IDIOMO PRIVACY POLICY

Last updated: 10 September 2026

This Privacy Policy explains how Idiomo collects, uses, stores and shares information when you use the Idiomo application on iOS or Android, or visit the idiomo.app website.

PRIVACY AT A GLANCE

You do not need to provide your name, email address or create a traditional account to play Idiomo. The app uses an anonymous identifier to save game progress.

Advertising partners may process device, advertising and usage information. Where required by applicable law, Idiomo displays privacy and consent choices before requesting advertising.

In-app purchases are currently available in the iOS version and are processed by Apple. The Android version does not currently offer in-app purchases. Idiomo does not receive your payment-card details.

1. WHO CONTROLS YOUR DATA

Idiomo is operated by an independent developer based in the United Kingdom.

For personal information processed directly by Idiomo, the developer of Idiomo is the data controller.

Privacy questions and requests can be sent to:

support@idiomo.app

2. SCOPE

This policy applies to:

- the Idiomo application for iOS;
- the Idiomo application for Android;
- the idiomo.app website;
- customer support communications;
- game progress;
- answer validation;
- advertising;
- advertising consent and privacy choices;
- in-app purchases where available.

Third-party services used by Idiomo process information under their own privacy policies.

3. INFORMATION WE COLLECT

3.1 Anonymous account and game data

Idiomo does not require a name, email address, password or social-media login.

Firebase Authentication creates an anonymous user identifier so that game progress can be associated with the app installation.

Game-related information may include:

- anonymous user identifier;
- selected language and app settings;
- puzzles viewed, attempted, solved or revealed;
- answer attempts and normalized answer-validation results;
- hints used;
- token balance;
- streaks;
- gallery progress;
- ad-removal status where applicable;
- purchased entitlements where applicable;
- timestamps needed to save and synchronize progress.

Anonymous accounts are generally associated with an individual installation and are not intended to provide cross-device account synchronization.

3.2 Answer validation

Answers you type may be sent to the Idiomo backend for validation.

The submitted text may be compared with accepted answers, normalized for spelling and punctuation, and processed automatically to determine whether it is correct.

Validation results may be cached to improve speed and avoid repeated processing.

Please do not enter names, contact details or other personal information into the answer field.

3.3 Advertising and technical information

Idiomo displays advertising through Unity LevelPlay mediation, currently including Unity Ads, ironSource and Google advertising services such as AdMob.

Depending on your platform, device settings, region, consent choices and the advertising provider involved, advertising SDKs may process:

- device identifiers, including an advertising identifier where permitted;

- IP address and approximate location inferred from IP address;
- device model;
- operating-system version;
- app version;
- language;
- advertising impressions;
- advertisements shown;
- clicks;
- rewarded-video views and reward events;
- interactions relevant to advertising and measurement;
- performance and diagnostic information;
- advertising attribution information.

On Android, Google advertising technologies may also use Android Privacy Sandbox functionality where supported by the device and applicable configuration.

Idiomo does not request access to your precise GPS location, contacts, camera, microphone, health information or payment-card details for normal gameplay.

3.4 Purchases

iOS

The iOS version of Idiomo may offer in-app purchases through Apple’s App Store and StoreKit.

Apple processes the payment. Idiomo may receive and store limited transaction information such as:

- product identifier;
- transaction identifier;
- original transaction identifier;
- purchase status;
- entitlement status.

Idiomo does not receive your full payment-card number.

Android

The current Android version does not offer in-app purchases.

If in-app purchases are introduced on Android in the future, this Privacy Policy will be updated as necessary to describe the relevant payment provider and processing.

3.5 Support communications

If you contact support, we receive the information you choose to provide, such as your email address, message, screenshots and technical details relevant to your request.

3.6 Website data

The idiomo.app website does not require an account.

We do not intentionally place advertising or analytics cookies on the website.

The website host and network providers may process basic server logs such as:

- IP address;
- browser type;
- requested page;
- date and time;

for security, reliability and delivery of the website.

The Android application may also be made available for direct download from idiomo.app. The website itself does not receive access to gameplay information merely because an Android installation package is downloaded.

4. HOW WE USE INFORMATION

We use information to:

- create and maintain an anonymous player profile;
- save progress, tokens, hints, streaks and unlocked galleries;
- check answers and improve answer validation;
- deliver and restore purchased entitlements where applicable;
- display and measure advertising;
- provide rewarded advertising;
- manage advertising consent and privacy preferences;
- diagnose errors;
- prevent abuse;
- protect the app and backend;
- respond to support requests;
- comply with legal, tax, accounting and regulatory obligations.

We may use aggregated or de-identified information to understand general game performance and improve Idiomo.

We do not use such information to identify individual players.

5. LEGAL BASES FOR PROCESSING

Where the UK GDPR, EU GDPR or similar law applies, we rely on the following legal bases as appropriate:

Performance of a contract: to provide the game, save progress,

validate answers and deliver purchased content where applicable.

Consent: for personalized advertising, certain advertising identifiers or other advertising-related processing where consent is required.

Legitimate interests: to operate and secure the service, prevent fraud and abuse, diagnose faults, improve the game, provide advertising where legally permitted and respond to support requests, provided those interests do not override your rights.

Legal obligation: where processing is required to comply with applicable law, regulatory requests, tax rules or valid legal process.

6. ADVERTISING, CONSENT AND PRIVACY CHOICES

Idiomo uses third-party advertising SDKs and advertising mediation.

iOS

On iOS, Apple’s App Tracking Transparency permission may be requested before information is used for tracking across apps or websites owned by other companies, or before the device advertising identifier is accessed for tracking where Apple requires permission.

You can refuse this request.

Refusing tracking does not prevent you from playing Idiomo, although advertising may be less personalized.

You can subsequently review tracking permissions through the privacy settings on your Apple device.

Android

On Android, Idiomo uses Google’s User Messaging Platform (UMP) to request and manage advertising consent where required.

For users in regions including the European Economic Area, United Kingdom and Switzerland, a privacy message may be presented before advertising is requested.

Depending on the applicable rules and available choices, you may be able to:

- consent to advertising-related processing;
- refuse consent;
- manage individual privacy options.

Idiomo does not initialize advertising until the consent system indicates that advertising requests are permitted.

Where Google UMP provides a privacy-options entry point, you can access it again from the Idiomo Settings screen to review or change available advertising privacy choices.

Advertising preferences may also be affected by Android system privacy settings.

7. IN-APP PURCHASES

In-app purchases are currently available only in the iOS version of Idiomo.

Purchases are completed through Apple’s App Store and StoreKit.

Apple is responsible for payment processing, billing and the security of your App Store payment method.

Idiomo uses transaction and entitlement information only to:

- deliver the purchased item;
- prevent duplicate token credit;
- remove advertising where purchased;
- restore purchases;
- investigate suspected fraud or payment errors.

The Android version does not currently use Google Play Billing and does not currently sell tokens or advertising-removal entitlements.

8. SERVICE PROVIDERS

Idiomo currently uses the following service providers:

Apple
For iOS app distribution, App Tracking Transparency, StoreKit purchases and purchase restoration.

Google Firebase Authentication
For anonymous authentication and generation of an anonymous player identifier.

Supabase
For backend database services, storage and processing of game progress.

Unity LevelPlay
For advertising mediation and management of advertising networks.

ironSource
For advertising delivery and measurement through the LevelPlay advertising stack.

Unity Ads

For advertising delivery, measurement and rewarded advertising.

Google AdMob / Google Mobile Ads
For advertising, advertising measurement, attribution, diagnostics and related advertising services.

Google User Messaging Platform (UMP)
For presenting and managing advertising consent and privacy choices on Android where applicable.

Google Play
Where the Android application is distributed through Google Play, Google may process information relating to app distribution, installation, security and platform services. The current Android version does not use Google Play Billing.

Advertising mediation partners may change when the app is updated.

This policy will be updated if a material change affects how personal information is processed.

9. WHEN INFORMATION IS SHARED

Information may be shared:

- with the service providers listed above where necessary to operate the app and website;
- with advertising providers according to your applicable privacy choices and consent;
- with professional advisers where reasonably necessary;
- where required by law, court order or a valid request from a competent authority;
- to investigate fraud, abuse, security incidents or threats;
- in connection with a merger, acquisition, restructuring or transfer of the app, subject to appropriate safeguards.

We do not sell your name, email address or game progress for money.

10. DATA RETENTION

Anonymous game-progress data is normally retained while it is needed to provide progress and the game service, or until deletion is requested and the relevant anonymous record can be identified.

Purchase and transaction records, where applicable, may be retained for as long as reasonably necessary to provide purchased entitlements, prevent fraud, resolve disputes and comply with legal, tax and accounting obligations.

Support communications are normally retained for up to 24 months after the request is closed, unless a longer period is reasonably required for security, dispute resolution or legal compliance.

Aggregated, anonymized or de-identified information may be retained for longer where it can no longer reasonably be linked to an identifiable person.

11. INTERNATIONAL DATA TRANSFERS

Idiomo is operated from the United Kingdom.

Some service providers may process information in other countries, including the United States.

Where required, international transfers are made using an applicable adequacy decision, contractual safeguards or another lawful transfer mechanism made available by the relevant service provider.

12. SECURITY

We use reasonable technical and organisational measures intended to protect information against unauthorized access, loss, misuse or alteration.

These measures include authenticated backend access, encrypted network connections and access controls.

No internet service can guarantee absolute security.

13. YOUR PRIVACY RIGHTS

Depending on your location and the circumstances, you may have the right to:

- request access;
- request correction;
- request deletion;
- request restriction;
- object to certain processing;
- request data portability where applicable;
- withdraw consent;
- complain to a data-protection authority.

To make a request, email:

support@idiomo.app

Because Idiomo uses anonymous authentication, we may need reasonable technical information from the app or device to locate the relevant anonymous record and verify the request.

Withdrawing advertising consent does not affect the lawfulness of processing carried out before withdrawal.

14. CHILDREN

Idiomo is intended for users aged 13 and over.

It is not directed to children under 13, and we do not knowingly ask children under 13 to provide names, email addresses or other direct contact information in order to play.

If you believe that a child has provided personal information contrary to this policy, contact us so that the information can be reviewed and, where appropriate, deleted.

Users under the age of legal majority should review this policy with a parent or guardian.

15. UNITED STATES PRIVACY RIGHTS

Residents of certain US states may have rights to access, correct or delete personal information and to opt out of certain targeted advertising, sale or sharing as those terms are defined by applicable state law.

We do not sell personal information for money.

Some advertising-related disclosures of device identifiers or advertising activity may nevertheless be considered “sharing,” “sale” or targeted advertising under certain US state laws.

You may limit such processing using available advertising privacy choices, device privacy settings and, where available, privacy controls provided inside Idiomo.

You may also contact:

support@idiomo.app

to make a privacy request.

16. CHANGES TO THIS POLICY

We may update this Privacy Policy when the app, service providers, legal requirements or data practices change.

The updated version will be published on this page and the “Last updated” date will be revised.

17. CONTACT

For privacy questions, data requests or concerns about Idiomo,

contact:

support@idiomo.app