whether or not you ever signed in: **Settings › Account › Delete account**, then confirm. This immediately and permanently:

- closes the account and ends every active session on every device;
- erases the email address, password, any Apple or Google identifier and the hashed device secret linked to it;
- removes your entries from all leaderboards;
- deletes your cloud save, your online rating, your friends list and friend code, your Daily Hunt replays and prize history, and any files stored for the account, and makes your online match history anonymous;
- resets the app on your device to a fresh guest state, wiping local progress, looks and privacy choices; only device preferences such as language, sound and accessibility settings stay.

What we keep. A closed record of the account stays on our servers: its random identifier, display name, country and creation date, its amber balance, the looks it owned, its amber transaction history and its purchase and subscription records, including the purchase events RevenueCat sent us. The record is no longer linked to any email address, sign-in or device, and nobody can sign in to it. Analytics events you

allowed are kept for the period in section 8. Purchase and accounting records are kept because Turkish tax and commercial law requires it, for the periods in section 8, and are not used for any other purpose.

Your progress, amber, looks and purchases cannot be recovered afterwards. If you prefer, you can ask us to delete your account by writing to developer@grouptaiga.com; we may ask you for information that lets us identify the account.

10. Your rights

Depending on where you live, you have the right to: know what we hold about you and get a copy of it; correct it; delete it; restrict or object to processing, including profiling for advertising; withdraw a consent you gave; receive your data in a portable format; and complain to a supervisory authority. In Türkiye that authority is the Personal Data Protection Authority (KVKK Kurumu); in the EEA it is your national data-protection authority. Under Turkish Law No. 6698 you may also ask whether your data has been processed, learn the purpose, learn who it has been transferred to, and request that any damage caused by unlawful processing be compensated.

To exercise a right, email developer@grouptaiga.com. We do not charge for this, and we will not treat you differently for asking. Some rights can be exercised faster in the app itself: you can delete your account from the Account screen and change your analytics and marketing choices from *Settings › Privacy choices*.

11. Your privacy choices

- **iOS:** *Settings › Privacy choices* in the game opens Settings › Tribe Rush, where you can switch *Allow Tracking* on or off; also Settings › Privacy & Security › Tracking.
- **Android:** *Settings › Privacy choices* in the game reopens the privacy dialog, where you can switch analytics and marketing measurement on or off at any time. Both start off.
- **Android:** Settings › Google › Ads, where you can delete or reset your advertising ID.

12. Children

Tribe Rush is a general-audience strategy game. It is not directed at children under 13, and we do not knowingly collect personal data from them. The game shows no ads, and where a store's families programme applies we follow its rules. If you believe a child has given us personal data, write to us and we will delete the account and its data.

13. Security

Traffic between the app and our servers uses TLS. Passwords are stored only as salted hashes and are never logged. Sessions use short-lived tokens with rotating refresh tokens that can be revoked. The device secret is stored in the platform keychain. Access to production systems is restricted and logged, and we take regular

backups. No system is perfectly secure, so we cannot promise absolute security; if a breach affects your data and the law requires it, we will notify you and the relevant authority.

14. Changes to this policy

If we change this policy we will update the date at the top and publish the new version at this address. If a change materially affects you — for example a new category of data or a new purpose — we will tell you in the app before it takes effect and, where the law requires it, ask for your consent.

15. Contact

Taiga Teknoloji Anonim Şirketi
Çifte Havuzlar Mah., Eski Londra Asfaltı Cad., Kuluçka Mrk. A1 Blok No: 151/1C, İç Kapı No: B35, Esenler / İstanbul, Türkiye
developer@grouptaiga.com

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