

1. About El Trivia Privacy Policy

1.1. This privacy policy (“El Trivia”) explains how information about you is collected, used, and disclosed by El Trivia game.

2. About us

2.1. Digify Mena is the company who developed El Trivia and is registered under the Egyptian government law for private and limited liabilities companies.

3. What kind of information do we collect?

3.1. El Trivia collect certain information when you play our Games. This information relates to how you use our Games, including with which device, and may include information that you submit when creating an account with us or through your social network accounts such as Facebook.

When you play our Games, we collect (among others) the following information:

- Your device identifier and IP address in order to send you notification for the game
- Facebook public data
- When you choose to register with us for a better game experience and/or to create a profile, we collect information such as your username, email address, and any information you may choose to provide;
- How you play the Game

4. How do we use your information?

4.1. When you play the Game, we use the information that we have about you:

- To provide you with the Game and associated websites, and continuously improve their features;
- To store your gaming history;
- To present interest-based advertisements and to send you notifications related to the game.
- To enable social network integration, especially with Facebook;

4.2. Your personal data will only be stored for a period necessary for your use of the Game for the purposes as described in this Privacy Policy. We will, for example, periodically delete unused game accounts and we regularly review and anonymize unnecessary data.

5. Which partners have access to your data?

5.1. Ad network providers

El Trivia uses ad network providers, ad exchanges, and ad servers (“Google AdSense”) to help present advertisements in our Games or run advertising campaigns on third party games and platforms. These Advertising Partners use certain technologies for presenting, better targeting, and measuring the effectiveness of their advertisements, using data gathered over time and across their networks of games to determine or predict the characteristics and preferences of their audiences.

5.2. Social networks

The Game can be played and synchronized on multiple devices by using your Facebook account to log in. The Facebook login is controlled by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (Facebook). Facebook may provide certain information about you to us and we may use this information in order to show you advertisements. Facebook is a third party, so your activities on this social media platform are subject to their user and privacy policies, not ours. For more information on the sharing of your information with Facebook and their use of your personal data, please consult Facebook’s Data Policy at: <https://www.facebook.com/policy.php>.

5.3. Analytics Partners

EL Trivia uses analytics partners in order to help get insights into the usage of the Games (“Google Analytics”). These analytics partners process Usage Data, which may include, among others, your IP address, geographical location, operating system, time spent in the Games, and other information about how you use the Games. This data is used to analyze the use of the Games and to improve the Games and related services. Our analytics partners will act as a data processor in relation to the Usage Data. The legal basis for the processing of the Usage Data is legitimate interest.

6. Security

6.1. El Trivia has implemented appropriate measures to safeguard and help prevent unauthorized access, to maintain data security, and to correctly use the information we collect in relation to the Game.

6.2. Although we allow you to set privacy options that limit access to your personal data, please be aware that no security measures are perfect or impenetrable. We are not responsible for the circumvention of any privacy settings or security measures contained in the Games.

If you have any additional questions or requests, you may send an email to digifymena@gmail.com